



# *Your Community or At-Home Guide*

## HOLIDAY TOY DRIVE To Benefit The Salvation Army

### Program Elements:

- Letter from Our Sponsors
- About *Stockings for Kids*
- Important Dates (to help you plan and organize)
- Ordering Stockings Online
- Suggested Holiday Gift Items
- Official Drop-Off Locations
- Incentive Program
- Who's Who?
- Frequently Asked Questions (FAQ's)



November 14, 2011

Dear Supporting Family:

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, businesses and families like yours 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 this goal may become a reality.

It's touching to have people from around the Philadelphia area unite to help other families in need. With your help, disadvantaged children in the Delaware Valley 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.

Thanks 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. You can also order your stockings at [b101radio.com](http://b101radio.com).

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 Personalities  
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, and 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](http://www.b101radio.com). Alternatively, e-mail us at [Stockingsforkids@b101radio.com](mailto: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. To date, the program has raised millions of dollars in 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.

No child should know need, especially during the holiday season. Please join us in making the 2011 *Stockings for Kids* 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 – 11/25/11	Print this page and <b><u>keep it at your desk</u></b> 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 – <a href="http://www.b101radio.com">www.b101radio.com</a> !	<b>Completed? (check when completed)</b>  <input type="checkbox"/> Yes
11/08/11	You can order your stockings online. 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 <a href="http://www.b101radio.com">www.b101radio.com</a> ! – click on the <i>Stockings for Kids</i> link.	<b>Completed?</b>  <input type="checkbox"/> Yes
11/14/11	<b>PROGRAM BEGINS!</b> Drop-off containers are in place at official drop-off locations. Visit <a href="http://www.b101radio.com/sfk">www.b101radio.com/sfk</a> for updated details.	<b>Completed?</b>  <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> ).  <b>12/09/11 is the deadline for ordering stockings for delivery!!!</b>	<b>Completed?</b>  <input type="checkbox"/> Yes
12/22/11	Deadline for dropping off filled stockings and toys at official drop-off locations. ( <b><i>Filled stockings must be received by 12/22/11 to ensure timely distribution by The Salvation Army to the children of the Delaware Valley.</i></b> )	<b>Completed?</b>  <input type="checkbox"/> Yes



**INSTRUCTIONS FOR ORDERING STOCKINGS ONLINE**

Or e-mail us at [stockingsforkids@b101radio.com](mailto:stockingsforkids@b101radio.com)

**Deadline for Ordering Stockings: December 10, 2011**

- To request stockings for your family you must visit our website at [www.b101radio.com](http://www.b101radio.com).
- Click on 'Order Stockings' on the left-hand side.
- Fill out the information needed and click "Submit"! It's that easy!
- Your stockings should arrive within one week via UPS.

## 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 athletic 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!!**

Drop-off Deadline: December 22, 2011

## 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  
GOOD<sup>SM</sup>

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

**Coatesville, PA**

The Salvation Army  
669 E. Lincoln Hwy.  
(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  
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. 15<sup>th</sup> Street  
(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  
Tabernacle Hispanic Corps  
3150 Mascher Street  
(215) 423-9300

**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](mailto:Stockingsforkids@b101radio.com) (general questions/inquiries)

Visit our websites – [B101radio.com](http://B101radio.com)  
[NBCphiladelphia.com/](http://NBCphiladelphia.com/)  
[SalvationArmy.org](http://SalvationArmy.org)  
Mercedes-Benz - [mbusa.com](http://mbusa.com)  
[Boscovs.com](http://Boscovs.com)

**Stockings for Kids Hotline**  
**(610) 668-4321**



**Tim Davis**  
**(610) 538-1251**

- Program Manager, sponsor liaison
- Sponsor coordination questions



**DOING  
THE MOST  
GOOD<sup>SM</sup>**

**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

- **How do I request stockings?** The only way to request stockings is by submitting a form on our website. It's simple, fast and easy! Instructions on using the website are included below. NOTE: You do NOT have to fill a stocking to participate in the program. You can donate new, unwrapped toys!
- **Can my presents be wrapped?** Unfortunately not. Due to Salvation Army safety regulations, all toy and clothing donations must be unwrapped.
- **Do I have to put a topper on my stocking?** Yes. The information provided on the topper (intended age and gender of the recipient) is crucial to The Salvation Army. With thousands of stockings to distribute, this information assures that, for example, a six-year old boy does not receive a teething rattle and a sleeper.
- **How important is the school prize incentive form?** The form is also used as a summary of your school's participation; it's important to us and especially to you! Not only is it vital to our management and evaluation of the program, it's the **official entry form** that allows us to determine which schools donated the most stockings and new, unwrapped toys.
- **How much or little should I put in my stocking?** Each filled stocking is valued at approximately \$15 to \$20; use this range as your guide. However, you are not obligated to provide gifts within this range; you can be as generous or as thrifty as you want or need to be. The children of the Delaware Valley appreciate each and every contribution you make!
- **What if my gift won't fit in a stocking?** Large and oddly shaped toy donations are welcomed. Please make sure that a topper is securely tied or taped to your donation, so we are sure of the age and gender of the child to whom you are donating.
- **Do you accept used toys or 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 stockings be picked up from my school or 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 or a Pep Boys near you.
- **How important is the final stocking drop-off deadline date of 12/22/11?** *VERY IMPORTANT!* We cannot guarantee that stockings 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 stockings 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](http://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.