

2019-20 Resource Directory Guide to Congregations & Community Resources

Covers Eastern Washington/North Idaho

Distributed to more than

1,400 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 of more than

16,000 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

"The Resource Directory covers human service agencies and helps service providers connect with resources. It is so needed to have it in print, because not everyone connects to internet."

—Freda Gandy, executive director

Martin Luther King Jr. Family Outreach Center

"The Fig Tree's Resource Directory is very useful to Catholic Charities' social ministries programs as I seek to communicate with the breadth of social ministers in the community, trying to be as inclusive as possible."

— Scott Cooper - Parish Social Ministries

Catholic Charities, Spokane

"In responding to disasters, I work with VOAD partners and the Resource Directory. It's gold! Disaster response is how we work together to heal communities and make them whole again. That requires communication and collaboration. In a disaster with a power outage, the printed directory is crucial."

— Mike Bullard - Inland Northwest Volunteer

Organizations Active in Disasters



**Reach faith & nonprofit,
human service & justice,
educational & cultural, health
care & senior communities
in the Inland Northwest!**

ADVERTISING RATES – 2019-20 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 9.5" t)	\$975
3/4 page vertical	(5.625" w x 7" t)	\$775
1/2 page horizontal	(7.5" w X 4.65" t)	\$550
1/2 page vertical	(3.6875" x 9.5" t)	\$550
1/4 page	(3.6875" w X 4.65" t)	\$375
1/8 page	(3.6875" w X 2.25" t)	\$220
Basic	(3.6875" w X 1.45" t) (1.82" w X 3" t)	\$160

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 & Insert

Inside front cover, across from table of contents

Inside back cover, across from emergency listings

² color ad on regular pages near center of directory

Full page	(7.5" w X 9.5" t)	\$2,450	1,500 ²
1/2 page	(7.5" w X 4.65" t)	\$1,250	850 ²
1/4 page	(3.6875" w X 4.65" t)	\$650	500 ²
1/8 page	(3.6875" w X 2.25" t)	\$350	250 ²



Next Deadline
Confirmation & Copy
March 31, 2019

Publish Date
July, 2019

Distribution
Mail in Summer
Bulk Delivery in
August & September



Mary Stamp & Malcolm Haworth
Ad Coordinators

509-535-1813, 216-6090
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The Fig Tree

covering faith in action in the Inland NW

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Published in partnership with more than 15 Community Partners

Resource Directory Connects, Empowers and Involves People

Speakers at recent Fig Tree Benefit Events shared insights on the value of The Fig Tree's Annual Resource Directory.

Freda Gandy - executive director of the Martin Luther King Jr. Family Outreach Center

The Resource Directory covers human service agencies and helps service providers connect with resources. It is so needed to have it in print, because not everyone connects to internet.



Dia Maurer – executive director of Partnering for Progress

I have a long history with The Fig Tree. The values it has given me over the years include resources, community and hope. In the 1990s, editor Mary Stamp covered many builds when I was executive director of Habitat for Humanity. I was new to the nonprofit world. The Fig Tree and Resource Directory were my “go-to” resources to figure out who was doing what.



Hershel Zellman - Spokane County Human Rights Task Force

I'm on the two-year-old Spokane County Human Rights Task Force. Early on, we wanted to catalogue the 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 every human rights organization. Mission accomplished! Thanks Fig Tree!



Christina Kamkosi
Empire Health Foundation

Last year Empire Health Foundation, (EHF) partnered with The Fig Tree to help distribute the Resource Directory through a Responsive Grant. Our mission

at EHF is to make Eastern Washington healthy. We rely on community partners, who connect the community to resources. We heard from our rural partners on how the directory helps in their day-to-day work. It's amazing how vast the reach is.



Lisa Simpson
Catholic Charities of Eastern Washington

I learned the value of the resource directory this year, when we distributed 1,500. We planned to hand out 300 copies at the Homeless Connect, but I forgot to set aside boxes. I called our programs to ask for extra copies. Few had any copies left, because they “are like gold in our programs. Clients love them. We love them.” It speaks volumes of how important the directory is. We are proud to be a community partner.



Norm Gissel - Coeur d'Alene attorney active in the Kootenai County Task Force for Human Relations

As the Kootenai County Task Force for Human Relations dealt with the positive responses to hate for 30 years, it was a difficult time. Sometimes we believed we were acting in isolation. For me, The Fig Tree shared knowledge that the values we held were shared by so many. Concern for humanity can be addressed in so many ways. Whenever we grew weary and thought we were alone, we could go to The Fig Tree and Resource Directory to be reminded of the immense capacity for human good that reigned throughout the Inland Northwest.



