

2024-25 Resource Directory Guide to Congregations & Community Resources

Covers Eastern Washington/North Idaho

Distributed to more than

1,100 Congregations across faith spectrum

Distributed to more than

4,000 Social Service Agencies/Programs

Distributed and used by

Food Banks & Homeless Programs
Community Centers & Programs
Senior Services & Retirement Communities
Child Care and Preschool Centers
Colleges and Universities
Department of Social & Health Services
Spokane Public Schools & MORE

Circulation

25,000 copies

Published online

12,000-24,000 visits

40,000-60,000 page views/month

Includes:

Comprehensive directory of community resources

A much-used compilation of social services offered by nonprofit and faith communities and by government agencies that provide

- human services and health care
- services for children, families, seniors & veterans,
- information on environmental & justice education, advocacy, arts and culture.

Expanded directory of area faith communities

With contact names, emails & websites
Local and global outreach & service programs



1323 S. Perry St., Spokane, WA 99202
509-535-1813, 216-6090 or 535-4112

resourcedirectory@thefigtree.org • www.thefigtree.org

"We love collaborating with The Fig Tree and using the Resource Directory to share resources and transform lives. We distribute directories in the 60 Little Food Pantries around town we build, install and stock. We also deliver directories to people we deliver food to, because they have other needs. We follow up to make sure they know how to use it."

—Johnny Edmondson - Growing Neighbors

"The Resource Directory is a critical partner. Asking for help is hard. We often don't look for information until we have a significant need. The Fig Tree puts our information in front of many people, including faith communities seeking to help people in need. We are so grateful the Resource Directory is there to help people find critical community services."

—Lynn Kimball - Aging & Long Term Care of E WA

"We have a unique opportunity to make a difference in sharing resources and transforming lives. Being with the Spokane Public Schools almost two decades, I see 200 support staff—and many of our 6,000 staff—using The Fig Tree Resource Guide or Resource Bible. Copies are marked up....as staff who try day in and day out to support families and students."

—Oscar Harris - Spokane Public Schools



Reach faith, nonprofit, human service, justice, educational, cultural, health care, diverse, environmental, senior, civic, arts communities & people in seeking resources in the Inland Northwest!

ADVERTISING RATES – 2024-25 Resource Directory: Guide to Congregations & Community Resources

Ad Placement

We place your ad in the category or categories relevant to your products/services.

General Space

Some prefer their ad to catch the eye of all directory users, not just those searching in a specific category. We offer advertising space in the congregation listings and index.

Premium Space

High-traffic areas include the back cover, inside front cover, across from emergency/crisis and in the table of contents.

General Advertising / Underwriting Rates

Black & White ads

Full page	(7.5" w X 8.5" t)	\$1,080
3/4 page vertical	(5.625" w x 7" t)	\$850
1/2 page horizontal	(7.5" w X 4.2" t)	\$650
1/2 page vertical	(3.6875" x 8.5" t)	\$650
1/4 page	(3.6875" w X 4.2" t)	\$450
1/8 page	(3.6875" w X 2.1" t)	\$280
Basic	(3.6875" w X 1.45" t) (1.82" w X 3" t)	\$200

Table of contents pages (adjacent spaces can be sold together)

3.6875" w X 3" t	\$350
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Premium Space - Color on Cover & Center

Inside front cover, across from table of contents

Inside back cover, across from emergency listings

Color ads on regular pages near center of directory

Full page	(7.5" w X 8.5" t)	\$2,850	\$1,750
1/2 page	(7.5" w X 4.2" t)	\$1,525	\$975
1/4 page	(3.6875" w X 4.2" t)	\$800	\$625
1/8 page	(3.6875" w X 2.1" t)	\$475	\$325
basic	(3.6875" w X 1.45" t)	n/a	\$195



Deadline
Confirmation & Copy
March 31, 2024

Publish Date
July, 2024

Distribution
Mail in Summer
Bulk Delivery in
August & September



Mary Stamp & Malcolm Haworth
Ad Coordinators

509-535-1813, 216-6090
ads@thefigtree.org

The Fig Tree

covering faith in action in the Inland NW

1323 S. Perry St., Spokane, WA 99202
resourcedirectory@thefigtree.org
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Published in partnership with more than 26 Community Partners

Speakers uplift connection of directory with their work

Johnny Edmondson of Growing Neighbors and Shadle Park Presbyterian Church



Johnny Edmondson

Our primary mission with Growing Neighbors is building relationships that transform how we interact with people. We do that is by growing and sharing healthy food and resources to increase food access and develop community.

