

Purses For A Purpose, Inc. Partnerships Packet



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Thank you from Purses For A Purpose, Inc.!

Hello,

Thank you so much for your interest in partnering with our organization! We want to welcome you to our passionate team of volunteers who are dedicated to spreading awareness of and combating the nationwide homelessness crisis. Purses For A Purpose was officially incorporated with the IRS in 2021 with the mission of providing essential resources to and empowering homeless and housing insecure women and girls.

Purses For A Purpose, Inc. collects toiletries and mid-conditioned, mid-sized purses. We partner with local non profits, homeless shelters, domestic violence shelters, and refugee centers to distribute these donations to homeless and housing insecure women and girls nationally and internationally.

This packet details the expectations of partnering with us. Your commitment will benefit the women and girls who receive these essential donations and get to choose unique purses that remind them of their value in society.

"Never worry about numbers. Help one person at a time and always start with the person nearest you." - Mother Teresa

*Sincerely,
Shayna Rutman
Founder/CEO*

Role Descriptions

TIME COMMITMENT: 10 hours or less a month!

The Board of Directors of Purses For A Purpose, Inc. (who also serve as the officers) is made up of a voluntary CEO, CFO, COO, and Secretary. There are also voluntary officer positions such as Social Media/Graphics Coordinator, Grants Coordinator, in addition to a Legal Compliance Officer.

Shayna Rutman, Founder/CEO: The CEO is responsible for curating Purses For A Purpose, Inc. best practices for long-term strategy and vision that adheres to organization's mission and goal and sets overall goals for daily operations, financial decisions, marketing and partnerships, etc.

___, **CFO:** The CFO is responsible for overseeing and maintaining financial records, including budgeting, forecasting, and tracking donations and expenditures across all chapters to ensure all financial reporting is accurate and up to date.

___, **COO:** The COO is responsible for day to day operations with the CEO: recruit new chapter coordinators and deputy chapter coordinators and officers, lead mid-month check-ins, facilitate integration of new chapter coordinators, offer constant feedback & guidance on how we can improve organizational procedures, social media posts, and overall communication, etc.

Dejah (Puddin') Travis, Secretary: The Secretary is responsible for preparing the monthly agenda and corresponding meeting notes (minutes), maintaining accurate records, and supporting efficient communication across the board and organization.

___, **Social Media/Graphics Director:** The Social Media & Graphics Director is responsible for managing and developing the organization's visual and digital presence across all social media platforms, ensuring that all content aligns with the nonprofit's mission, values, and branding. This includes creating compelling graphics, maintaining content calendars, and increasing community engagement.

Chidera Uzojinwa, Grants Director: The Grants Director is responsible for securing funding that supports programs, operations, and strategic growth of the organization, with a focus on advancing housing stability and wraparound services for women and girls experiencing homelessness or housing insecurity. The Grants Director

Keith Rutman, