



1 MAY - 30 JUNE

# PYJAMA DRIVE

MEDIA KIT



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## ABOUT US

FOSTER HOPE IS A REGISTERED  
CHARITY IN NEW ZEALAND WHICH  
PROVIDES THE BASICS FOR CHILDREN  
GOING INTO FOSTER CARE

A realisation that many foster children often arrive at new placements with nothing but the clothes on their backs and belongings in a rubbish bag, led to the formation of Foster Hope in 2010.

ONCE YOU CHOOSE HOPE,  
ANYTHING'S POSSIBLE

Christopher Reeve



## Pyjama Drive for Foster Children

We are running our **annual new pyjama drive** until the end of June. One of the reasons that we specifically ask for new summer or winter pyjamas (aged 0-18 years) is that many of these children have never had their own brand new pair of pyjamas. Knowing that someone has shopped especially for them is a huge boost to their self-esteem. We want this to be a positive experience, as some foster children tend to feel a bit like *second hand* kids themselves. Anything we can do to help them feel loved and valued is a huge part of what we do.

In 2017 we collected **10,000 pyjamas** which covered every child in care as well as some other vulnerable children within the community. We'd love to do the same this year with your support.

### Donate Pyjamas

These could be from you personally, or you could place a box at your work/gym/hairdresser/ kindergarten/school, or ask your friends to help.

### Hold a 'Pyjama Day'

Have you ever wished you could go to school/work in your pyjamas? Well now you can, for a good cause too! Just set a date where the staff/pupils of your organisation are welcome to wear their pyjamas for the day and bring a gold coin donation. At the end of the day, collect up the donations and put them into our bank account (details below) using the reference 'Pyjama Day'. Please email us your details for a tax receipt. It couldn't be easier or more fun!

### Donate money

All monetary donations will go towards purchasing pyjamas if you put PYJAMAS as the reference. You can also make a credit card donation to Foster Hope Charitable Trust.

Foster Hope is committed to making positive change to the lives of many children in foster care. Everyone can help as there are many small ways to make a difference. If you would like to participate in any way, please visit [www.fosterhope.org.nz](http://www.fosterhope.org.nz) for more information, or keep an eye on our Facebook page. [www.facebook.com/fosterhopenz](http://www.facebook.com/fosterhopenz)



[www.fosterhope.org.nz/donate](http://www.fosterhope.org.nz/donate)

Charity # CC43568

# MEDIA KIT

THE FOLLOWING PAGES ARE INCLUDED WITHIN THIS MEDIA KIT:

## A4 Donate poster

This poster is for printing out to advertise the **Foster Hope Pyjama Drive**. Alternatively, you can use it in your corporation newsletters/emails.

Please remember to add your own address information at the bottom.



Less ink usage option



## A4 Drop off poster

This poster is for printing out and placing next to your collection area for pyjama donations.

Please remember to add your own address information at the bottom.



Less ink usage option



## A4 Pyjama day poster

This poster is for printing out to advertise your own **Pyjama Day**. Alternatively, you can use it in your corporation newsletters/emails.

Please remember to add your own date and location information in the white box.



Less ink usage option





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# PYJAMA DRIVE

**Many children in foster care have never owned a brand new pair of pyjamas.**

Your donation of new winter pyjamas enables these children (age 0-18) to sleep well as the temperatures drop over the winter months, and provides them with the comfort of knowing the community cares about them.

**FosterHope.org.nz**



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# PYJAMA DRIVE

**Drop off point**

This is a drop off point for new pyjamas to be given to children (age 0-18) in foster care

Thank you for your support

**FosterHope.org.nz**



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In support of Foster Hope we are holding a  
**PYJAMA DAY!**



PLEASE PROVIDE A GOLD COIN DONATION

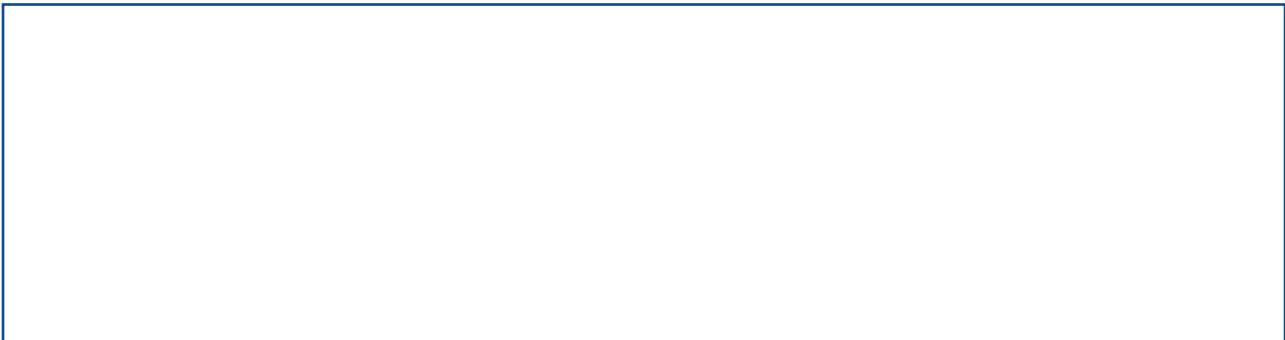
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