We love collaborating with The Fig Tree and using the Resource Directory to share resources and transform lives. That happens. The Fig Tree lists our church, weekly dinners, gardens and the area network of community gardens in the directory to help people find us.

We distribute directories in the 60 Little Food Pantries around town we build, install and stock. We also deliver directories to people we deliver food to, because they have other needs. We follow up to make sure they know how to use it.

After The Fig Tree wrote an article on us, it was fun to hear the readers' responses. One is now starting a community garden for a homeless community. Others are in the works. It's fun to see how an article sparks creativity and opportunity.

Lynn Kimball - executive director of Aging and Long Term Care of Eastern Washington



Lynn Kimball

I have so much gratitude for the Fig Tree. I direct Aging and Long Term Care of Eastern Washington, a public agency that helps older adults and people with disabilities stay at home. A big part of our work is helping people navigate resources—connecting with a home delivered meal, finding help for a family member with dementia, navigating Medicare options or setting up in-home care.

The Fig Tree's Resource Directory is a critical partner. Asking for help is hard, and we often don't look for information until we have a significant need. The Fig Tree puts our information in front of many people, including faith communities seeking to help people in need. We are so grateful the Resource Directory is there to help people find critical community services.

We get calls at our Community Living Connections helpline daily from older adults looking for help to connect with services. They don't use computers or smartphones.

That makes it so important to have printed resources like Resource Directory. It means all of our community has an opportunity to find information to make that phone call to get help.

We are also grateful to The Fig Tree for sharing articles and important events every month. They have long been an important resource for us to connect local community members with Falls Prevention classes, Medicare classes and volunteer opportunities. Articles, advertising and the calendar help us get our message to the community.

I'm not just grateful for what the Fig Tree does, but also for who they are. The spirit of service runs through this small, but mighty staff. Our community is a better place because of service oriented people like the Fig Tree staff and volunteers. Please join me in sharing gratitude and a huge thank you to the Fig Tree staff and volunteers for all that they do.

Oscar Harris - chief family and community engagement officer with Spokane Public Schools

Given the task at hand for The Fig Tree team, I think it took being relentless to get to this point. The Fig Tree has interviewed me and has been at the forefront of many challenges in the community during the pandemic and everything, so I want to acknowledge that I appreciate its relentlessness.



Oscar Harris

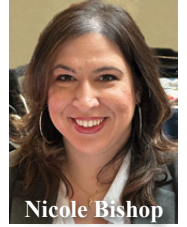
I have a unique role in Spokane Public Schools, the largest school district East of the mountains and second largest in the state. I help broker resources and make connections among community partners, entities and families. Many challenges go along with that, but I remain optimistic because we live in a community that will stand up and will make a difference.

We have a unique opportunity to make a difference in sharing resources and transforming lives. Being with the Spokane Public Schools almost two decades, I see 200 support staff—and many of our 6,000 staff—using The Fig Tree Resource Guide or Resource Bible. Copies are marked up. Pages are missing. Why am I saying this? Because we have amazing staff who try day in and day out to support families and students. There's nothing like hearing a counselor say the resource guide helped meet the need of a family or student. At Spokane Public Schools our mission is "excellence for everyone." To accomplish that, it takes everyone in the community, so that's why I want to honor you and encour-

age everyone to dig a little deeper to support this organization and its mission of sharing resources and transforming lives.

Nicole Bishop - strategic partnership coordinator with SNAP

I've been involved with Spokane social services for the better part of a decade. Organizations I was with pursued different missions, and served different populations and communities. One common thread was their reliance on the Resource Directory to more holistically serve clients.



Nicole Bishop

Staff at more than one nonprofit I've worked with, including SNAP, have referred to the Fig Tree Resource Directory as "The Resource Bible." That's the role it serves.

Spokane is rich with community resources, and the one place that allows us to identify those resources is The Fig Tree.

SNAP has served Spokane County for more than 55 years. We have more than 30 programs providing energy assistance, home repair, health transportation, business loans and development. As one of the largest social service nonprofits in Spokane, we are a hub where many clients come for help.

Although SNAP can do a lot to help our neighbors, we can't do everything. When a client calls SNAP for a solution we can't provide, our specialists know to consult the "Resource Bible" to send that client to the right place.

Clients don't come to SNAP on the best day of their lives. When they arrive at our doors, they're often stressed, anxious and needing help they never wanted to ask for. It's hard when we don't have a service to help them, especially when so many find us their safe haven in times of turbulence.

For our staff, The Fig Tree Resource Directory is a way to continue to provide hope. We might not have the solution or know the answer, but we know we can find hope in the pages of the Resource Directory—and that earns it the deserved, oft-repeated title: Spokane's Resource Bible.

