

2025-26 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 – 2025-26 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

			Color
Full page	(7.5"w X 8.5"t)	\$1,080	\$1,150
3/4 page vertical	(5.625" w x 7"t)	\$850	\$910
1/2 page horizontal	(7.5"w X 4.2"t)	\$650	\$700
1/2 page vertical	(3.6875" x 8.5"t)	\$650	\$700
1/4 page	(3.6875"w X 4.2"t)	\$450	\$490
1/8 page	(3.6875"w X 2.1"t)	\$280	\$310
Basic	(3.6875"w X 1.45"t) (1.82"w X 3"t)	\$200	\$220
Index	(3.6875"w X 3"t)	\$350	\$390

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

		cover	center pages
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

Recommend for print ads: smallest type size is 12 pt.
To be readable in print, the smallest type size is 9 pt.

**A VALUED
RESOURCE
FOR
52 YEARS!**

Deadline
Confirm & Submit Copy
May 21, 2025

Publish Date
July, 2025

Distribution
Mail in Summer
Bulk Delivery in
August & September

**CALL
NOW!**

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

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Published in partnership with more than 26 Community Partners

Resource Directory Connects People to the Resources They Need

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.

SNAP and Nonprofits value resources

A common thread at nonprofits I have served with different missions and clientele is their reliance on the Resource Directory to holistically serve clients. Staff at several nonprofit, including SNAP, refer to the Resource Directory as "The Resource Bible." As one of the largest social service nonprofits in Spokane with more than 30 programs, SNAP is a hub where many come for help, but we can't do everything. When a client needs solution we can't provide, we consult the "Resource Bible" to send that client to the right place.



**Nicole
Bishop**

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 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.



**Theresa
Hart**

Growing Neighbors at Shadle Park

Our primary mission with Growing Neighbors at Shadle Park Presbyterian Church is building relationships that transform how we interact with people.



**Johnny
Edmondson**

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 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.

Aging & Long Term Care of E. WA

A big part of our work is to help people older adults and people with disabilities navigate resources—connecting with a home delivered meal, finding help for a family member with dementia, learning about Medicare options or setting up in-home care. The Resource Directory is a critical partner.



**Lynn
Kimball**

Asking for help is hard. The directory puts information in front of many people to help people find critical community services. Many older adults don't use computers, so it's important to have the printed directory.

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.

Spokane Public Schools engagement



**Oscar
Harris**

As community engagement officer at Spokane Public Schools, I help broker resources and make connections among community partners, entities and families. I see 200 support staff—and many of our 6,000 staff—use the Resource Guide. Copies are marked up and pages are missing as our amazing staff support families and students. The resource guide helps them meet the needs.

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 has offered positive responses to hate over the years, sometimes we thought we were acting in isolation, but The Fig Tree and Resource Directory show we are not alone. They reveal the immense capacity for human good that reigns in the Inland NW.



**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



**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.



Community 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.

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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Published July, 2025

Distribute
Mail in Summer
Bulk Delivery in
August & September



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1/8 page ad

1/4 page ad

Directory Ad Sizes

1/2 page ad horizontal -

1/2 page ad vertical

basic ad vertical

basic ad horizontal