



Donation Drive Toolkit

Thank you for leveraging the power of your community
to support people experiencing homelessness!

Included in this toolkit*

- 💧 Thirst Aid overview and FAQs
- 💧 Step-by-step guide to create your online crowdfunding page
- 💧 List of heat relief items to include in your drive
- 💧 Delivery instructions for your heat relief donations
- 💧 Flyers to post at your drop-off locations

*We invite you to choose the format(s) that works best for you!

Please contact Martin Roth for more information
mroth@keystochangeaz.org
602-834-8732

EIN: 46-3333160 | QCO: 20970
WWW.KEYSTOCHANGEAZ.ORG



Thirst Aid Overview and FAQ

What is Thirst Aid? Thirst Aid is an annual campaign to raise funds and collect items to provide heat relief to people experiencing homelessness in Maricopa County. Begun years ago by the team at St. Joseph the Worker, Thirst Aid has grown to symbolize the all-hands need for heat relief supplies in the sweltering summer months. Through Thirst Aid, Key Campus provides 120,000 bottles of water each month to our unhoused neighbors, while also distributing other heat relieving items such as hats, sunscreen, pet supplies (water bowls, pavement socks), cold water, cooling towels, first aid, and hydration packets. Campaign dates are May 1 2024 through September 30 2024.

What is Key Campus? Key Campus is a 13-acre homelessness solutions hub located just west of downtown Phoenix. Formerly the Human Services Campus, Key Campus leverages co-location to provide diverse services from 15 agencies, including CASS, St. Vincent de Paul, Homeless ID Project, Brighter Way Dental, Circle the City, and more. For nearly 20 years, Key Campus has provided low-barrier, come-as-you-are assistance to single adults experiencing homelessness.

How are my donations used? All monetary donations are received by Keys to Change, and are used solely for the purposes of heat relief. Monthly donors will have the option to continue giving or sunset at the end of the 5 month campaign. Through negotiated bulk pricing, Keys to Change purchases water by the pallet, receives daily ice deliveries, and distributes daily via forklift to all corners of Campus. Through coordinated distribution, all 15 partners on Campus freely hand out bottled water as they engage with clients. Any monetary donations in excess of our water purchasing needs will be diverted to other heat relief supplies including those listed in this campaign kit. Donations are fully tax deductible and attributable for tax purposes to Keys to Change - EIN 46-3333160

Who is Keys to Change? Keys to Change is the organization formerly known as Human Services Campus, Inc. Keys to Change manages Key Campus, providing operational support to all 15 partners, as well as operating the 24-hour Brian Garcia Welcome Center, the Loadstar Day Resource Center, and the new 95-bed Respiro shelter at Key Campus. With a staff of 160 and counting, Keys to Change is a direct service provider, operating off-Campus in many capacities - providing a wide range of shelter options and housing navigation support. Keys to Change believes that homelessness is a solvable societal issue. Our mission is to use the power of collaboration to end homelessness every day.

Step-by-Step Guide to Crowdfunding with Thirst Aid

Donorbox.org is a secure online fundraising platform used by Keys to Change to collect and track monetary donations. We invite you to create your own crowdfunding page under the Thirst Aid umbrella campaign! You'll receive a custom URL and can track progress to your goal in real time.

Head to donorbox.org/Thirst Aid to see how you stack up against other teams!

- 1 - Request an invitation from Martin at mroth@keystochangeaz.org
- 2 - Open invitation email and click link to create account
 - a. First Name - your first name OR company name
 - b. Last Name - your last name OR "Thirst Aid"
 - c. Email address
- 3 - After account creation, accept invite where prompted
- 4 - Customize your page
 - a. Upload your company logo or team photo
 - b. Add/edit campaign call-to-action
 - c. Set monthly or total goal for campaign
- 5 - Go live! Share your custom URL with your community, and save it to your bookmarks to easily track your progress!

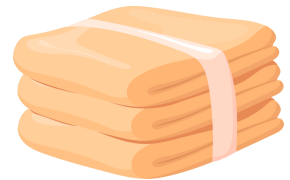
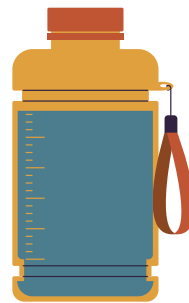
Check in with us if you have issues or need help with setup.