Thank you to the Fig Tree for giving our community additional lifelines in their hardest hours. Thank you to organizations that use the Fig Tree to direct a client to SNAP. Thank you to the organizations to which SNAP sends clients we can't fully help. I'm grateful the Fig Tree has been there to guide me in my years of social service work in Spokane. I'm more grateful that this Resource Bible has provided hope and transformed lives for 50 years.

Resource Directory Moves People Beyond Words and into Action

A Partner – Second Harvest

Not only do Second Harvest volunteers distribute food to people, but also they help deliver Resource Directories each year, just after publication. In addition, in 2020, they offered directories at their various food distribution sites during COVID-19.



Jason Clark

When we feed hungry people, we want to make sure it's not just feeding someone today, but helping them feed themselves tomorrow, so they are healthier, happier and more prosperous. That involves community resources. The Resource Directory is fundamental to that. It's an amazing source of information people can use. We are grateful for the work that goes into it, and we're proud to support and help distribute it through our network of food banks. It helps us do our mission.

A Partner - The Arc of Spokane

The Fig Tree makes the invisible visible. Those on the margins of society, not included and behind-the-scenes warriors for social justice are welcome in The Fig Tree's fold.



Sima Thorpe

Disability is dehumanizing. The Arc sees its constituents as people with potential and part of the community. With jobs and job development needed for people with developmental disabilities, our constituents became part of the work force that deliver Resource Directories—4,000 copies of them. The Fig Tree is a force for involvement and inclusion. It lifts into light those we need to see.

Newby-ginnings

Newby-ginnings, a veterans' support program with a thrift store, provides information on resources, so it uses the Resource Directory. I have copies on my desk. They look like my



Theresa Hart

Bible with sticky notes everywhere, and with highlights and pencil markings in the margins. We get a case of them, so we can provide it to some of more than 2,800 families who come to us. Others have tried to pull together resource directories, but this one is unbelievable. It is the most comprehensive I've seen. It makes my job easier.

Episcopal Diocese of Spokane

When I served a congregation in the Lewis and Clark Valley, I thought The Fig Tree and Resource Directory were about Spokane, but I realized they helped us make connections with what faith communities are doing together to transform the world to justice.



Bishop Gretchen Rehberg

Making connections is vital. Going Beyond Words Doing Justice is not possible without connections. Alone, I believe my way is the right way and people should listen to me. We need connections to build community so every voice is heard. We all need to hear all voices, connect people of faith, justice and action to live into justice.

Calvary Soup Kitchen - Schools

I attribute the success we have had at Calvary Baptist's feeding program to connections people have from The Fig Tree. People came to the Soup Kitchen to donate and volunteer because of The Fig Tree.



Peggie Trout

When I go places, The Fig Tree and directory are there. When I worked for the School District, tutoring high school kids, I took the resource directory. If someone wanted something more than homework help, I looked in the Resource Directory and found what they needed—many places I did not know existed.

DSHS social worker

As a social service worker, I find the Resource Directory gives people access. I work with homeless people, working poor, elderly and destitute people, some in houses and some not. I walk through the directory with them. Half the resources are for services and half are for life-enriching resources. I let people know that all the agencies hire people and use volunteers so they can become a resource for their family and friends. While he has usually put it in the hands of people who need it and made sure they know how to use it, with COVID, David worked from home, so copies he usually handed out were distributed through racks in grocery stores.



David Brookbank

Community Leader



Amber Waldref

The Fig Tree's annual Resource Directory is synonymous with information.

It's in a one-stop location. It's fast. It's easy. It's up to date annually.

NAACP Spokane

The Fig Tree is a vital partner to reach the community. The newspaper, Resource Directory and legislative conference are crucial. The Fig Tree is a consistent, willing partner, providing meaningful interaction on race and personal relationships. It is the best cross-class, cross-racial partner.



Kurtis Robinson

Volunteer Organizations Active in Disasters



Mike Bullard

Many volunteer and faith-based organizations working together as Volunteer Organizations Active in Disasters use resources and volunteers to rebuild houses after wildfires and disasters. The Resource Directory is a vital tool for those working in disaster response to heal communities and make them whole again.

Retired Attorney

As the Kootenai County Task Force for Human Relations dealt with positive responses to hate for 30 years, it difficult. Sometimes we believed we were acting in isolation, but The Fig Tree reminded us we were not alone. The directory reveals the immense capacity for human good that reigns throughout the Inland Northwest.



Norm Gissel

Spokane County Human Rights Task Force

Early on, the task force wanted to catalogue human rights groups in the county. We thought it would be an onerous task, until a member suggested looking at the Resource Directory. It listed all the human rights organizations Mission accomplished! Thanks Fig Tree!



