



# The Family Tree

## Marketing & PR Committee Meeting November 4, 2020

### Stefanie Woodhouse, Co-Chair

### Sarah Woods, Co-Chair

- |   |                 |
|---|-----------------|
| I. Welcome & Approval of Minutes  | Stefanie        |
| II. Mission Moment  | Connie          |
| III. Lace Up to End Child Abuse 5K Report   | Kelley/Stefanie |
| IV. Marketing Plan Updates  | Allie           |
| V. Content Marketing Update   | Allie           |
| VI. PR Update   | Allie           |
| VII. 30 <sup>th</sup> Annual Great Chefs' Dinner<br>a. Video  | Kelley/Sarah    |
| VIII. An Evening to Give Thanks   | Mary            |
| IX. Fall Marketing Initiatives –<br>a. Board Solicited/Fall Appeal<br>b. Annual Report<br>c. Giving Tuesday | Connie          |
| X. Holiday Shop   | Allie           |
| XI. Spring Public Engagement Campaign<br>a. CAPM Update<br>b. Virtual Stress Kit                            | Allie/Ellen     |

### ***Important Dates***

Thursday, November 19, 2020 at 6:30 pm – **An Evening to Give Thanks, Zoom**  
Tuesday, January 19, 2021 – **GENERAL BOARD MEETING, Zoom\_5:30 pm**



# The Family Tree

Raising families up.

## Marketing Committee Meeting

September 9, 2020

Minutes

**Members Present:** Sarah Woods, Stefanie Woodhouse, Stephanie Adler, Jen Bowers, Ellen Brinkley, Brad Downs, Ann Rosenberg, Scott Robinson, Xandy Waesche,

**Members Excused:** Sally Bauer, Pat Kirk

**Staff Present:** Allie Cook, Mary Francioli, Pat Cronin, Connie Anderton, Ruby Parker, Stacey Brown, Kelley Harrison, Lindsay Jacks

### Agenda Overview:

- |  |                 |
|--|-----------------|
| A. Welcome & Approval of Minutes               | Stefanie        |
| B. Approve Job Description                     | Sarah           |
| C. Mission Moment                              | Pat             |
| D. Lace Up to End Child Abuse 5K               | Kelley/Stefanie |
| E. Marketing Plan Review                       | Allie           |
| F. Content Marketing Update                    | Allie           |
| G. PR Update                                   | Allie           |
| H. Technology Plan Update                      | Mary            |
| I. 30 <sup>th</sup> Annual Great Chefs' Dinner | Kelley/Sarah    |
| J. Spring Public Engagement Campaign Ideas     | Allie           |

### ***Important Dates***

General Board Meeting Tuesday, October 20, 2020 – 5:30pm - TFT

Next Committee Meeting - Wednesday, November 4, 2020 – 8:00 am

An Evening to Give Thanks – Thursday, November 19, 2020 – 6:30pm – Linwoods

**Recorder:** Kelley Harrison

**ISSUE #1 – Welcome & Approval of Minutes**

**SUMMARY OF DISCUSSION:** Stephanie Woodhouse welcomed everyone and thanked them for coming. She asked for a motion to approve, Ann Rosenberg moved, and Sarah Woods seconded.

**ISSUE #2 – Job Approval**

**SUMMARY OF DISCUSSION:** Sarah reviewed the committee job description on page 6 of packet, emphasizing that the committee serves in an advisory capacity, providing support, ideas, and resources to The Family Tree staff. Sarah asked for approval of the job description as written, Ann Rosenberg approved, and Stefanie Woodhouse seconded.

**ISSUE #3 – Mission Moment**

**SUMMARY OF DISCUSSION:** Pat gave a quick update on how pleased she is with the staff adjusting to working virtually and stated the agency will continue to work virtually and re-evaluate once there is a clearer understanding of when schools will resume in person. Currently only ten staff are allowed in the building daily. Staff have come up with innovative ideas during this time starting Blogs, Facebook Live Friday Parenting Break, and special home visits to families to deliver gifts and essential items. Pat also announced Ruby Parker is relocating to Maine to be closer to family, she wished Ruby the best of luck. Pat recognized the hardships of working remotely at home and trying to care for small children out of daycare; especially challenging without family in the area as in Ruby's case. Sarah acknowledged we will all miss Ruby and once again thanked her for her commitment to The Family Tree.

**ISSUE #4 – LaceUp to End Child Abuse 5K**

**SUMMARY OF DISCUSSION:** Kelley announced our new fundraiser for the fall, The Brent A Rosenberg LaceUp to End Child Abuse 5K. The event will be virtual this year, but our hopes are to have an in-person event in future years. Pat thanked the committee for their input and support for creating this event, knowing Best of Baltimore was cancelled and FamFest was not possible with the COVID restrictions in place. The committee gave us the idea to separate FamFest and the Walk traditionally held along with FamFest. Now FamFest can truly be a community outreach event, a friend raiser and LaceUp will be the fundraising event. Kelley reported we have 27K in sponsors to date and two local VIP spokespersons; hope all on the marketing committee will set up a team. Allie encouraged committee members to set up their team and contact us if they have any problems, so we can solve them before we go live with the site. Ellen Brinkley expressed what a great opportunity this is to expand beyond Baltimore area, and we should have a goal to set up a team in every county, truly make it statewide as The Family Tree is. Pat suggested we contact trainers in each jurisdiction to set up a team. Sarah suggested we offer an incentive to the biggest fundraising team in each county and Mary said we could also offer incentive to the team with the greatest number of participants. Stefanie Woodhouse said let's take this opportunity to target friends and family who are out of state by sending your team to a broad audience. Juan Dixon and Jimmy Smith have agreed to be spokespersons for LaceUp. Scott Robinson said he knows Juan Dixon and would be happy to reach out to him also. Brad asked if we are using an official timing site like Charm City Run? Kelley said we are not this year but will when the event is in person. Allie explained it is easy to share your fundraising page or link to your team from the JustGiving site. Allie went over the instructions in the packet on how to set up your JustGiving pages. JustGiving is a peer to peer platform, each person will have their own link to share. Erik is working on a short virtual

program to put on The Family Tree landing page with Pat speaking and perhaps a stretching segment from CJay Phillips from FazaFam.

#### **ISSUE #5 – Marketing Plan Review**

**SUMMARY OF DISCUSSION:** Allie reported the FY2021 Marketing & Public Relations Plan is in the packet. She said this year the main goal of the plan is to be more trackable, in order to see what is working or where we need to make changes. The plan is divided into three goals: Development, Marketing, and Program Goals. Progress toward each goal will be tracked by Key Performance Indicators associated to various strategies. Allie said Stefanie Woodhouse recommended she design a chart to report progress on goals and show what is needed to reach the goal. The chart is on page 22 in the packet. Allie reviewed the chart, she highlighted under the development goal we are working to increase online giving through the website, social media, print materials and Hubspot – goal is 356 gifts. Also strategizing to increase monthly donors, steady support very important, now have two donors giving \$25 monthly and NextGen members contributing \$1 monthly – goal is to have 15 monthly donors. Under marketing goals Allie said we hope to increase media mentions, so far we have one – goal is 10 mentions. Good news, the email list is growing, hope to reach goal of 5,425 contacts. Stefanie thanked Allie for putting the chart together. The chart shows us what we need to do to achieve goals. She suggested LaceUp is a great opportunity to help achieve the goal of increasing the email list.

#### **ISSUE #6 – Content Marketing Update**

**SUMMARY OF DISCUSSION:** Allie reported social media followers are going up. She credited the Friday Parenting Breaks especially for the increase in Facebook followers. Often when the guest is from a different organization, we receive additional followers from that organization. Erik is working to include speakers and guests from outside The Family Tree for the Parenting Breaks. We need to focus on LinkedIn and Twitter, work to increase their numbers and need more engagement; likes and shares. Stefanie said LinkedIn attracts a different audience. She would like us to link The Family Tree to other groups that have a bigger platform. Allie suggested Volunteer Now platform. Sarah mentioned events do well on LinkedIn. Stefanie would like us to ask Board Members if they are following us on social media and have them connect us to organizations they follow. Ellen Brinkley questioned if our goals for social media as stated on the chart in the packet are high enough. Mary suggested we review and re-evaluate the goals. Ellen also asked that with all the talk of racial justice, something that effects many of our clients, do we need to recognize this and address it. Pat said racial justice issues also affect our staff, many feel that by the nature of their skin color they are at risk. The Family Tree recognizes the issues and has been actively working to provide equality for all. Sarah asked if we should recognize the importance of voting, encourage all employees to vote, perhaps offer day off to accommodate. Pat said The Family Tree is very supportive of providing time for all to vote. This year with new processes because of the pandemic Pat foresees that many will vote by mail and she encourages that also. Mary said we will post on social media the importance of voting and how you can vote this year, mail-in, early voting or on election day.

#### **ISSUE #7 – PR Update**

**SUMMARY OF DISCUSSION:** Allie reported that most of our media attention is centered around events, but we need to change that and focus the attention on The Family Tree's work. In the packet there is a list of reporters and contacts we pitch stories to from the local media outlets, Allie asked if you know any of these contacts or have suggestions of others to contact, please let her know. During the pandemic we submitted Op-Eds on how parents need support

and help to The Baltimore Sun and Washington Post. Ruby Parker appeared on “Town Hall” WMAR-TV talking about how the COVID pandemic has increased the risk of domestic violence and child abuse. Suzanne Funk was on a WBFF radio interview discussing childcare during the pandemic.

#### **ISSUE #8 – Technology Plan Update**

**SUMMARY OF DISCUSSION:** Mary said the technology plan is based on what our needs are as outlined in our Strategic Plan. We are working on three board categories: 1. Data Collection – Conducting focus groups to determine our needs and issues to target. Mary questioned how we do this in a virtual environment and asked Stefanie and Sarah to help us strategize on the most effective manner. Mary said since more emails are now in Hubspot we now have the ability to target and segment audiences more. 2. Website, App, other Platforms – Looking into best e-learning platform, Mary said Zoom is the best way for us to have our classes, questioned is it the most interactive and Mary stated even when we are back virtual learning will continue. 3. Content & E-Resources – working on blog content and Facebook Live – Friday Parenting Breaks successful. A copy of the Technology Plan Overall Strategy & Goals for FY21 is in the packet.

#### **ISSUE #9– 30<sup>th</sup> Annual Great Chefs’ Dinner**

**SUMMARY OF DISCUSSION:** Sarah said we are way ahead of schedule this year with already having the date, Monday, April 26, 2021 and the chef, Linwood Dame. We have been working with Planit on the theme. Allie showed a screen shot of the vision board Planit created – this year’s theme is Community is Organic, Nurturing, Vibrant, Connected. Pat brought up the concern about having Great Chefs’ indoor with the large gathering of 400. Mary suggested we start working on ideas for two tracks an indoor event and the possibility of an outdoor event. Mary asked that we think about the best way to incorporate the 30<sup>th</sup> celebration into the design, messaging, and event. Should we have an anniversary video highlighting the events past 30 years? Sarah suggested engaging a client from years ago and have them tell about changes they experienced from The Family Tree programs. Mary said it is often challenging connecting with past participants.

#### **ISSUE #10 – Spring Public Engagement Campaign Ideas**

**SUMMARY OF DISCUSSION:** Allie asked if the Public Engagement Campaign this year should be Flip the Script again or try to relate more to the current situation? She explained PCA is initiating a yearlong Child Abuse Prevention campaign not just a Child Abuse Prevention month as in the past. They will be sending out a packet with information and ideas. Allie will send to all. It was decided to wait until we receive this information to decide on a final campaign. Stefanie thinks this is a good time to change campaigns and connect more directly to the current situation. Xandy Waesche said we could acknowledge difficulties people are going through with the pandemic. Allie said we will focus on developing the campaign at November meeting.

