2023-24 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
20,000 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

“The directory helps the Mission Community Outreach Center connect low-income people with basic resources they need—clothing, household goods, and hygiene items—and with further resources.”
—Mark Kinney
Mission Community Outreach Center volunteer

“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.”
– Norm Gissel - Kootenai County Task Force for Human Relations

“When we serve 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.”
– Jason Clark - Second Harvest

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (7.5”w X 8.5”t)</td>
<td>$1,025</td>
</tr>
<tr>
<td>¾ page vertical (5.625”w x 7”t)</td>
<td>$820</td>
</tr>
<tr>
<td>½ page horizontal (7.5”w X 4.2”t)</td>
<td>$620</td>
</tr>
<tr>
<td>½ page vertical (3.6875” x 8.5”t)</td>
<td>$620</td>
</tr>
<tr>
<td>¼ page (3.6875”w X 4.2”t)</td>
<td>$425</td>
</tr>
<tr>
<td>¼ page (3.6875”w X 2.1”t)</td>
<td>$260</td>
</tr>
<tr>
<td>Basic (3.6875”w X 1.45”t) (1.82”w X 3”t)</td>
<td>$190</td>
</tr>
</tbody>
</table>

Table of contents pages (adjacent spaces can be sold together)
3.6875”w X 3”t $350

Premium Space - Cover or Center Pages
*Color ad on regular pages near center of directory

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (7.5”w X 8.5”t)</td>
<td>$1,650*</td>
</tr>
<tr>
<td>½ page (7.5”w X 4.2”t)</td>
<td>$950*</td>
</tr>
<tr>
<td>¼ page (3.6875”w X 4.2”t)</td>
<td>$595*</td>
</tr>
<tr>
<td>¼ page (3.6875”w X 2.1”t)</td>
<td>$285*</td>
</tr>
</tbody>
</table>

Ad Coordinators
Marijke Fakasiieiki & Mary Stamp
509-535-4112, 535-1813
ads@thefigtree.org

The Fig Tree
covering faith in action in the Inland NW
1323 S. Perry St., Spokane, WA 99202
resourcedirectory@thefigtree.org
www.thefigtree.org

Published in partnership with more than 15 Community Partners
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.

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. 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 workforce 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 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.

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.

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.

The Zone Project
In my work in Northeast Spokane, we refer people to resources. I ask if they have a directory. It’s synonymous with information. It’s in one place. 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.

Volunteer Organizations Active in Disasters
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.

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...
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 20,000, 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 - 2,500+ - logo on front cover
Friend - $500 - $1,000 - logo on inside front cover
*Plus recognition in The Fig Tree*

CONTACT
Mary Stamp • 535-1813
mary@thefigtree.org
Marijke Fakasieiki
535-4112
development@thefigtree.org

Published July, 2023
Distribute
Mail in Summer
Bulk Delivery in August & September