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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.

The 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 85,000 pairs of pajamas and 70,000 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 and unused. Here's what a prominent physician says:

*"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*

*and Gynecology at Mt. Sinai School of Medicine, NYC*

2. Decide for which age range you want to collect Pajamas:
  - a) for all sizes, Infant – 17
  - b) for children from Infant – 5yrs old
  - c) for children 5yrs old – 12 yrs old
  - d) for teen-age children ages 13-17 (sizes 16 and adult sizes small and medium)

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. **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. They can even include notes with the collection for the children who will receive their PJs. "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. Enclosed are **Pajama Program** materials for you to use if you want to promote your drive or event. You can also cut-and-paste our logo, pictures and more information from our website, [www.pajamaprogram.org](http://www.pajamaprogram.org), to make your own display. You'll also find a couple of brochures here that you can share, copy or display for your drive or event.

Once you have finished your drive and have your collection, contact us at our office: [margaret@pajamaprogram.org](mailto:margaret@pajamaprogram.org) or 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, send to us at:**

Pajama Program  
34 E. 39<sup>th</sup> St., Ste B  
New York, NY 10016  
212-71 MY PJs (212-716-9757)

When sending boxes to us, please always remember to include a note with your name and address, and the number of pajamas in your collection (approximate number is OK!) so we can send you a thank you letter! Your efforts mean a great deal to us.

Thank you again,

Genevieve Piturro  
Founder/Executive Director