**The meeting adjourned at 9:22am.**



# The Family Tree

## Lace Up to End Child Abuse 5K Sponsor List

#	Sponsors	Amount
1	The Henry and Ruth Blaustein Rosenberg Foundation	\$15,000
1	Betsy & George Sherman	\$5,000
1	John Hopkins University & Medicine	\$3,000
1	McCormick & Company, Inc.	\$2,500
1	Fundamental	\$2,000
1	K.L. Hoffman & Company P.C.	\$2,000
1	LifeBridge Health	\$2,000
1	Laurel & Tom Peltier	\$2,000
1	H.G. Roebuck & Sons	\$1,500
1	CGA Capital/W. Kyle Gore	\$1,000
1	Exchange Club of Baltimore	\$1,000
1	Pat & Don Kirk	\$1,000
1	Chesapeake Employers Insurance Co.	\$500
	<b>TOTAL</b>	<b>\$38,500</b>

# FY2021 Marketing Plan Reports

		FY20 Final	Goal by December 2020	9/8/2020	11/3/2020	Until Goal
Development Goals						
	Increase online gifts	356	356 gifts	12	248 new	80 gifts
	Increase monthly donors	7	15 donors	9	0 new	6 donors
Marketing Goals						
	PR Mentions	9	10 mentions	1	2 new	7 mentions
	Grow Email List	4260	5425 contacts	4,576	1,022 new	5598 (December Met)
	Grow Social Media	See Other Spreadsheet				
Program Goals						
	Increase online class attendance	68	350	49	153	197
	Increase hours of KCP served	1,270	1500	248	531	969

# FY2021 Social Media Metrics

	FY20 Final	7/31/2020	8/31/2020	9/30/2020	10/30/2020	
<b>Audience: The current number of followers on your social media accounts</b>						
						<b>% to goal</b>
Facebook	1950	1,966	2,309	2,320	2,332	39%
Instagram	665	684	701	715	726	31%
LinkedIn	401	399	402	407	408	7%
Twitter	1358	1360	1357	1365	1363	1%
						2437 (increase by 975)
						831 (increase by 199)
						501 (increase by 100)
						1697 (Increase by 339)
<b>Interactions: This shows the number of likes, comments, and reactions to your published posts.</b>						
Facebook		268	294	221	320	
Instagram		106	172	185	224	
LinkedIn		24	21	27	31	
Twitter		10	18	21	12	
<b>Published Posts</b>						
Facebook		40	41	35	61	
Instagram		9	16	19	33	
LinkedIn		16	23	22	36	
Twitter		16	24	22	34	
<b>Clicks: The number of clicks on posts published through HS. (Instagram not included)</b>						
Facebook		60	78	109	97	
Instagram						
LinkedIn		6	8	3	59	
Twitter		23	37	31	2	
<b>Impressions: The number of views that posts on your company pages receive.</b>						
Facebook		14,865	12,759	11,517	14,040	
Instagram		1,380	2,377	2,450	3,681	
LinkedIn		778	638	642	529	
Twitter						
<b>Shares: The number of published posts that were shared.</b>						
Facebook		106	86	82	97	
Instagram						
LinkedIn		2	5	2	0	
Twitter		4	11	11	15	





**The Family Tree**

Raising families up.

## **FY21 Communications Update**

### **Important Metrics to Note:**

- Audience is continuing to grow
  - Facebook – 2,332, 39% to goal of increasing by 50%
  - Instagram – 726, 31% to goal of increasing by 30%
  - Twitter – 1,363, 1% to goal of increasing by 25%
  - LinkedIn – 408, 7% to goal of increasing by 25%
- Number of “impressions” (people who saw our posts in the last 30 days):
  - Facebook: 14,040
  - Instagram: 3,681
  - Linked In: 529

### **Blog Updates:**

Check out our blog: [www.familytreemd.org/blog](http://www.familytreemd.org/blog)

- Published 7 Blogs from September 3 – November 2
  - September 15, Communicating well with children
  - September 24, Virtual Program Update
  - October 1, SIDS Awareness Month
  - October 8, Tummy Time
  - October 15, Screen Time and Protecting Children’s Eyes
  - October 22, Halloween Safety during COVID
  - October 29, Volunteer Spotlight: Ms. Cheryl Moore