Hershel Zellman

Resource Directory Community Partners

Directory Partners help share the resources

Community Partners enrich the quality of life in this region by helping service providers connect and by helping people in need gain access to valuable resources that can change their lives. Agencies appreciate that we provide this service, so their staff does not need to do the research for resource referral, giving them more time to focus on clients' needs. With partners' support, we have increased our circulation to 25,000, based on demand.

Distribution partners expand the directory's effectiveness by putting copies into the hands of more people, enabling their staff and volunteers to network and find resources for clients, and empowering people in need to find the resources they need as they progress beyond their initial needs.

Underwriting partners help support bulk orders for a particular agency or demographic group, or support the publication of more copies of the annual Resource Directory to meet the increasing demand we are experiencing through the year.

Underwriting Partners for Distribution

1 to 10 copies - suggested donation of \$5 per copy
20+ copies - suggested donation of \$4 per copy

General Underwriting Partners

Enthusiast - \$1,500 - 5,000+ - logo on front cover
Friend - \$500 - \$1,000 - logo on inside front cover
Plus recognition in The Fig Tree



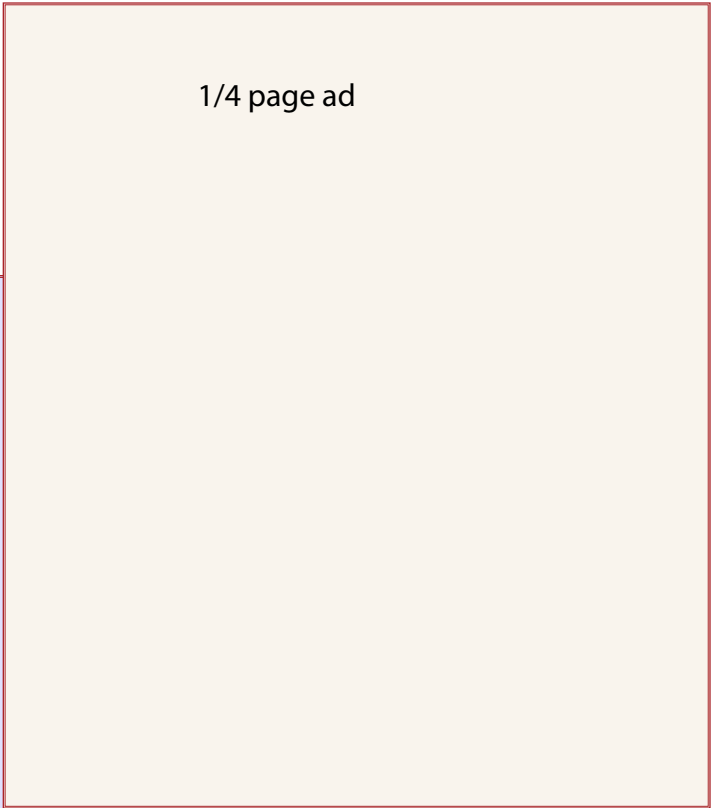
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Distribute
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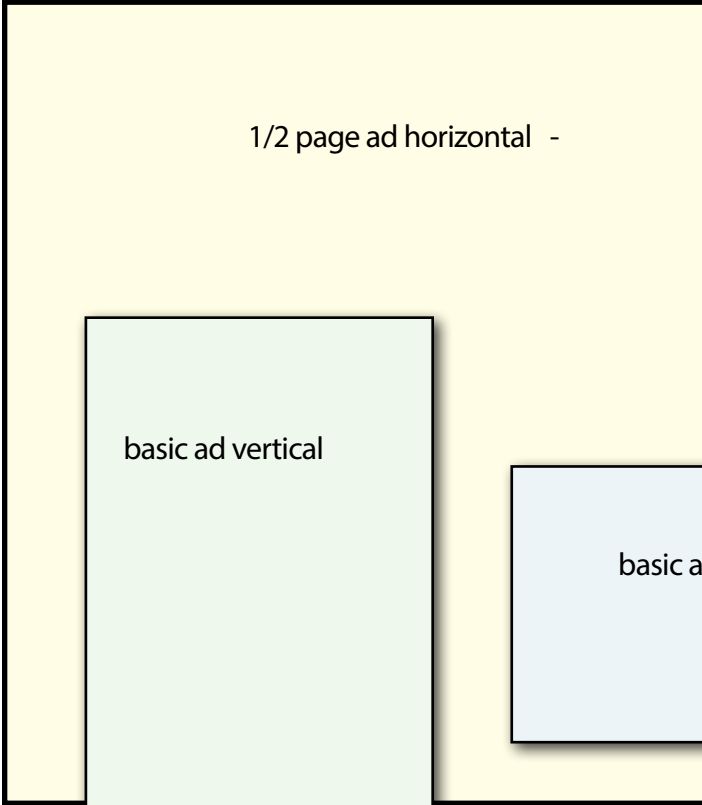