Pat Millen OSF - Sisters of St. Francis of Philadelphia

When I began was executive director of St. Joseph's Family Center, the Resource Directory provided updated public service, connecting people in faith and nonprofit agencies. St. Joseph's used it to connect people who came to us needing services we did not offer.



Mark Kinney - Thrivent

The Resource Directory helped Mission Community Outreach Center connect low-income people with resources they needed. The center helped meet basic needs for clothing, household goods, and hygiene items. That was just the beginning of their needs. By using the directory, we connected them with further resources.



Mike Bullard - Inland Northwest Volunteer Organizations Active in Disasters

Many volunteer and faith-based organizations work together as Volunteer Organizations Active in Disasters (VOAD), using donated resources and volunteer labor to rebuild houses in the wake of wildfires that ravaged Washington and Idaho in recent summers. I used a list of VOAD partners and the Resource Directory. It's gold. Disaster relief is not just sending money to the Red Cross. It's part of everyday life. There are vulnerable populations all over the world and in our own area. Disaster response is how we work together to heal communities and make them whole again.



James Casper
Habitat of North Idaho

We're not the solution for a lifelong list of problems. We hope we start people on the path to better themselves. After they have built a home with help, families need help with other issues. We give a Resource Directory to help them connect with other people and programs that can help with needs beyond our sphere. We also encourage people to use the directory to find a place to volunteer to put their skills and faith into action.



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 increased circulation from 12,000 in 2016 to 16,000 in 2018, based on growing 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

