



Pajama Program

Delivering Warm Sleepwear & Nurturing Books to Children In Need

Pajama Program HQ & Reading Center
34 East 39th Street, Suite B
New York, NY 10016
(212) 71- MY PJS (716-9757)

Pajama Program Reading Center
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SO YOU'RE HAVING A PAJAMA DRIVE OR PLANNING AN EVENT!

That's great! We thank you so much for helping us help the children.

Pajama Program, a 501(c)(3) charity, provides new pajamas and new books to needy children, many of whom are waiting and hoping to be adopted. Many of these youngsters have been abused or abandoned and in many cases, have never enjoyed the simple comfort of having a loving mother or father tuck them in at bedtime. Through the Pajama Program, we hope to contribute to a warmer, more loving environment for children when they are at their most vulnerable.

The Program, to-date, has given away more than 550,000 pairs of pajamas and 250,000 books! This is where you come in!

It's simple to have a Pajama Drive or Event.
Here's all you need to keep in mind:

1. Pajamas need to be **new, unused**, and a complete set or a nightgown. Here's what a prominent physician has to say about this:

"The clothing a child spends 8-10 hours sleeping in is important to a child's well-being. New pajamas are a necessary part of promoting good health and preventing infections and disease, as well as providing psychological benefits."

*Sheldon H. Cherry, MD
Clinical Professor of Obstetrics & Gynecology
Mt. Sinai School of Medicine, NYC*

2. Decide for which age range you want to collect Pajamas:

- a) for all ages, Infant – 17 yrs old
- b) for children from Infant – 5 yrs old
- c) for children 5yrs old – 12 yrs old
- d) for teenage children ages 13-17 (Adult sizes Small to XXXL!)



The Pajama Program meets the Better Business Bureau's 20 charity standards - the highest ranking for non-profits!



www.pajamaprogram.org

3. Decide where people can drop off/send the new pajamas. You can decorate a big box or multiple boxes with fun wrapping paper to make it festive looking. Or you can have people bring or send them to your home or place of business where you can hold them all until your drive is finished.

4. You can cut-and-paste our logo, pictures and more information from our website, www.pajamaprogram.org/pjdrive.html, to make your own fliers or display. You'll also find our brochure here that you can share, print or display for your drive or event.

If you're planning a Pajama Program Party or Event for adults where your friends will bring the PJs, that's easy! There are lots of reasons to give parties and any one will do! Some creative ideas include a Spa Party where your friends come over IN their PJs and bring children's size PJs or a donation, and you give each other manicures and pedicures. Some groups even bring in professionals to give the spa treatments! Bingo is a fun game and if you make it a betting game, the proceeds can go to purchasing pajamas! An evening of wine and cheese is fun too, and the entrance fee of a pair of PJs creates intrigue! Some local stores or restaurants and cafes may even donate space and time for your party if they know it's for Pajama Program. We'd love to hear about your creative events!

If you're planning a drive or event with a group of children, it may be fun to have them each purchase PJs they would wear themselves and donate them. This way they feel connected to the project and the recipients. "Pajama Day" at their school or at a group meeting is a great way to get the children into the spirit of the project!

5. You can also offer the option to your friends/adults to donate a check of any amount they wish, instead of pajamas. For some people, this is easier and they welcome this way of participating instead. They can simply make their check payable to Pajama Program and be sure to tell them it's tax deductible.

6. **Once you have finished your drive** and have your collection find your nearest Chapter on our website: www.pajamaprogram.org/chapters.html. Email your Chapter President and they will let you know which of our approved Receiving Organizations needs what you have collected. If you are in a state that doesn't have a Chapter email kathleen@pajamaprogram.org or call us at 212-71 MY PJs (212-716-9757). Let us know what city you're in and we can explore the places in your area that need your PJs ASAP.

If you want to send your collection directly to us for distribution to the most needy children, our address is below. Our resources are limited so we appreciate your covering mailing costs.

Pajama Program
34 East 39th St., Suite B
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212-716-9757

When sending boxes to us please include our Donation Form (www.pajamaprogram.org/donate.html) or include a note with your name and address, and the number of pajamas in your collection so we can send you a thank you letter! Thank you for covering the mailing costs, so that we can get more pjs and books to the children. Your efforts mean a great deal to us.

Thank you again,

Genevieve Piturro
Founder/Executive Director