### **Friday Parenting Break:**

- 9/4: Catherine Pitchford, Center for Urban Families, 807 people reached
- 9/18: Baltimore Crisis Response, 243 people reached
- 9/25: Mom Blogger, Krystal Henry, 498 people reached
- 10/2: Green and Healthy Initiative, 422 people reached
- 10/16: Josh Tobias, TFT, 174 people reached
- 10/23: CJay Phillips, Dance & Bmore, 643 people reached



## IN THE NEWS – FY20 – FY21

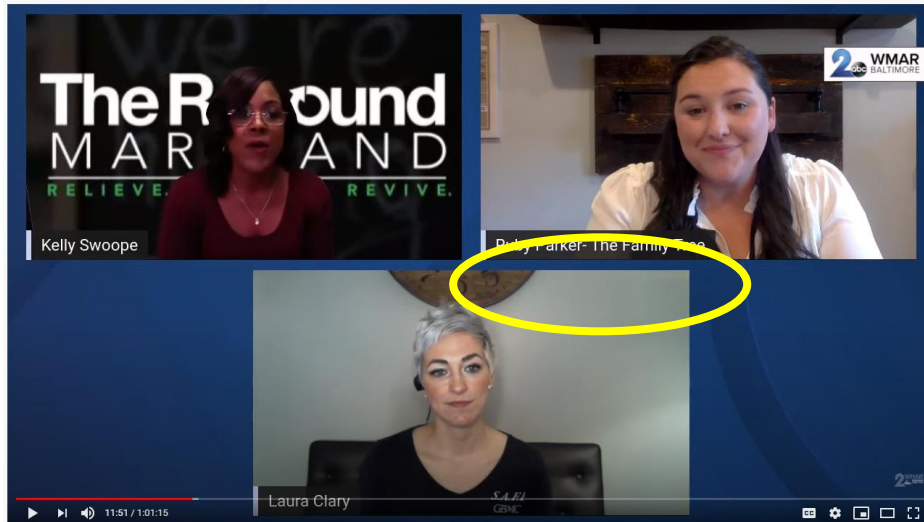
### 2019

- **Entercom Radio – July 11**
  - Interview with Mary Francioli and Baltimore Magazine rep
  - To promote our work and Best of Baltimore Party
  
- **WIYY-radio - July 17**
  - Interview with Pat Cronin
  - To promote our work and Best of Baltimore Party
  
- **FOX45-TV – Bmore Lifestyle – July 31**
  - Interview with Stacey Brown
  - To promote our work and Best of Baltimore Party
  
- **FOX45-TV – August 19**
  - Live interview with Matila Sackor
  - To promote back-to-school tips, our work and FamFest
  
- **FOX45-TV – PSA – began airing 8/24**
  - FamFest PSA
  
- **WMAR-ABC-TV – Midday Maryland – aired 9/2**
  - Interview with Erik Weber
  - To promote back-to-school tips, our work and FamFest
  
- **FOX45-TV – Hot Spots – 9/7**

- Series of 4 different live interviews with Erik Weber and 3 other partners to promote FamFest

## 2020

- **5/12/20 - WMAR-TV** – Live “Town Hall” appearance on how the COVID-19 pandemic has increased domestic abuse and child abuse. Aired Live on TV and Facebook Live.



**7/15/20 – WBJC** – Radio interview about child care in the pandemic

- <https://www.wbjc.com/2020/wbjc-programs/child-care-in-unprecedented-times/>
- Interview with Suzanne Funk from BCCCRC

**8/20/20 – WBFF FOX** – TV Interview on Back to School issues with pandemic

- Matila Jones as spokesperson
- Back to school tips, and how to balance “earning and learning” from home, with parents working and kids studying from home.