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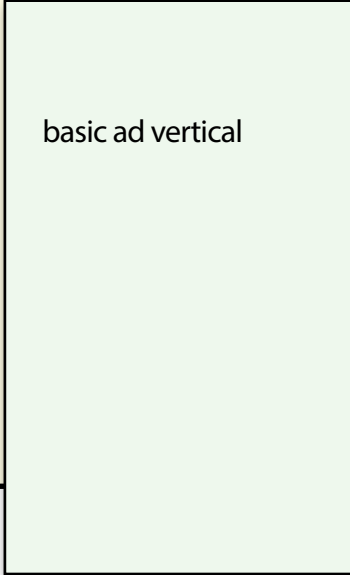


1/8 page ad

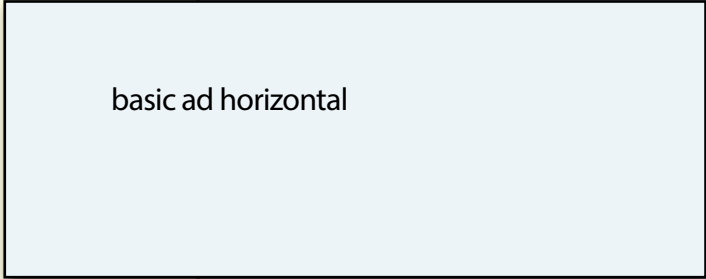
Directory Ad Sizes



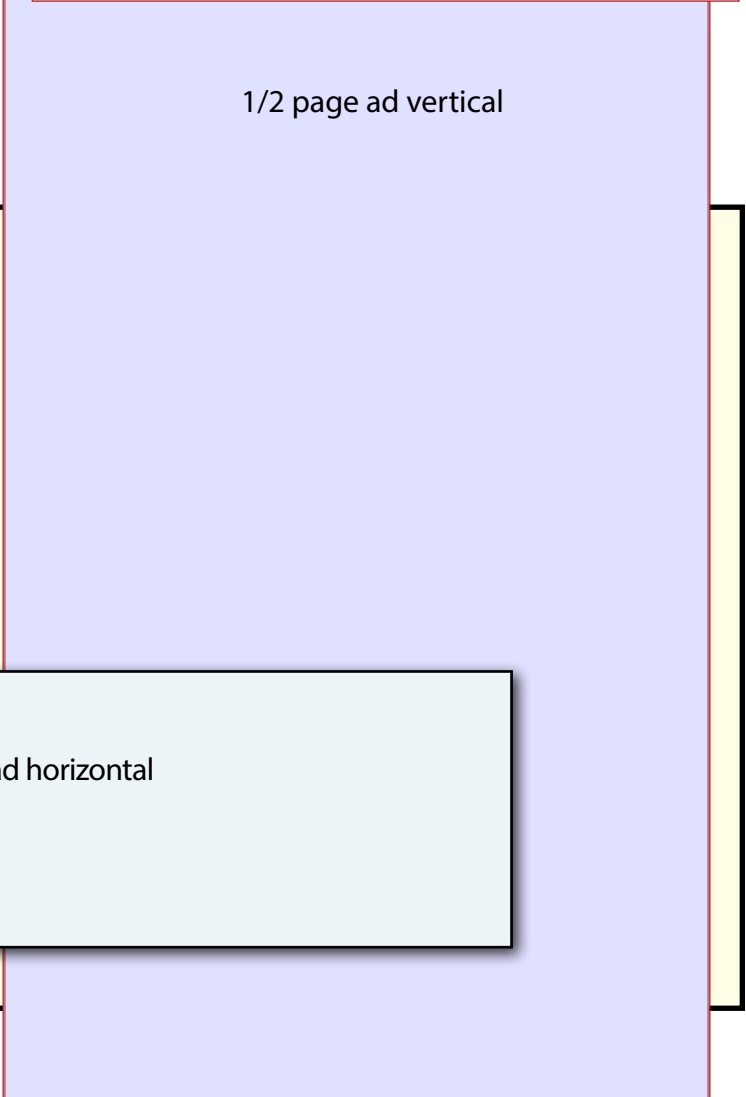
1/2 page ad horizontal -



basic ad vertical



basic ad horizontal



1/2 page ad vertical