Friend - \$500*

Enthusiast - \$1,000 - 2,500+*

** Logo on front cover and recognition in The Fig Tree*



Mary Stamp • 535-1813
mary@thefigtree.org

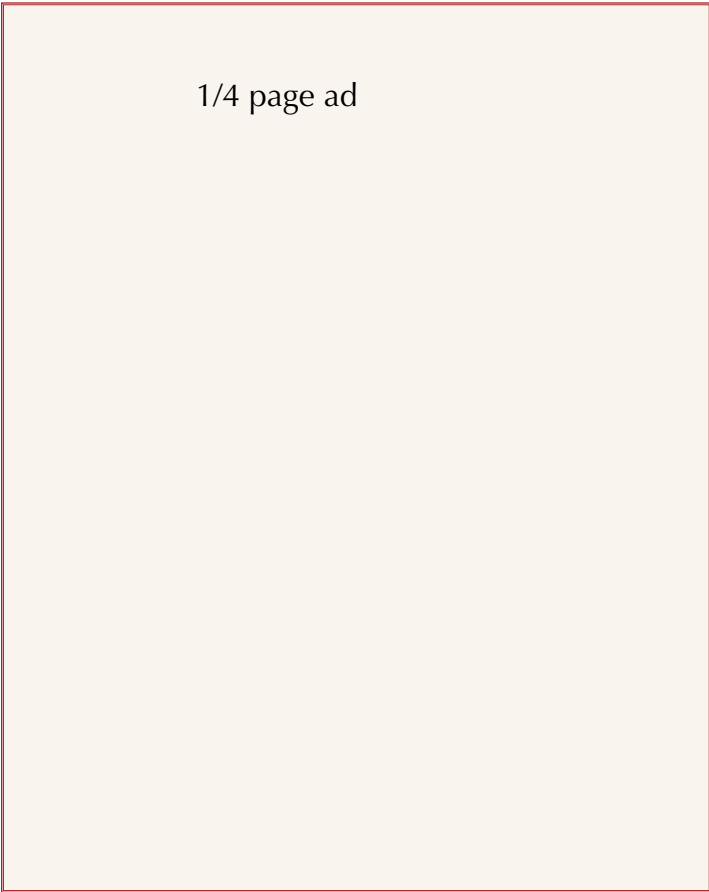
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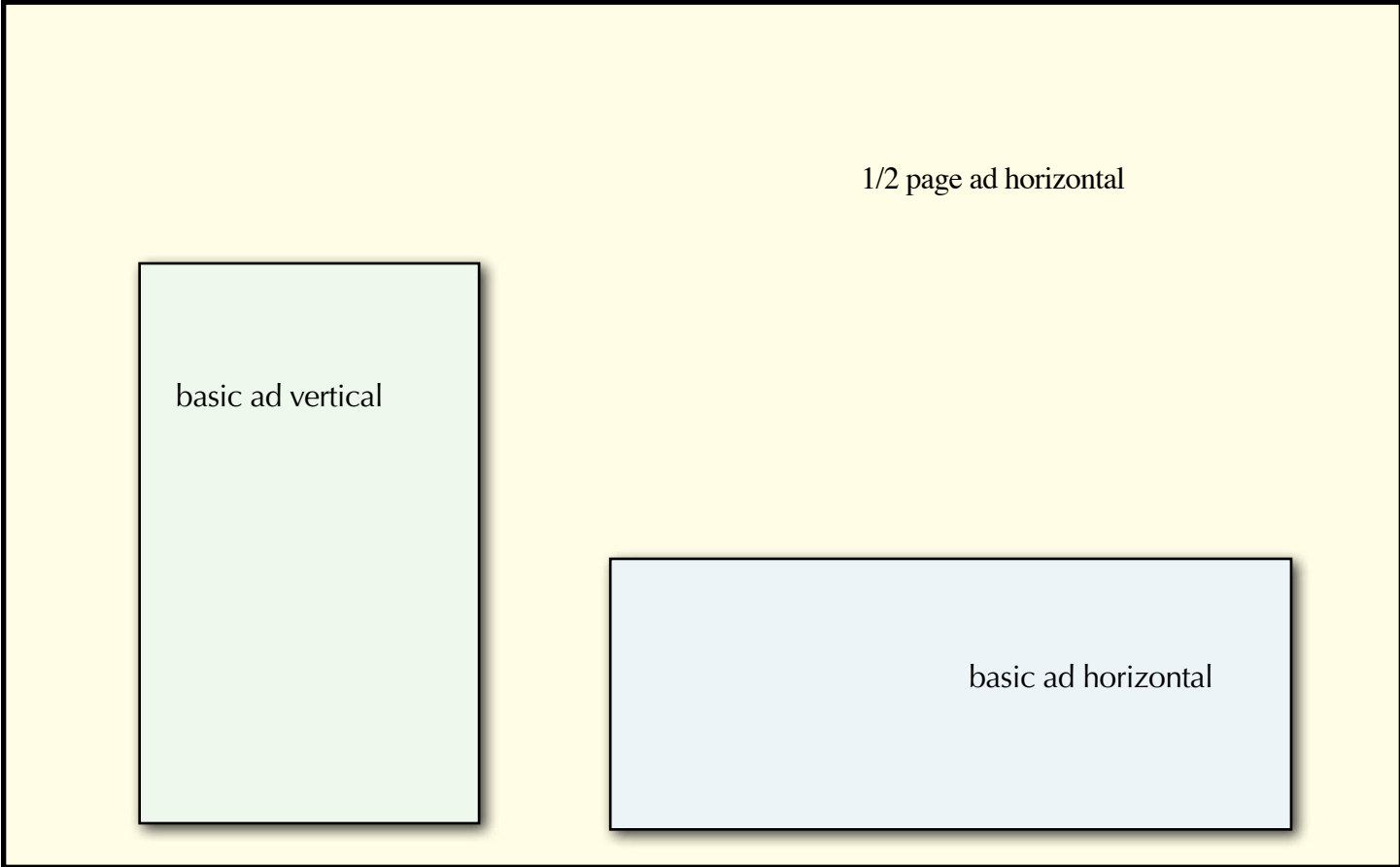


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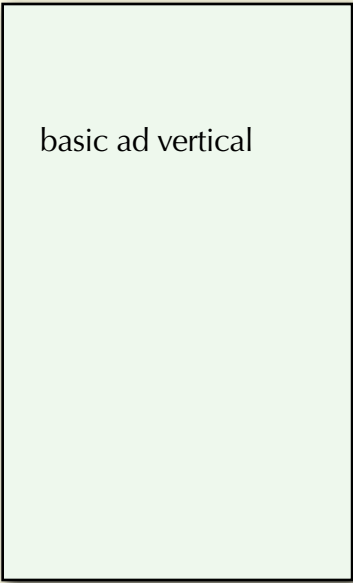


1/8 page ad

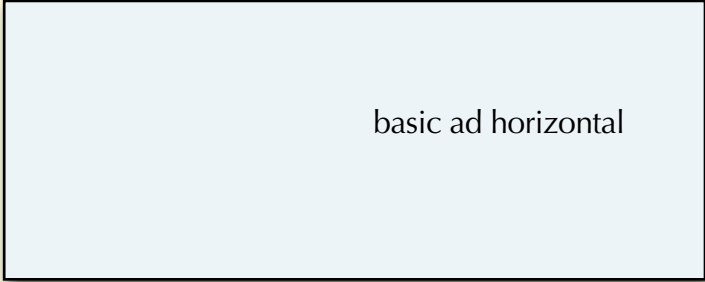
Directory Ad Sizes



1/2 page ad horizontal



basic ad vertical



basic ad horizontal