**10/5 – 11/1 – WBFF FOX** – PSA for Lace Up to End Child Abuse

- <https://www.youtube.com/watch?v=1k-6lPlsUcw>

**10/20/20 – (Cool) Progeny** - Lace Up Article

- <https://coolprogeny.com/2020/10/kindness-club-lace-up-to-end-child-abuse-5k/>

### **SUBMISSIONS AND PR TARGETS**

- Op-Ed Submission - *To Prevent Child Abuse During this Pandemic, We Need Concrete Support and Compassion for Parents*
  - The Baltimore Sun
  - Washington Post

- Reporter Pitch Targets for our work during Pandemic
  - The Baltimore Sun
    - Yvonne Wenger - <https://www.baltimoresun.com/bal-yvonne-wenger-20141007-staff.html>
    - Alison Knezevich - <https://www.baltimoresun.com/bal-alison-knezevich-20141007-staff.html>
  - Washington Post
    - Samantha Schmidt - <https://www.washingtonpost.com/people/samantha-schmidt/>
    - Hannah Natanson - <https://www.washingtonpost.com/people/hannah-natanson/>
  - WMAR
    - Elsa M - <https://www.wmar2news.com/elsa-m>
  - WJZ
    - Stetson Miller - <https://baltimore.cbslocal.com/personality/stetson-miller/>
  - WBAL
    - Jason Newton - <https://www.wbaltv.com/news-team/4d590762-7688-404f-be47-0648a96d6bd9>
  - WBFF
    - Dan Lampariello - <https://foxbaltimore.com/station/people/dan-lampariello-02-24-2020>



# The Family Tree

## 30th Annual Great Chefs' Dinner Sponsor Totals

Sponsors	Amount
Sherman, Betsy & George	\$100,000
Kirk Family Foundation	\$50,000
Cowie, B.J. & Bill	\$50,000
Meyerhoff, John and Lenel	\$25,000
Aarsand, Jeanne & Kurt	\$15,000
Gore, Paula & Kyle/CGA Capital	\$15,000
Nachbahr, Erik	\$10,000
Brinkley, Doug & Ellen	\$7,500
Macks, Larry & Ellen	\$7,500
Murphy, Sean/T-Rex Solutions, LLC	\$7,500
Graul, Dennis/Graul's Market	\$5,000
Peltier, Laurel & Tom	\$5,000
Shaw, Susan and Steve	\$5,000
Bauer, Sally & Woods, Sarah	\$2,500
DeCosta, Eric & Lacie	\$2,500
Hayes, Charlene & Floyd	\$2,500
McDonald, Tom & Jamie	\$2,500
McIntyre, Hunter	\$2,500
Roebuck, Charles and Lee	\$2,500
Waesche, Xandy & Roger	\$2,500
Abbot Downing	\$2,500
Bennett, Kara and Brad	\$2,500
<b>TOTAL</b>	<b>\$325,000</b>



A Virtual Evening to  
**Give Thanks**

## SPECIAL AWARDS PRESENTED

### SHERMAN MISSION MAKER AWARD

This award was created to honor a donor whose support has had lasting impact on The Family Tree.

### MEYERHOFF PUBLIC SERVICE AWARD

This award was created to honor a government or elected official that has demonstrated an unfailing dedication to Maryland's children.

### PATRICIA M. KIRK VOLUNTEER OF THE YEAR AWARD

This award was created to honor a dedicated volunteer who has worked tirelessly to advance The Family Tree's child abuse prevention mission.

**CELEBRATING  
30 YEARS OF THE  
GREAT CHEFS' DINNER**

Please be our guest at the 3rd Annual  
**EVENING TO GIVE THANKS**



This virtual evening celebrates your  
dedication and commitment to  
The Family Tree and Maryland's children

**THURSDAY, NOVEMBER 19, 2020**

**THE COMFORT OF YOUR OWN HOME**

**6:30 PM – COCKTAILS AND  
AWARD CEREMONY**

**A ZOOM LINK WILL BE SENT  
CLOSER TO THE EVENT**

Kindly respond by November 4 to Allie Cook at  
[acook@familytreemd.org](mailto:acook@familytreemd.org) or 443.451.9531.

To make our celebration special,  
a party basket will be delivered to your home.



# The Family Tree

Raising families up.

