



Your At-Work Guide

HOLIDAY TOY DRIVE To Benefit The Salvation Army

Program Elements:

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- About the *Stockings for Kids* program
- Implementation Guide and Checklist
- Suggested Holiday Gift Items
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- Frequently Asked Questions (FAQ's)



November 14, 2011

Dear Program Supporter:

Many thanks for joining B-101, NBC10, Mercedes-Benz, Boscov's, VWR International, LLC, and The Salvation Army in our mission to brighten the lives of children in need this holiday season.

We have requested the assistance of schools, families and businesses to help us reach our goal of making this holiday season brighter for as many underprivileged children from the Philadelphia area as possible. This is a very aggressive goal, but with your help it can become a reality.

It's touching to have businesses from the Philadelphia area unite to help other families in need. With your help, disadvantaged children in the Philadelphia region will be celebrating this holiday season by opening gifts and by sharing in happy memories with their families. The **Stockings for Kids** program truly illustrates that every little effort can truly make a difference.

Thank you again for caring enough to lend your support to the **Stockings for Kids** holiday toy drive! Together we can make a difference in the lives of children in our community. If you have any questions regarding the **Stockings for Kids** program, please contact the **Stockings for Kids Hotline** at 610-668-4321.

Sincerely,

Tiffany Hill and Michael Chew

Bill Henley and Jillian Mele

Handwritten signature of Tiffany Hill and Michael Chew in black ink.

Handwritten signature of Bill Henley and Jillian Mele in black ink.

**Morning Air Personality
B-101 FM**

**News Anchors
NBC 10**

ABOUT STOCKINGS FOR KIDS HOLIDAY TOY DRIVE

Stockings for Kids is a partnership of B-101, NBC10, Mercedes-Benz, Boscov's, VWR International, LLC, The Salvation Army and your organization to give thousands of children in need across the Philadelphia region a brighter holiday season. Our efforts are accomplished with the assistance of local families, schools and businesses to fill holiday stockings and collect new, unwrapped toys for less fortunate children.

A list of suggested donation items has been included for reference. Upon the filling of each stocking, please staple a stocking stuffer to the top of the stocking to close it. Each volunteer should print his or her name on the topper, the age group and gender of the intended recipient. A personal greeting may be added, if desired. We will be happy to provide you with additional stockings/toppers if you find you can fill more than originally ordered. After all of your stockings are filled, please refer to the "Drop-off" portion of this handbook for instructions on where your stockings can be delivered. **Please, do not include perishable items in your donations.**

WE CAN ACCEPT ONLY NEW UNWRAPPED GIFTS!!! Feel free to include a gift card with a personal greeting and/or designation of gender/age of the child you want to receive your gift.

If you have any questions about the *Stockings for Kids* program or would like to order stockings, visit www.b101radio.com. Alternatively, e-mail us at Stockingsforkids@b101radio.com.

HISTORY OF STOCKINGS FOR KIDS

B101 has been giving back to the community through *Stockings for Kids* since 1996. This program gives toys to thousands of children in the Delaware Valley who would otherwise go without. B101 has long believed in giving back to the community, and what better way than to partner with the Salvation Army of Greater Philadelphia – an organization dedicated to meeting the human needs of men, women and children in the community throughout the year.

Launched as *Kids for Kids*, B101's stocking stuffer program reached out to the schools and children of Philadelphia for help in making holiday dreams come true. In their first year, B101 distributed empty stockings to schools throughout the area. Thousands of children, parents, and teachers helped to fill over 15,000 stockings, totaling \$160,000 in donations.

Over the past fifteen years *Stockings for Kids* has become a beloved Philadelphia tradition. The program has raised millions of dollars worth of toys and donations for distribution by The Salvation Army. What began as a school-focused fundraiser has grown into a movement that includes thousands of individuals, schools, corporations and community groups working together every holiday season to help those who need it the most.

Local media and business giants have stepped up to do their part as well. This is the twelfth year that B101 has partnered with [NBC10](http://www.nbc10.com).

No child should know need, especially during the holiday season. Please join us in making the 2010 *Stockings for Kids* holiday program the best one yet. With our goal to help as many kids and families as possible, we need all the help we can get!



STOCKINGS FOR KIDS



Mercedes-Benz



IMPLEMENTATION GUIDE AND CHECKLIST

This checklist is meant to serve as a guide to implementing the Stockings for Kids program in your company!

