

2*25*25 GIVING DAY

What is Giving Day?

Friends In Deed Giving Day 2025 brings all of our supporters together on February 25, 2025. From Board members and businesses to friends and volunteers, we call on each and every member of our Friends In Deed community to join together for this cause. Our Giving Day goal? We need to reach at least **225 donors!** When we hit that number The Lawrence A. Appley Foundation will donate an additional \$20,000 to FID.

How do I give?

- Online: <http://www.friendsindeedpas.org/givingday>
- Check: made payable to Friends In Deed, mail to PO Box 41125, Pasadena CA 91114
- Phone: 626-797-2402 x205

How do I get others to give?

- 1.** Don't forget to make your own donation, first!
- 2.** Share FID's posts on social media, or post your own.
- 3.** Text/call at least 3 people to ask them to make a donation.
- 4.** Spread the word via email, to at least 3 people.

Social media post option 1:

Friends In Deed's Giving Day is here! I made my donation, and I hope you will do the same. Friends In Deed does critical work in the greater Pasadena area, through their Food Pantry, The Women's Room, Street Outreach and Housing, Bad Weather Shelter, and Eviction Prevention and Rental Assistance. Donate online at friendsindeedpas.org/givingday

Social media post option 2:

Please help us get Friends In Deed 225 donors today! The Lawrence A. Appley Foundation will donate \$20,000 to FID when they hit that goal. We need your help! Donate to support FID programs and services that provide food, shelter, and resources for those experiencing homelessness in our local community. Make your gift online at friendsindeedpas.org/givingday today.

We've set up social media graphics you can share on your accounts to announce your participation in Giving Day 2025 and to encourage others to join. To access the graphics, please visit:
https://drive.google.com/drive/folders/1xrQ5MpG-Unaby3v1Ot_4MaZLHEvRgpY0?usp=sharing

Text message you can send:

Hi (name)! I am working to help get Friends In Deed 225 donors today. The Lawrence A. Appley Foundation will donate \$20,000 to FID when they hit that goal. We could really use your help! I made my donation, and I hope you will consider doing the same. This nonprofit does critical work in the greater Pasadena area, through its Food Pantry, The Women's Room, Street Outreach and Housing, Bad Weather Shelter, and Eviction Prevention and Rental Assistance. Donate online at friendsindeedpas.org/givingday. Thanks for your support!

Email you can send:

Dear _____,

Today, Friends In Deed is bringing together the whole community to help those who need our assistance most. This is a nonprofit that I care about and support. Please join me in donating to fund programs and services like Street Outreach and Housing, Food Pantry, The Women's Room, Bad Weather Shelter, and Eviction Prevention and Rental Assistance.

Help us get Friends In Deed 225 donors today. The Lawrence A. Appley Foundation will donate \$20,000 to FID when they hit that goal. We need your help! Donate in support of FID programs and services supporting local community members. Make your gift online at friendsindeedpas.org/givingday today!

Your gift, no matter the size, truly makes a difference in the lives of Friends In Deed clients.

With gratitude,
(your name here)

Ways to Donate:

- Online: friendsindeedpas.org/givingday
- Phone: 626.797.2402 x205
- In-person: email merriav@friendindeedpas.org to plan a drop-off

Friends In Deed, a human and social services agency which celebrated its 130th anniversary in 2024, provides supportive services with compassion and dignity to neighbors experiencing homelessness and vulnerability. This nonprofit operates five core programs, including a Food Pantry, The Women's Room (a day shelter for homeless and at-risk women), Street Outreach and Housing, Bad Weather Shelter, and Eviction Prevention and Rental Assistance. Friends In Deed is committed to providing services for all clients experiencing times when they need assistance most, through the nonprofit's core values: caring, community-based, human-centered, inclusive, interfaith, and resourceful.