



**SAFER**  
FOUNDATION™  
A ROAD TO A BETTER FUTURE

# SEASON OF GIVING

MARKETING KIT

## Your Support:

We are immensely grateful to have you join us in our Giving Tuesday and Season of Giving Campaign. Your decision to support our cause speaks volumes about your compassion and commitment to our mission of breaking down barriers and providing people with arrest and conviction records the opportunity for a second chance.

## Giving Tuesday & Season of Giving:

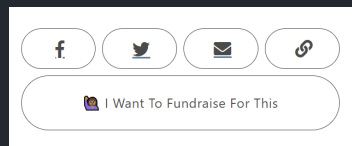
Giving Tuesday is a global day of philanthropy and generosity celebrated on the Tuesday following the Thanksgiving holiday. Giving Tuesday encourages people to give back to their communities and support charitable organizations through donations. It serves as a powerful reminder that the holiday season is not just about receiving, but also about making a positive impact on the lives of others and addressing important social and humanitarian issues. On this day, individuals, businesses, and nonprofits come together to create a wave of generosity, with the goal of promoting a culture of giving that extends far beyond a single day. This Giving Tuesday, and throughout this holiday season, please consider a donation to Safer Foundation to support our justice-involved clients who are in desperate need of a true second chance.



# Create Your Own Peer-to-Peer Fundraising Page

Now, we invite you to take your support to the next level by creating your very own peer-to-peer fundraising page! It's easy, fun, and a fantastic way to involve your friends, family, and social network in our cause. Here's how you can get started:

1. Visit our fundraising platform: [Season of Giving](#)
2. Click the **"I Want To Fundraise For This"** button



3. **Add a profile picture** of yourself or another compelling image: Pages that include images tend to get a higher response rate. Feel free to use this image if you don't want to use one of yourself: [Click here!](#) Once page opens, right click in the image and select "Save image as," then upload to page.
4. **Upload our Season of Giving photo:** [Download here!](#) Once page opens, right click on the image and select, "Save image as."
5. **Add a personal note** that speaks from the heart and tells people why you're passionate about this cause! If you need help please see suggestions below.
6. **Set your fundraising goal:** Choose a target that feels achievable yet challenging. It could be any amount that you are comfortable with.
7. **Spread the word:** Share your fundraising page on social media, through emails, and in conversations. Encourage your network to donate and support your fundraising efforts. See below for suggested verbiage to use.

## Need Help or Have Questions?

If you have any questions or need assistance setting up your fundraising page, don't hesitate to reach out to us at [sog@saferfoundation.org](mailto:sog@saferfoundation.org). We're here to help every step of the way.

The page is decorated with various golden-yellow line-art illustrations of leaves and gift boxes scattered around the text. The gift boxes are wrapped with bows, and the leaves are of different shapes and sizes, some with veins. The background is a solid dark grey color.

## Personal Note Ideas:

If you need help, use this language in the personal note section of your peer-to-peer fundraising page!

As the holiday season approaches, I'm excited to share a cause that's close to my heart. I've teamed up with Safer Foundation for their Season of Giving campaign, and I would love your support!

Safer Foundation supports justice-impacted individuals every day, and this campaign is a unique opportunity to give back in a meaningful way during this holiday season. Together, we are working to ensure that those that Safer serves have access to essentials such as warm holiday meals, toys for their children during family reunification, and crucial workforce preparation support like bus fare and work boots.

Every donation, no matter the size, contributes to making a tangible impact on the lives of those in need. Your support can bring warmth, joy, and opportunities to individuals who deserve a brighter future. Here's how you can help:

1. Donate: Contribute any amount you can – every dollar makes a difference.
2. Share: Spread the word by forwarding this fundraising page link on your social media.

Safer Foundation's theme for this campaign is "Every gift is a step towards a brighter tomorrow," and I truly believe that together, we can make a positive difference in the lives of others.

Thank you for considering support for this meaningful cause. Your generosity means the world to me and to those Safer Foundation serves.

Wishing you a wonderful holiday season filled with joy and kindness.

# Social Media Caption ideas:

## Facebook, X (formerly Twitter), and LinkedIn Post Options

- ✨ Making a Difference this Holiday Season! ✨ I've joined forces with Safer Foundation to ensure that every individual they serve has access to warmth, joy, and opportunities. This campaign is about providing warm holiday meals, toys for children during family reunification, and essential workforce support. Join me in making a positive impact by donating to my fundraising page [\[insert link\]](#). Together, let's take a step towards a brighter tomorrow! #SeasonOfGiving #SaferFoundation 🎁🌟
- 💛 Empower Change with Safer Foundation! 💛 This holiday season, I'm proud to support Safer Foundation in their mission to make a difference in the lives of those they serve. Your contribution can bring warmth, smiles, and essential workforce preparation support to individuals in need. Join me in spreading kindness and donate to my fundraising page [\[insert link\]](#). Every gift is a step towards a brighter tomorrow. Let's make this season truly special! #SeasonOfGiving #SaferFoundation ✨
- 💛 This holiday season, let's spread warmth and joy together! I'm supporting Safer Foundation's Season of Giving campaign, where every gift is a step towards a brighter tomorrow. Your donation can provide warm meals, toys for children during family reunification, and vital workforce preparation support. Join me in making a difference – visit my fundraising page and contribute today: [\[Insert Fundraising Page Link\]](#) #SeasonOfGiving #SaferFoundation ✨👁️

