



2025 Donation Drive Toolkit

Heat relief efforts save lives.
Thank you for your support!!



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Extreme heat is a regional emergency. Our unhoused neighbors are especially at risk. **Here are six ways to save lives this summer.**

Drop-Off Events

First Saturdays at the Harrison Gate 9-noon



Key Campus
1300 W Harrison St
Phx, AZ 85007

Most-Needed Items

- Bottled Water
- Hats
- Flip flops, socks
- Underwear (new)
- Insulated Bottles
- Cooling Towels
- Sunscreen
- Hydration Packets
- Dog Booties and bowls



Key Campus

1

Host a Drive

Toolkit provided by Keys to Change

2

Donate Water

Drop off the first Saturday of each month

3

Donate Funds

A gift of \$10 = 100 bottles of water

4

Donate Supplies

In person or through Amazon

5

Fundraise

Lead the charge, enlist your community

6

Volunteer

Hand out water and supplies at Key Campus

100% of Thirst Aid proceeds support heat relief and hydration efforts at Key Campus. Keys to Change and Key Campus partners serve over 1,200 individuals experiencing homelessness every day.



Drive Quick Start Guide

A successful Thirst Aid Heat Relief Drive is as easy as 1-2-3!

1 - Decide

Decide on the format of your drive. Will it be in-person at your office, school, or apartment complex? Or will it take place online through Amazon wishlist donations or through monetary crowd funding? Will you host a one-time event or offer a longer window for drop-offs?

2 - Commit

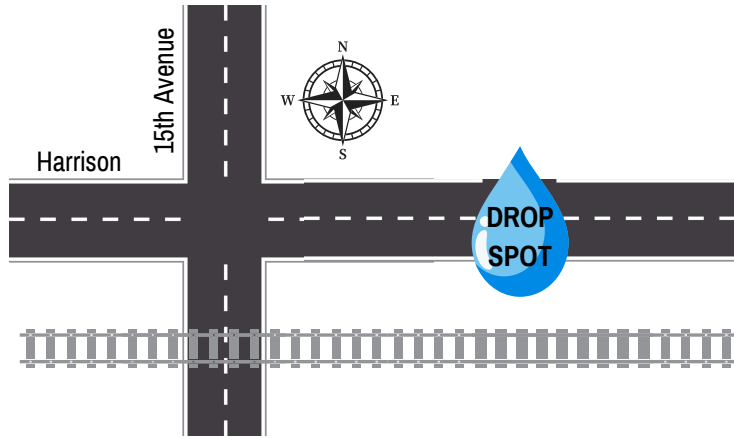
Set a goal and decide on a timeframe. The best drives focus on two to three items, and run for a limited time to help create excitement and keep the buzz going. Set firm dates, and focus on a single goal. Do you have a dollar amount you'd like to raise? Or a certain number of bottles of water you'd like to collect? Is your goal to increase the number of participants from last year? Or to beat a rival?

3 - Go live

Use Thirst Aid logos and toolkit items to create flyers and social media posts. Get the word out, and communicate throughout the drive to make sure people know how and when and what to give! Tag Keys to Change on all public posts and we'll re-post or collaborate.



Collection Event Schedule



First Saturdays*
9AM - 12PM
All Summer Long

Harrison Gate
 1300 W Harrison St
 Phoenix, AZ 85007

Public Drop Offs



MAY 2025

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE 2025

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

JULY 2025

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

AUGUST 2025

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

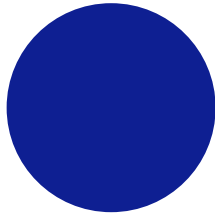
SEPTEMBER 2025

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

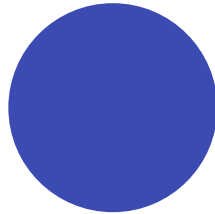
*Due to 4th of July holiday, July collection date is the second Saturday

Thirst Aid Brand Guide

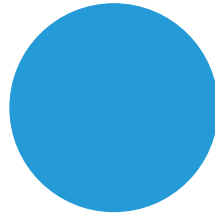
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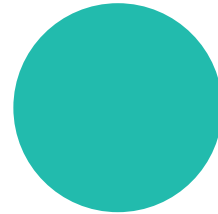
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#3C4BB2



#249AD6



#22BBAD

Fonts

Archivo family (Alternative: Arial)

Logo



Social Media

Tag Keys to Change on Facebook, Instagram, and LinkedIn

Hashtags

#collaborationiskey #waterislife #thirstaid

#phoenixheat #AZheat #heatrelief #workingtogether

#endinghomelessness



Wish List

- Electrolyte packets
- Bottled Water
- Sunscreen and SPF lip balm
- Sun hats, baseball caps
- Sunglasses
- Insulated water jugs
- Cooling wraps/towels
- Dog booties, water bowls
- Underwear (new)
- Umbrellas

Amazon Wish List <https://a.co/9kGqfIK>



Corporate Engagement Opportunities

Host an In-Office or Virtual Drive

Collect essential supplies in your office or workplace. Keys to Change provides a toolkit and wish list, as well as logistical support. This opportunity is hybrid-friendly, with options to chip in online or in person. Increase your impact - consider a corporate match or friendly competition to inspire participation!

Most-needed items include bottled water, hats, shoes, insulated bottles, cooling towels, sunscreen, electrolyte packets, emergency mylar blankets, and umbrellas (for shade!)

Sponsor and Build Heat Relief Kits

Empower your team with this unique high-impact opportunity!

After a short welcome video, groups work alongside Key Campus staff to assemble heat relief kits, then head outside at Key Campus to hand out supplies, providing immediate relief and compassionate engagement to individuals experiencing homelessness. All sponsorships include key heat relief supplies and a custom volunteer experience.

Level	Cost	Description
Cool Neighbors	\$2,500	250 Heat Relief Kits 5-10 Volunteers
Heat Heroes	\$5,000	500 Heat Relief Kits 10-15 Volunteers
Chill Champions	\$10,000	1,500 Heat Relief Kits 15-20 Volunteers

Contact Liz Roed at eroed@keystochangeaz.org to get involved