



[Date]

<<Name>>
<<Address>>
<<City>>,<<State>>,<<Zip>>

Dear [First Name],

Do you remember the power of a “thing” when you were a kid and how it changed your life? Glasses to see better or shoes to run farther, we all have memories of something that made our world seem limitless.

For 7-year-old Alexis, the story of her bright purple fleece lined coat is epic.

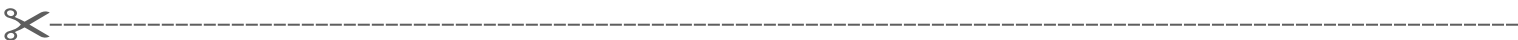
It came in a bundle of clothes from KidVantage and kept her warm and dry on her way to school. Yet, what she loved most about her jacket was its beautiful color. This crisp new coat made her feel proud and confident and instead of staying inside for recess she was out on the playground making friends.



With her body activated by exercise, Alexis engaged in class work. She could hear the teacher clearly and feel the warmth of her friends in the room. She fit in and this comfort opened her up, ready to learn.

The magic of this coat is felt many times over every week at KidVantage. With an average of 4,000 orders going out the door each week, we make sure kids have the essentials they need to thrive. Having things like pants, underwear, shoes, notebooks – and coats – all unlock kids’ potential when they are most vulnerable and experiencing homelessness, economic insecurity, or family disruption.

Will you help unlock kids’ magic when they need us most?



Yes! I want to make kids’ dreams possible.

- ☐ \$60 ☐ \$125 ☐ \$250 ☐ \$500 ☐ My best gift of: _____
- ☐ My check is enclosed, payable to **KidVantage**
- ☐ OR please charge my: MasterCard Visa Amex Discover
- Name on card: _____
- Card #: _____
- Exp: _____ CVV: _____ ☐ Charge my card monthly for the same amount.
- Signature: _____

Please note billing address on reverse if different than shown:

- ☐ I wish to remain anonymous
- ☐ I will submit my gift for matching from my employer:

<<Name>>
<<Address Line>>
<City>>,<<State>>,<<Zip>>



Please use the enclosed envelope to return your gift with this slip

-OR-

Go to **KidVantageNW.org**



Scan Here!

-OR-

Call **(425)865-0234 x709**

Since the end of pandemic supports, we’ve seen a dramatic increase in the number of families living paycheck to paycheck, unable to provide the basics for their kids.

The number of kids needing assistance more than once from 2022 to 2023 is up by 35% at KidVantage. This means that increasingly, families are now relying on our services to make ends meet. And this need isn’t slowing down.

We believe that kids don’t have time to waste. Every moment is precious and makes a difference in their future success.

<<[Renewal] That is why we are grateful for your enduring partnership. Your commitment to get kids the things they need quickly inspires me, volunteers, board members, and staff at KidVantage. **Thank you for your generous gift that will unlock kids’ potential in tangible, meaningful ways - just like it did for Alexis.** >>

Here’s what your gift can do!

- \$60 supplies coats, pants, underwear & more for kids
- \$125 provides school supplies
- \$250 nourishes babies with appropriate formula
- \$500 gives babies or a child a bed of their own

With support like this, Alexis will learn that she loves reading and by the time she is tested in 3rd grade, along with all kids her age across the country, she will pass exams easily. This test is one of the best indicators for whether she will graduate from high school.

It’s the magic of a coat and its ability to be so much more than a “thing” for a child. Reducing stress frees kids, like Alexis, to be anything they dream to be. Now that is epic!

Join us in this amazing work, we can’t do it without you!

With gratitude,



Jack Edgerton
Executive Director

<<[Renewal] P.S. Last year, we reached 18,000+ kids and expect this number to keep growing in 2024. **We need your partnership to meet this need and distribute the volume of things kids need.** >>



Other Ways to Give

You can help unlock a kids’ potential in many ways. Contact Kim Christensen at kimc@KidVantageNW.org for more information on:

- supporting kids with your donor advised funds,
- giving through a charitable IRA distribution,
- donating stocks and
- including KidVantage in your will.



KidVantage, formerly Eastside Baby Corner, is a 501(c)(3) nonprofit organization. Tax ID #91-1617032. Contributions are tax deductible to the extent permitted by law.

Get the Latest on KidVantage!

To receive the latest updates please provide your email address. We never trade, share, or give away your contact information.

Email: _____

Leave us a note:

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<<[In Kind] Luckily, we have an incredible network of supporters, like you, who have already given donations of kid’s goods, which constitutes about 1/3 of what we send to kids. **Consider giving a cash donation today so that we can purchase the remaining essential things kids need.** >>

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Join us in this amazing work, we can’t do it without you!

With gratitude,



Jack Edgerton
Executive Director

<<[In Kind] P.S. To get kids what they need and when they need it, we have to purchase things like diapers, formula, car seats, and coats to supplement our in-kind donation program. **Consider a cash gift to help us distribute the essentials!**>>



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We believe that kids don’t have time to waste. Every moment is precious and makes a difference in their future success.

<<[2020 Lapsed] That is why we are grateful for your past support in getting what kids need quickly. **Please consider renewing this commitment to unlock kids’ potential, like Alexis, by giving a generous gift today.>>**

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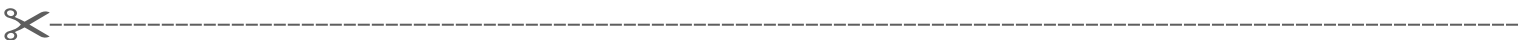
Join us in this amazing work, we can’t do it without you!

With gratitude,



Jack Edgerton
Executive Director

<<[2020 Lapsed] P.S. **We noticed that it has been a while since your last gift.** While we hope you will renew your support, we want to respect your wishes and plan to take you off our outreach lists if we don’t hear back from you following this letter. Thank you for your past support!>>



Other Ways to Give

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Leave us a note:

Kids don't have time to waste. Every moment is precious and makes a difference to their future success.

This year, we've seen a dramatic increase in the number of families living paycheck to paycheck, unable to provide the basics for their kids.

A gift from you will do amazing things—unlock kids' potential in tangible, meaningful ways!

Make a secure gift at:
KidVantageNW.org

Send a check to:
KidVantage
PO Box 712
Issaquah, WA 98027

Or give by phone at
(425) 865-0234 x709

*Scan instead
of typing!*





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How a purple coat
became an epic story!

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Your gift
begins here.
Thank you!



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