# Email Template:

**Subject:** Join Me in Making a Difference this Holiday Season! ✨

Dear [Recipient's Name],

I hope this message finds you well. As the holiday season approaches, I'm excited to share a cause that's close to my heart. I've teamed up with Safer Foundation for their Season of Giving campaign, and I would love your support!

Safer Foundation supports justice-impacted individuals every day, and this campaign is a unique opportunity to give back in a meaningful way during this holiday season. Together we are working to ensure that those that Safer serves have access to essentials such as warm holiday meals, toys for their children during family reunification, and crucial workforce preparation support like bus fare and work boots.

Every donation, no matter the size, contributes to making a tangible impact on the lives of those in need. Your support can bring warmth, joy, and opportunities to individuals who deserve a brighter future.

## Here's how you can help:

1. Visit my fundraising page: [\[Insert Fundraising Page Link\]](#)
2. **Donate:** Contribute any amount you can – every dollar makes a difference.
3. **Share:** Spread the word by forwarding this email or sharing the fundraising page link on your social media.

Safer Foundation's theme for this campaign is *"Every gift is a step towards a brighter tomorrow,"* and I truly believe that together, we can make a positive difference in the lives of others.

Thank you for considering support for this meaningful cause. Your generosity means the world to me and to those Safer Foundation serves.

Wishing you a wonderful holiday season filled with joy and kindness.

Warm regards,

[Your Name]



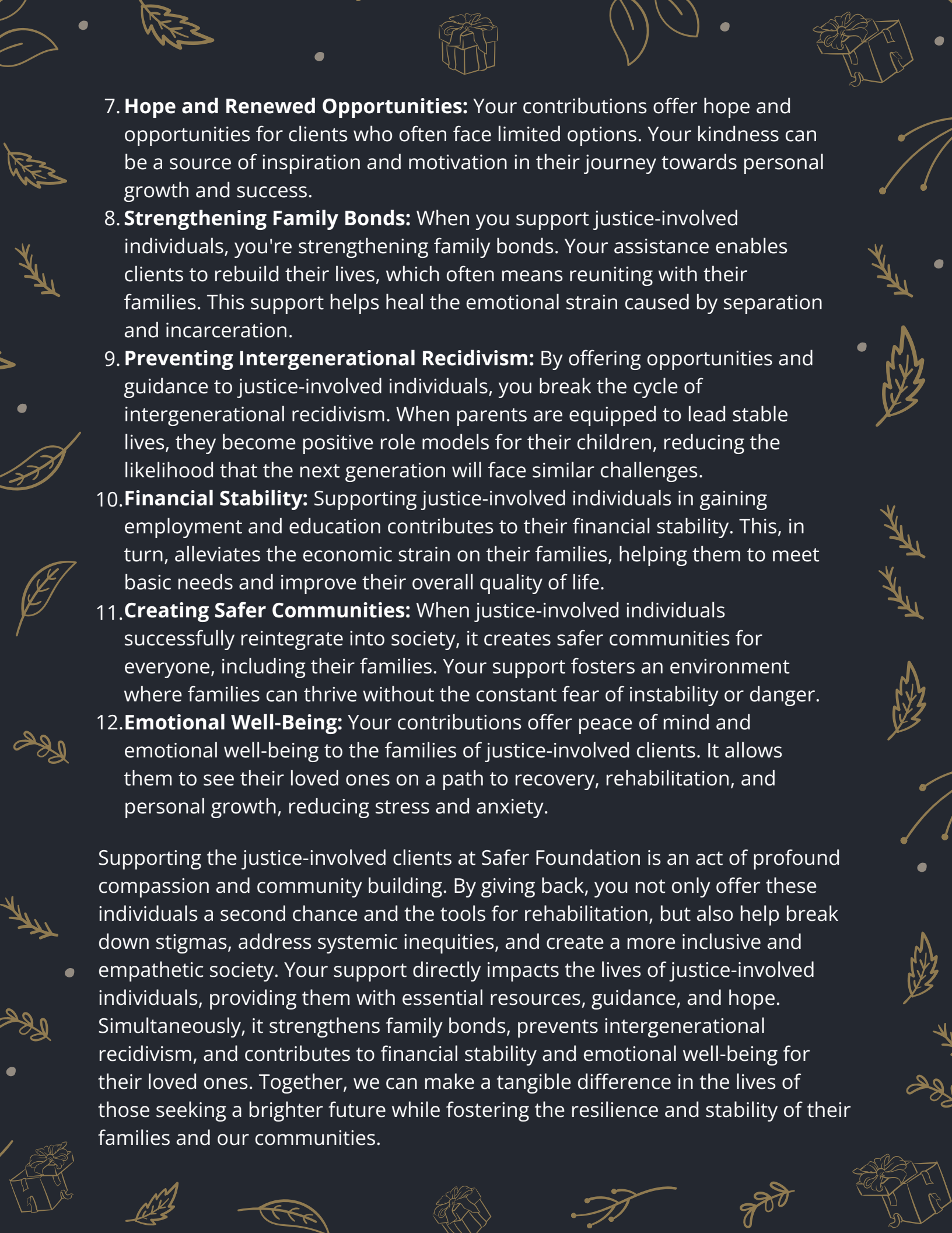
## Additional information to Share:

