

COMMUNICATION TOOLKIT

Thank you for raising funds for the *Downtown Women's Center*. We're thrilled to have support from community members in *ending women's homelessness in Los Angeles*.

This toolkit will ensure you have everything you need for your fundraising initiative.

Contact: Events@DowntownWomensCenter.org



BEFORE YOU BEGIN RAISING FUNDS FOR DWC

- We ask that all third parties [fill out this application](#) prior to promoting the fundraiser.
- Then, we will ask you or a representative from your organization to sign a Memorandum of Understanding (MOU) with DWC.
- All promotional materials or press releases that mention the Downtown Women's Center or use our logo must be reviewed and pre-approved by DWC before made public.
- Review our [Advocacy Toolkit](#) for more information, statistics, and educational resources to share with your audience.

DURING YOUR FUNDRAISER

We encourage you to tag us in any promotional posts. Our DWC social media handle is @DWCweb on all social media platforms.

We will re-share any tagged posts on our Instagram or Facebook stories.

AFTER YOUR FUNDRAISER

Recaps, highlights, and outcomes about the fundraiser are welcome!

Per the terms of the MOU, payment representing the donation should be sent to DWC within **four weeks** of the fundraiser or promotion.

[You can make your fundraising donation by credit card here.](#)

If paying by check, please mail to:

Downtown Women's Center
Attn: Development
442 S. San Pedro St.
Los Angeles, CA 90013



DWC founder Jill and Rosa

DWC VALUES

Please keep in mind that the women we serve at DWC are our priority. All external fundraising initiatives should fit with our mission of creating a safe and healthy community fostering dignity and respect for women experiencing homelessness in Los Angeles.

DWC LOGOS & ASSETS

[You can access our official logos here.](#)

Please do not change, alter, or modify the logo in any way. This includes color, scaling, or adding clip art to the logo, as well as separating the 'W' from the name and tagline.

For final approval, DWC kindly requests that you share your material/publication with us before publishing or distributing.

Feel free to download our DWC programs postcard [here](#).

PHOTOS & VIDEOS

[You can access our photo options here, approved for external use.](#)

All women featured in these photos agreed to have their photo taken and used by DWC and its community.

[You can access our video options here.](#)

We have brief videos on DWC, advocate stories, our meals program, trauma-informed care, our employment programs, and our housing programs.



BOILERPLATE LANGUAGE

When writing or talking about the Downtown Women's Center, please use our full name, Downtown Women's Center and the correct acronym (DWC).

Please use the following copy when describing DWC:

The Downtown Women's Center (DWC) is the only organization in Los Angeles focused exclusively on serving and empowering women experiencing homelessness. DWC envisions a Los Angeles with every woman housed and on a path to personal stability. Its mission is to end homelessness for women in greater Los Angeles through housing, wellness, employment, and advocacy. Founded in 1978, DWC was the first permanent supportive housing provider for women in the U.S.

Learn more at www.DowntownWomensCenter.org.

USING EMPOWERING LANGUAGE

DWC is not a shelter. When referring to DWC, please describe it as an organization that provides immediate services and connections to employment, housing, and healthcare for women experiencing homelessness in Los Angeles

DWC and the women it serves are located **in** Skid Row — **not on** Skid Row.

Women experiencing homelessness (not "homeless women")

We don't want to label women in a way that suggests their identity is their homelessness; homelessness is an experience they are going through.

Survivors of domestic violence (not "victims of domestic violence")

We try to use language that uplifts women and paints a story of their resilience and strength.

Extremely low-income (not "poor")

Mental illness (not "mental problem" or "mental issue")



DWC 2022 IMPACT

- **5,700+** women served annually
- **108,000+** meals provided to women in need
- **34,441** case management sessions provided
- **516** vocational sessions accessed
- **2,339** mental sessions provided
- **2,051** women served by health services
- **99%** Permanent Supportive Housing retention rate
- **208** women permanently housed
- **88** women served through interim housing site
- **112** participants employed

FUNDRAISING BREAKDOWN

\$15 – Can cover a shower kit for one woman

\$30 – Can cover a rental application fee

\$50 – Can provide 2 weeks of meals for one woman

\$150 – Can cover a laptop for virtual job training

\$250 – Can cover one 'Welcome Home' kit

\$500 – Can cover basic furnishings for a new home

\$1,500 – Can cover a security deposit for an apartment

Donations can be made at www.DowntownWomensCenter.org/Donate

For crowdfunding, you can set up a fundraising page here



FREQUENTLY ASKED QUESTIONS

We want to donate a percentage of proceeds from our product to the Downtown Women's Center. How do we do that?

You can [fill out our event form](#) and we'll craft a MOU for both parties to sign off on. The MOU confirms DWC as the beneficiary of your promotion, the timeframe in which funds should be rendered to DWC, and payment instructions.

Can we buy items off your online wish list with the fund raised?

Absolutely! Just make sure you tell those who are contributing to your fundraising initiative that that is how the funds will be utilized. All items purchased off of our wish list will be shipped directly to DWC.

[You can find our wish list here.](#)

What do our donations support?

Donations to the Downtown Women's Center support warm meals, counseling, healthcare, mental health services, hygiene products, housing, job training, and employment for women experiencing homelessness in greater Los Angeles.

Do you have a platform for us to set up a fundraising page?

Yes, we do! [You can click here to start raising funds for DWC](#) for a birthday, event, or any other promotion. The funds raised on the site go directly to DWC.

Will DWC share our fundraising initiative with their audience?

We are happy to share any promotions we're tagged in on social media in our Instagram or Facebook story feature. We do not independently post nor send email blasts out about third party fundraising efforts.

Can I organize a raffle to benefit DWC?

Unfortunately no – online raffles are illegal in the state of California. You may want to consider a sweepstakes instead.

Will a DWC representative speak at my virtual event?

Possibly! Depending on the date and expected audience, a DWC staff member or volunteer ambassador might be able to speak. In some cases, a video about our work might suffice, too.