## Virtual Stress Kit

### Sources of Stress:

- Home schooling
- Boredom – online games, virtual field trips
- Work from home
- Cooking – easy recipes, chore chart
- Cleaning – Cleaning tips, family chore chart
- Job Insecurity: Links to job training sites
- Food Insecurity: Links to food banks, Y, resources
- Loss of community
- Health concerns
  - Masks
  - Hygiene tips
  - Shoes off policy
  - Stress relief, breathing exercises, mindfulness
  - Exercise
  - Sleep





**The Family Tree**

# Holiday Shop



## SHARE THE GIFT OF HOLIDAY JOY!

Every December, we offer a free Holiday Shop to parents, giving them the joy of choosing gifts for their child(ren) without the financial burden. Your support is needed more than ever.

*Please donate new, unwrapped toys for children, ages 0-18.*



Consider organizing a gift drive at your workplace, church, school, or with friends and family! Donations dropped off in-person will be scheduled by appointment or shop online by visiting: [familytreemd.org/holidayshop](http://familytreemd.org/holidayshop)

**Donations need to be received by  
Friday December 4th, 2020.**

For questions or more details, email Lindsay Jacks:

**[ljacks@familytreemd.org](mailto:ljacks@familytreemd.org)**

**Raising families up.**

24-hour Parenting Helpline: 1.800.243.7337

2108 North Charles Street  
Baltimore, MD 21218  
410.889.2300  
[familytreemd.org](http://familytreemd.org)



**The Family Tree**

# La Tienda de Navidades



## ¡COMPARTE EL REGALO DE LA ALEGRÍA NAVIDEÑA!

Cada diciembre, ofrecemos una Tienda de Navidades gratis a nuestros padres. Les damos a nuestros padres la alegría de elegir regalos para sus hijos sin la carga financiera.

*Por favor, done juguetes sin envolver  
y nuevo para niños de las edades 0-18*



Considere organizar una campaña de regalos en su lugar de trabajo, iglesia, escuela o entre amigos y parientes. Nos gustaría recibir todas las donaciones antes del lunes,

Las donaciones deben ser abandonadas en persona se programará con cita o tienda en línea visitando: [familytreemd.org/holidayshop](http://familytreemd.org/holidayshop) el 04 de diciembre 2020.

Si hay preguntas o usted quisiera más información, envíe un correo electrónico a Lindsay Jacks: [ljacks@familytreemd.org](mailto:ljacks@familytreemd.org)

**Raising families up.**

24-hour Parenting Helpline: 1.800.243.7337

2108 North Charles Street  
Baltimore, MD 21218  
410.889.2300  
[familytreemd.org](http://familytreemd.org)



# The Family Tree

# Holiday Shop



## BABIES/TODDLERS

- Board books
- Manipulative toys - Rattles, stacking blocks, sorting toys
- Soft dolls, stuffed animals (no hard eyes)

## PRESCHOOL

- Picture books
- Dolls/ Barbie
- Cars/ Trucks
- Sidewalk Chalk
- Legos
- Board games
- Dress up items
- Play Food
- Fisher Price
- Frozen, Spider-Man, Batman, My Little Pony, Peppa Pig, Paw Patrol, Toy Story

## WISH LISTS!

### SCHOOL-AGE

- Chapter books
- Barbie
- Legos
- Minecraft
- Board games
- Art supplies/ Crafts
- L.O.L. Surprise!
- Footballs/ Basketballs
- Superhero items
- Headphones/Earbuds
- Wonder Woman, Spider-Man, Frozen, My Little Pony, Batman, Black Panther

### PRETEENS/TEENS

- Art Supplies
- Bath Bombs
- Sunglasses
- Footballs/ Basketballs
- Scarves
- Ravens items
- Leggings/Jeggings
- Make-up/ Make-up brushes
- Nail polish/ Nail art
- Headphones/Earbuds
- Hoodies/ T-shirts
- Purses/ Wallets
- Jewelry - bracelets, earrings, etc.
- Gift Cards to Target, Walmart, and Five Below

**Please drop off all donations by Friday, December 4th, 202. For more info, please contact Lindsay Jacks, Volunteer Coordinator: [ljacks@familytreemd.org](mailto:ljacks@familytreemd.org)**

**Raising families up.**

**24-hour Parenting Helpline: 1.800.243.7337**

2108 North Charles Street  
Baltimore, MD 21218  
410.889.2300  
[familytreemd.org](http://familytreemd.org)