10/24/11 – 11/24/11	Print this page and keep it at your desk to serve as a reminder of important dates and deadlines. To keep your employees informed, send out an e-mail announcing your company's involvement in <i>Stockings for Kids</i> . Also, download the company flyer from the <i>Stockings for Kids</i> website and post it around your office – www.b101radio.com !	Completed? (check when completed) <input type="checkbox"/> Yes
11/08/11	Begin buying toys for your donation. New, unwrapped toys are great but if you'd like to fill holiday stockings with toys, you can order them online, for free, at www.b101radio.com ! – click on the Stockings for Kids link.	Completed? <input type="checkbox"/> Yes
11/14/11	PROGRAM BEGINS! Drop-off containers are in place official drop-off locations. Visit www.b101radio.com/sfk to find a location near you	Completed? <input type="checkbox"/> Yes
11/26 – 12/09/11	Once you've collected all of your toys or stockings, decide which drop-off location you will use (<i>see Drop-Off Locations page in this booklet</i>). 12/09/11 is the deadline for ordering stockings for delivery!!!	Completed? <input type="checkbox"/> Yes
12/22/11	Deadline for dropping off filled stockings and toys at official drop-off locations. (Filled stockings must be received by 12/22/11 to ensure timely distribution by The Salvation Army to the children of the Delaware Valley.)	Completed? <input type="checkbox"/> Yes

SUGGESTED HOLIDAY GIFT ITEMS



Age 0-1 (Boy or Girl)

Teethers/Rattles/Bibs
Baby Wipes/Lotion/Shampoo/Brushes
Soft Toys
Stuffed Animals
Bath Toys
Socks/Hats/T-shirts
Sleepers

Age 4-7 (Boy)

Board Games
Crayons/Coloring Books
Books
Hand Held Games/Puzzles
Lego Sets/Action Figures
Baseball Cards
Soft sports equipment

Age 8-10 (Boy)

School Supplies
Hand Held Electronic Games
Hats/Gloves
Airplane Kits/Model Cars
Action Figures
Books
Puzzles/Dominoes
Nerf Footballs/Frisbees

Age 11+ (Boy)

DVD's/CD's
Electronic Games/Calculators
Books/Card Games
School Supplies
Sporting Goods
MP3 Players



Age 2-3 (Boy or Girl)

Dolls/Beanie Babies
Boats/Cars/Trucks
Books
Bath Toys
Socks/Mittens/Caps/T-shirts
Educational aid toys

Age 4-7 (Girl)

Coloring Books/Crayons
Play-Doh/Lego Sets
Jump Ropes/Jacks/Stickers
Hats/Gloves
Beanie Babies
Dolls/Doll Clothes
Barrettes

Age 8-10 (Girl)

School Supplies
DVDs/Puzzles/Books
Scarves/Hats/Gloves/Jewelry
Stuffed Animals
Dolls/Clothes
Art Supplies

Age 11+ (Girl)

DVD's/CD's
Radios
Books/Card Games
School Supplies/Calculators
Brushes/Combs/Soap/Lotion
MP3 Players



Please note that you are not limited just to these suggested items above. All toy donations are welcome – big and small. If you are going to make a large toy donation, please contact a Drop-off Location ahead of time.

**** PLEASE NO FOOD, CANDY OR OTHER PERISHABLES. WE CAN ACCEPT ONLY UNWRAPPED GIFTS!!**

OFFICIAL DROP-OFF LOCATIONS

Drop-off Deadline: December 22, 2011



Mercedes-Benz

Devon, PA

EuroMotor Cars Devon, Inc.
214 West Lancaster Ave
Devon, PA 19333
(610) 687-1500

Doylestown, PA

Keenan Motors
4311 West Swamp Road
Doylestown, PA 18902
(888) 345-5801

Fort Washington, PA

Mercedes-Benz of Fort Washington
404 Pennsylvania Ave
Fort Washington, PA 19034
(215) 646-7700

West Chester, PA

Mercedes-Benz of West Chester
1260 Wilmington Pike
West Chester, PA 19382

Cherry Hill, NJ

Mercedes-Benz of Cherry Hill
2151 Route 70 West
Cherry Hill, NJ 08002

OFFICIAL DROP-OFF LOCATIONS

Drop-off Deadline: December 22, 2011



Pottstown, PA

Boscov's Coventry Mall
351 West Schuylkill Road
Pottstown, PA 19465
(610) 327-8080

Exton, PA

Exton Square Mall
166 Exton Square Mall
Exton, PA 19341
(610) 280-6573

Media, PA

Granite Run
1067 West Baltimore Pike
Media, PA 19063
(610) 566-5255

Bensalem, PA

Neshaminy Mall
200 Neshaminy Mall
Bensalem, PA 19020
(215) 953-5900

Whitehall, PA

Lehigh Valley Mall
Rt 22 & Rt 145 North
Whitehall, PA 18052
610-231-8000

Easton, PA

Palmer Park Mall
121 Palmer Park Mall
Easton, PA 18045
610-250-2772

Voorhees, NJ

Voorhees
6001 Echelon Mall
Voorhees, NJ 08043
(856) 772-6400

Moorestown, NJ

Moorestown Mall
400 W Route 38
Moorestown, NJ 08057
(856) 231-1101

Vineland, NJ

Cumberland Mall
100 Cumberland Mall
Vineland, NJ 08360
(856) 327-3800

Deptford, NJ

Deptford
1750 Deptford Center Road
Deptford, NJ 08096
(856) 686-1223

Christiana, DE

Christiana Town Center
361 W Main Street
Christiana, DE 19702
(302) 369-6440

Wilmington, DE

Concord Mall
4737 Concord Pike
Wilmington, DE 19803
(302) 478-9271

Plymouth Meeting, PA

Plymouth Meeting Mall
500 Germantown Pike
Plymouth Meeting, PA 19462
(610) 941-4512

Atlantic City (Shore Mall)

6725 Black Horse Pike
Egg Harbor Township, NJ 08234
(609) 383-1880

OFFICIAL DROP-OFF LOCATIONS

Drop-off Deadline: December 22, 2011



DOING
THE MOST
GOODSM

You can also call your local branch to see if they are accepting stockings!