Happy crowdfunding!

Thirst Aid Heat Relief Drive Items

A successful donation drive focuses on collecting a larger quantity of one or two items

- Electrolyte packets
- Bottled Water
- Sunscreen and SPF lip balm
- Sun hats, baseball caps, solid grey bandanas, sunglasses
- Insulated water jugs (half-gallon preferred)
- Cooling wraps/towels
- Pet supplies - dog booties, water bowls
- Bug spray



Options for delivery.

- 1 - Drop-off at our monthly collection event (see pg. 5)
- 2 - Create Heat Relief Kits with your team and schedule a drop-off with Martin
- 3 - Purchase through the Amazon wishlist to ship direct to Key Campus
- 4 - Donate through a crowdfunding page and let us do the purchasing!

Dropping off your Donations

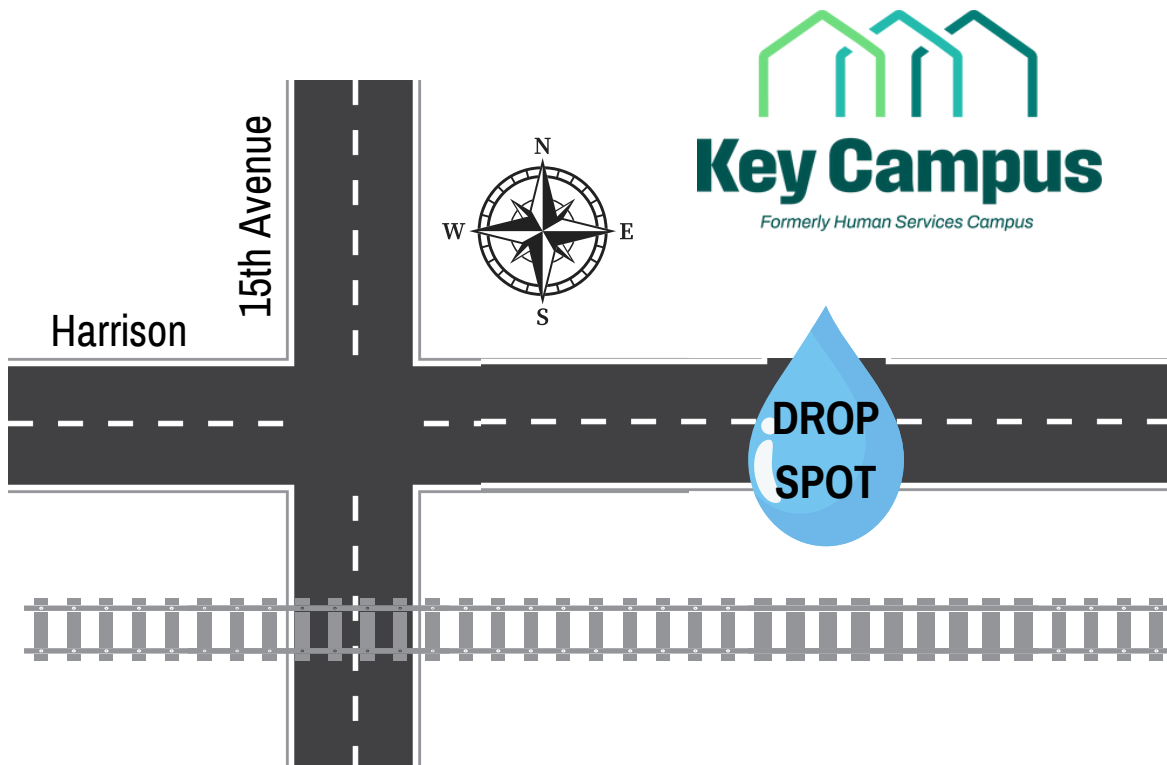
Our monthly drop-offs make it easy for you and easy for us! We'll help you unload, offer a donation receipt, and snap photos of a job well done.

The First Saturday of each month

May through September

1300 W. Harrison, Phoenix, AZ 85007

9am-12pm



THIRST AID

at the Key Campus 2024



Community Drive



DROP OFF HERE

**to support heat relief for people
experiencing homelessness in Maricopa
County**

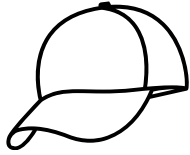


Key Campus

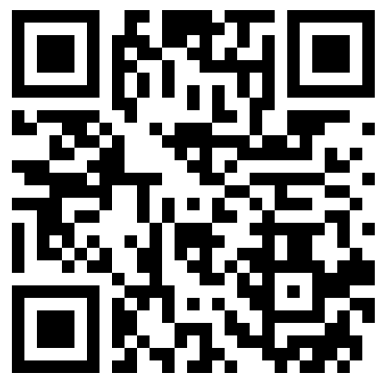
www.keystochangeaz.org

THIRST AID

at the Key Campus 2024



Community Drive



Team Name:

DONATE HERE

**to support heat relief for people
experiencing homelessness in Maricopa
County**



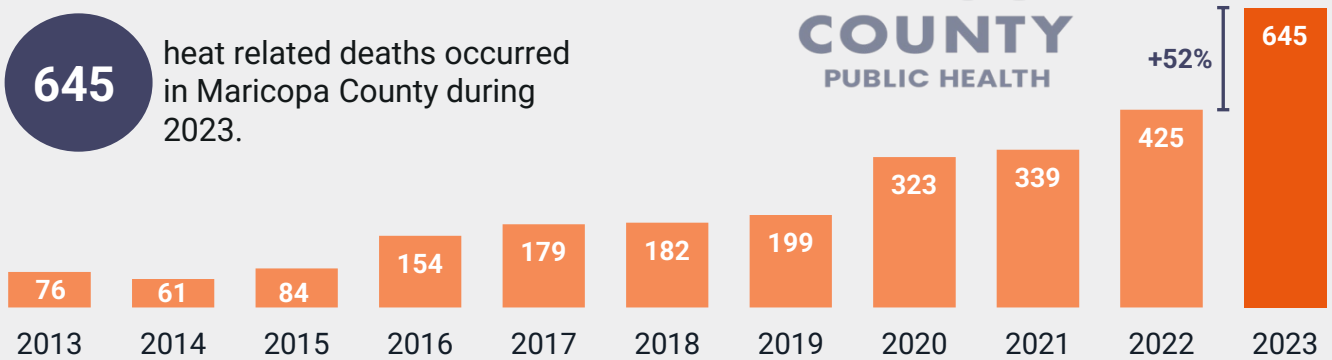
Key Campus

www.keystochangeaz.org

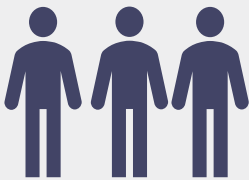
2023 Heat Related Deaths



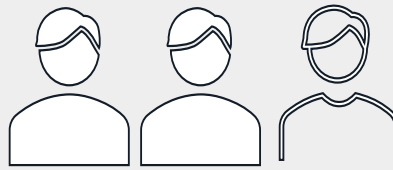
645 heat related deaths occurred in Maricopa County during 2023.



* 1 death that occurred in September of 2023 is pending a cause of death



More than **3 out of 4** heat related deaths were **male**.



Almost **2 out of 3** heat related deaths were **age 50 years or older**

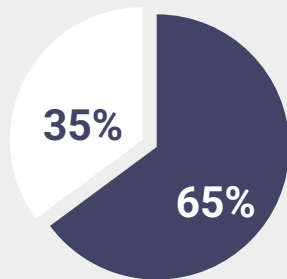
80%

of heat related deaths were among **Maricopa County residents**

3 out of 4 heat related deaths had an injury location **outside**.



Sixty-five percent of heat related deaths **involved substances** in 2023.



Forty-five percent of heat related deaths were among **people experiencing homelessness**.



1 out of 2 heat related deaths had a medical history of **physical/mental health conditions**.



71% of heat related deaths occurred on a day where the Weather Service issued an **excessive heat warning**



Key Campus

Formerly Human Services Campus

Thirst Aid Recipient Organizations



On behalf of these partners, we thank you for your support of Thirst Aid 2024!