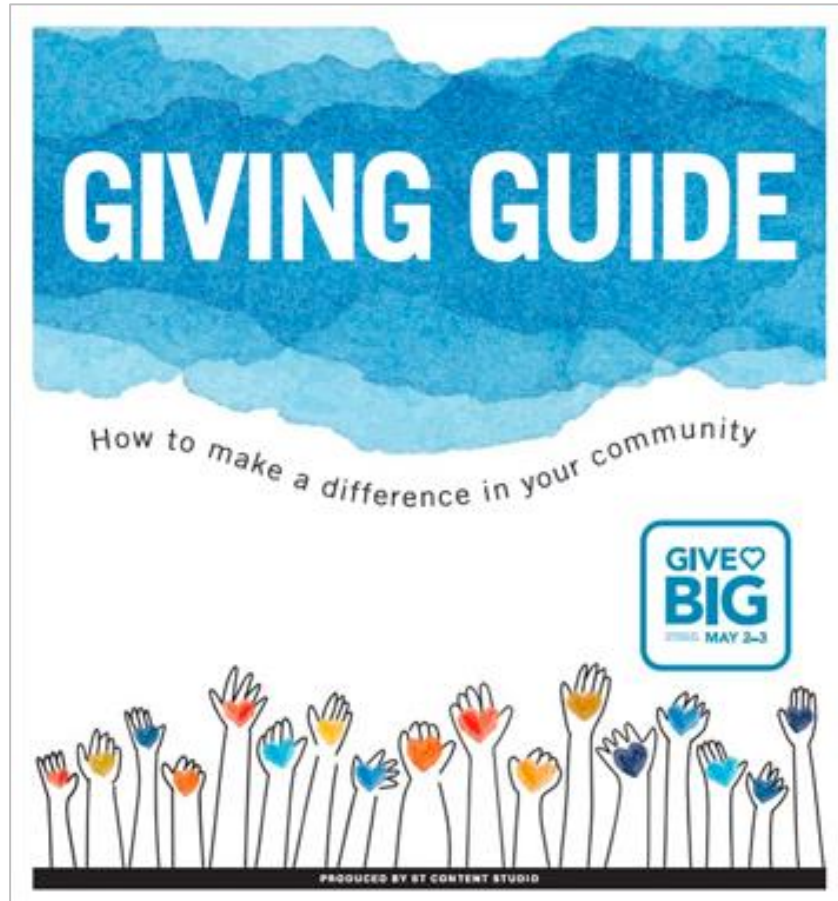
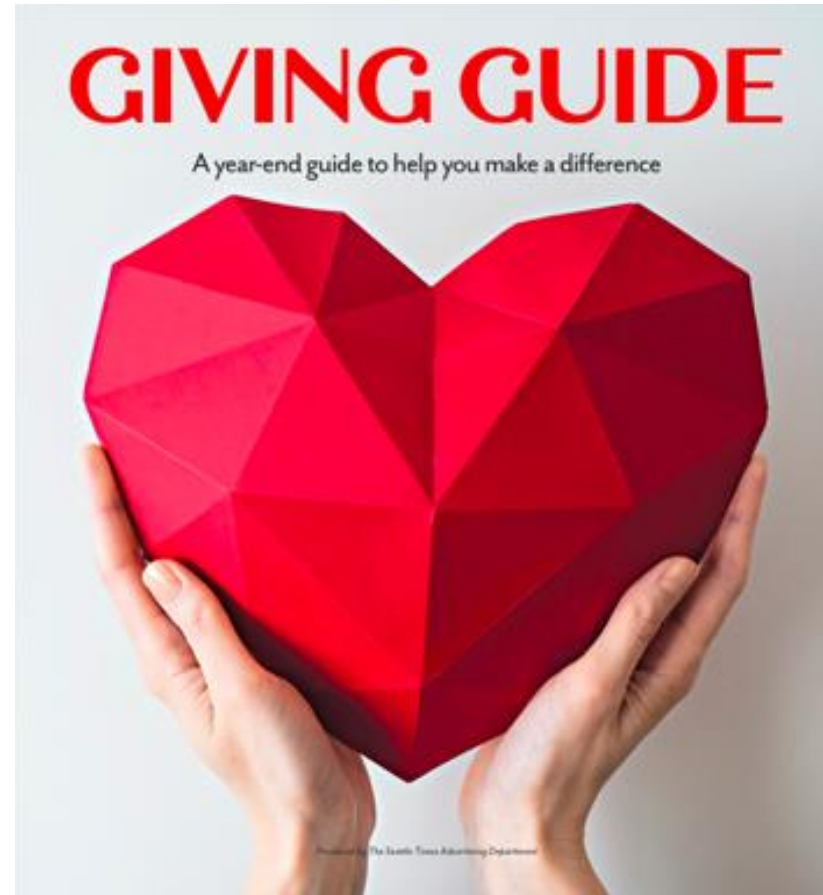