If you're eager to spread the word to your friends, family, and network about the multitude of compelling reasons to support Safer Foundation, take a moment to delve into the following details. We believe that by exploring these aspects, you'll gain a comprehensive understanding of the profound impact your contribution can have on Safer Foundation's mission and the lives it touches.

## 12 Reasons to Give to Our Cause

Giving back to our justice-involved clients helps us create a brighter and more inclusive future for all. Here are compelling reasons to support our cause:

1. **Second Chances and Rehabilitation:** By giving back, you are offering individuals who have been justice-involved the opportunity to rebuild their lives and reintegrate into society successfully. Your support can be the catalyst for their second chance and a pathway to rehabilitation.
2. **Breaking Down Stigmas:** Many justice-involved individuals face societal stigmatization and bias, making their reintegration challenging. Your support helps break down these barriers and promotes a more inclusive and empathetic community.
3. **Addressing Systemic Inequities:** Our work at Safer Foundation aims to address systemic inequities within the justice, social, and workforce systems. Your contributions help in the fight for a fair and just society, where everyone, regardless of their past, has access to opportunities for personal growth and success.
4. **Creating Positive Impact:** Your generosity directly impacts the lives of justice-involved clients, providing them with essential resources, guidance, and support. By contributing, you can be a part of positive change and help create a stronger, more inclusive community.
5. **Community Building:** Giving back to justice-involved individuals contributes to the overall strength of our communities. It shows that we stand together in supporting individuals seeking a fresh start, fostering a sense of unity and shared responsibility.
6. **Empowering Individuals:** Your support empowers justice-involved individuals to become self-sufficient and lead fulfilling lives, contributing positively to their families and communities.

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7. **Hope and Renewed Opportunities:** Your contributions offer hope and opportunities for clients who often face limited options. Your kindness can be a source of inspiration and motivation in their journey towards personal growth and success.
  8. **Strengthening Family Bonds:** When you support justice-involved individuals, you're strengthening family bonds. Your assistance enables clients to rebuild their lives, which often means reuniting with their families. This support helps heal the emotional strain caused by separation and incarceration.
  9. **Preventing Intergenerational Recidivism:** By offering opportunities and guidance to justice-involved individuals, you break the cycle of intergenerational recidivism. When parents are equipped to lead stable lives, they become positive role models for their children, reducing the likelihood that the next generation will face similar challenges.
  10. **Financial Stability:** Supporting justice-involved individuals in gaining employment and education contributes to their financial stability. This, in turn, alleviates the economic strain on their families, helping them to meet basic needs and improve their overall quality of life.
  11. **Creating Safer Communities:** When justice-involved individuals successfully reintegrate into society, it creates safer communities for everyone, including their families. Your support fosters an environment where families can thrive without the constant fear of instability or danger.
  12. **Emotional Well-Being:** Your contributions offer peace of mind and emotional well-being to the families of justice-involved clients. It allows them to see their loved ones on a path to recovery, rehabilitation, and personal growth, reducing stress and anxiety.

Supporting the justice-involved clients at Safer Foundation is an act of profound compassion and community building. By giving back, you not only offer these individuals a second chance and the tools for rehabilitation, but also help break down stigmas, address systemic inequities, and create a more inclusive and empathetic society. Your support directly impacts the lives of justice-involved individuals, providing them with essential resources, guidance, and hope. Simultaneously, it strengthens family bonds, prevents intergenerational recidivism, and contributes to financial stability and emotional well-being for their loved ones. Together, we can make a tangible difference in the lives of those seeking a brighter future while fostering the resilience and stability of their families and our communities.