Coatesville, PA

The Salvation Army
669 E. Lincoln Hwy
Coatesville, PA 19320
(610) 384-2954

Darby, PA

The Salvation Army
22 N. Ninth Street
(610) 583-3720

Philadelphia, PA

The Salvation Army
Temple Corps
1340 Brown Street
(215) 787-2962

Philadelphia, PA

The Salvation Army
701 North Broad Street
(215) 787-2884

Philadelphia, PA

The Salvation Army
Korean Corps
5830 Rising Sun Avenue
(215) 742-8992

Philadelphia, PA

The Salvation Army
Pioneer Corps
1920 East Allegheny Avenue
(215) 739-2365

Philadelphia, PA

The Salvation Army
Tabernacle Hispanic Corps
3150 Mascher Street
(215) 423-9300

Philadelphia, PA

The Salvation Army
Citadel Corps
5830 Rising Sun Ave.
(215) 722-5447

West Chester, PA

The Salvation Army
101 E. Market Street
(610) 696-8746

Chester, PA

The Salvation Army
151 W. 15th Street
Chester, PA 19013
(610) 874-4266

Levittown, PA

The Salvation Army
215 Appletree Drive
(215) 945-0717

Philadelphia, PA

The Salvation Army
Roxborough Corps
6730 Ridge Avenue
(215) 482-5911

Philadelphia, PA

The Salvation Army
5501 Market Street
(215) 474-1009

Philadelphia, PA

The Salvation Army
Northeast Corps
4344 Frankford Avenue
(215) 288-3596

Norristown, PA

The Salvation Army
533 Swede Street
(610) 275-4183

Philadelphia, PA

The Salvation Army
Grays Ferry/Laotian Corps
3225 Reed Street
(215) 465-0300

Wilmington, DE

The Salvation Army
400 N. Orange Street
(302) 656-1696

Camden, NJ

The Salvation Army
915 Haddon Ave.
Camden, NJ 08103
(856) 338-1700

Bridgeton, NJ

The Salvation Army
29 W. Commerce Street
Bridgeton, NJ 08302
856-451-0999.

WHO'S WHO



If you have any questions, concerns or otherwise, please contact us directly. We would love to hear from you! Don't forget to check our Frequently Asked Questions page towards the back of this guide.

Stockings for Kids Contact Information

E-mail us at – Stockingsforkids@b101radio.com (general questions/inquiries)

Visit our websites – B101radio.com
NBCphiladelphia.com/
SalvationArmy.org
Mercedes-Benz - mbusa.com
Boscovs.com

Stockings for Kids Hotline
(610) 668-4321



Tim Davis
(610) 538-1251

- Program Manager, sponsor liaison
- Sponsor coordination questions



Jeffrey Jordan Howe
(215) 787-2819

- Any further questions regarding toy donations and how stockings will be distributed in the Philadelphia and surrounding areas
- If you or someone you know is in need of toys this holiday season
- The Salvation Army drop-off locations

FAQ'S – FREQUENTLY ASKED QUESTIONS

- **Can my presents be wrapped?** Unfortunately not. Due to Salvation Army safety regulations, all toy and clothing donations must be unwrapped.
- **Do you accept used toys or used clothing?** No. All gift donations should be new. If you wish to donate used toys or clothing, please contact your local Salvation Army about a direct donation.
- **What if I want to donate a bike or very large toy?** All toy donations are welcomed. Please let your drop-off location know when you are bringing in a large shipment of filled stockings or an especially large gift donation.
- **Can my toys be picked up from my business?** No. Due to the sheer volume of donations and the timeliness of the program, all donations must be delivered to your local Salvation Army branch near you.
- **How important is the final stocking drop-off deadline date of 12/22/11?** *VERY IMPORTANT!* We cannot guarantee that toys dropped-off after this date will make it into the hands of the children of the Delaware Valley for the holidays! However, if for some reason you drop toys off after this date, they will be distributed to kids before the New Year.
- **What if I don't have time to shop for gifts, but I still want to contribute?** Please go to our website at www.B101radio.com and click on *Stockings for Kids*. You can use your credit card to give as much or as little as you can afford.
- **How are the stockings/toys distributed?**

Stockings for Kids Distribution Statement

All stockings/toys collected through the *Stockings for Kids* program are delivered to and distributed by The Salvation Army.

Individual recipients are selected through a standard Salvation Army application screening process and stockings/toys are distributed without discrimination – including, but not limited to, race and religion – and are in line with The Salvation Army's global mission.