# 2025 GIVING GUIDES

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[Sample](#)



[Sample](#)

# A TRADITION OF SERVICE TO LOCAL COMMUNITIES

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**The Seattle Times is committed to promoting and supporting organizations that assist local communities in need.**

## **FUND FOR THOSE IN NEED**

Annual cause-marketing campaign focused on engaging readers to give back to the community. Fund for Those in Need 2024 raised over \$2.9 million to help children, families and older adults.

## **GIVEBIG SPECIAL SECTION**

Our GiveBIG special section, published every spring, shares the stories of local nonprofits and how our readers can donate and get involved. The Seattle Times has supported the annual GiveBIG campaign, an important event in Washington philanthropy, for over 10 years.

## **YEAR-END GIVING GUIDE SPECIAL SECTION**

Published during the holiday season, this annual publication spotlights the remarkable work of nonprofits in our community. Like the GiveBIG special section, the Year-End Giving Guide provides readers with information on donating and getting involved.

**Join our legacy of service by placing your advertisement in our Giving Guides.**



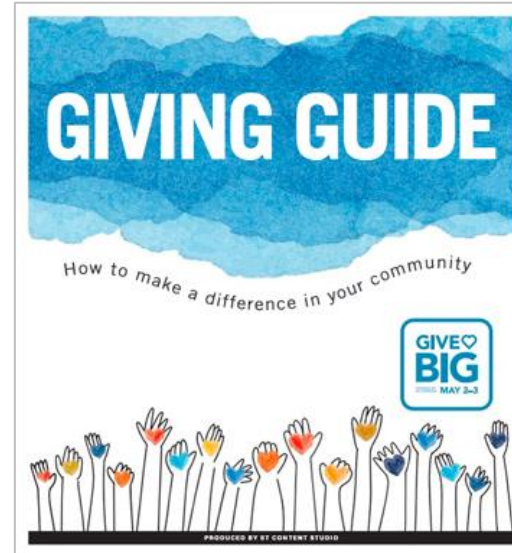


# 2025 GIVING GUIDES

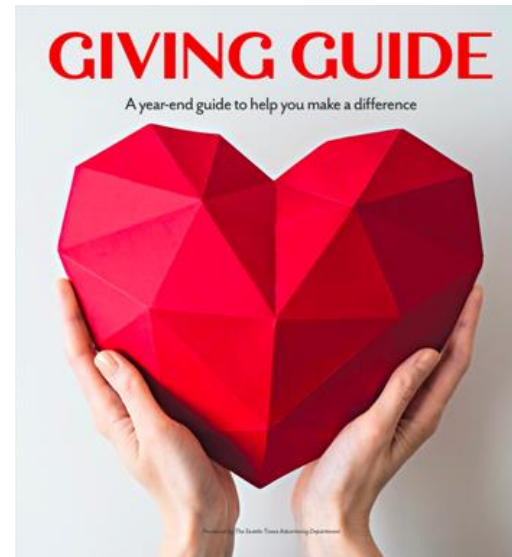
The Seattle Times Giving Guides are special sections that are packed with information about our area non-profits. Published in print and online, this information is highly useful to our readers as they determine where to place their charitable donations. Our sections are published during key giving times. The spring section is timed around the nonprofit Give Big event. The end of year guide publishes the Sunday prior to Thanksgiving to aid readers with their end of year giving plans.

Dates and sections are subject to change.

DATE	SECTION
April 27	<b>Give Big Giving Guide</b> Content Packages Deadline: March 10, 2025 Print & Display Ad Deadline: March 27, 2025
November 30	<b>Year End Giving Guide</b> Branded Content Deadline: September 29, 2025 Print & Display Ad Deadline: October 24, 2025



Sample



Sample



# GIVING GUIDE ADVERTISING OPTIONS

## New! Directory Listing

Directory listings will appear in print and online in 2025. All display ad packages in the Giving Guides include a print and digital listing. Directory listing only packages are available.

## Print and Digital Display Advertising

Display advertising packages include print ads in the section and digital display ads on [seattletimes.com](http://seattletimes.com).

## Print, Digital Display and Branded Content

For full- and half-page display advertisers, your package includes Branded Content, which allows you to tell your story to the giving public.

**DIRECTORY OF ORGANIZATIONS**

- EARSHOT JAZZ**: [earshot.org/donate](http://earshot.org/donate)
- Eileen and Callie's PLACE**: [eileenandcalliesplace.org](http://eileenandcalliesplace.org) (567) 233-2632
- 50 años**: [elcentrodelaraza.org](http://elcentrodelaraza.org)
- THE FIFTH AVENUE THEATRE**: [5thavenue.org](http://5thavenue.org) (206) 625-1900
- ALLEY CAT PROJECT**: [alleycatproject.org](http://alleycatproject.org) (206) 745-0243
- ACRS**: [acrs.org](http://acrs.org) (206) 695-7600
- FARESTART**: [farestart.org](http://farestart.org)
- FARMER FROG**: [farmerfrog.org](http://farmerfrog.org)
- FRIENDS of the CHILDREN Seattle**: [friendsseattle.org](http://friendsseattle.org)
- ATLANTIC STREET CENTER**: [atlanticstreetcenter.org](http://atlanticstreetcenter.org) (206) 329-2400
- BOYS & GIRLS OF KING COUNTY**: [positiveplace.org](http://positiveplace.org)

**GIVING GUIDE TABLE OF CONTENTS**

- Nonprofit thrift shops... 2-5
- Reader's Save Town... 4
- YWCA Seattle King Shorthorn... 6
- Pacific Science Center... 8
- Seattle's Union Gospel Mission... 10
- Centro Cultural Mexicano... 12
- Hopkins... 14
- Medic One Foundation... 16

**Nonprofit thrift shops support communities as 'the ultimate form of recycling'**

By Al Kemp  
Special to the Giving Guide  
A steady stream of cars and SUVs careened into the donation line at Goodwill in Northwest Seattle on a recent Monday afternoon, their trunks and back seats loaded with kitchen wares, small furniture, lawn mowers and clothes, all in good enough shape for a new owner.

Inside the thrift store, shoppers moved among the chrome clothing racks, computer monitors, dresses, shirts and jackets, some of them brand new. Some customers lingered among electronics, sporting out DVD players and laptops. A pair of top-of-the-line Bose headset speakers, greatly used, was priced at \$1K.

Throughout the store, a corps of volunteers and staffers with rolling blue carts kept the shelves stocked with a steady flow of merchandise.

Clear shoppers: Seattle residents Will Marshall, personal hardware accessories with one hand while balancing a bathroom scale and other items in the other.

"I recycle glass and aluminum at home all the time, so to me Goodwill is the ultimate form of recycling."

Almost everything I own I got here," he said.

"You trying not to be another person adding to a throwaway world?" added Marshall, who works as a delivery driver for Flagstaff Pizza.

Outside in the donation line, two lanes of vehicles waited to make deposits while employees kept the line moving, greeting the donors and helping with unloading.

One donor, Alice Meyer of Lynnwood, dropped off framed wall art for which she no longer has any room, while another, Patsy Kowalich of Seattle, unloaded donations that include pianos.

Training o

The Goodwill Area is one of 24 managed by will of North

a nonprofit funds to pre-qualify prop

Empire

annual total

million in p

person total

**Seattle-area nonprofits offer opportunities to connect**

READ STORY

# SPECIAL SECTION ADVERTISING PACKAGES: GIVING GUIDES 2025

2025 Giving Guides Pricing	Digital Impressions Included	Package Rate	6x Frequency Package Rate*
Full Page Package Including Branded Content	200,000	\$5,947.50	\$4,980.00
Full Page Package	200,000	\$4,447.50	\$3,480.00
Half Page Package Including Branded Content	130,000	\$4,348.75	\$3,590.00
Half Page Package	130,000	\$2,848.75	\$2,090.00
Quarter Page Package Including Branded Content	80,000	\$3,598.75	\$2,960.00
Quarter Page Package	80,000	\$1,848.75	\$1,210.00
Eighth Page Package Including Branded Content	50,000	\$3,040.00	\$2,465.00
Eighth Page Package	50,000	\$1,290.00	\$715.00
Print and Digital Directory Only		\$500.00	NA

\* 6x Frequency Package Rate requires a commitment to run a minimum of 6 ads throughout the year in The Seattle Times. Directory listing is included in all advertising packages.

\*\* For 1/4 and 1/8th page branded content ad packages. The display ad is not guaranteed to be next to the article. Additional discounts do not apply.

Digital display impressions are delivered within a 30 day timeframe surrounding the special section.



# THANK YOU FOR SERVING OUR LOCAL COMMUNITY!

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To place advertising in the GiveBig Giving Guide, please call: 206-652-6700

Or fill out a form here:

<https://stmsinfo.seattletimes.com/givebig>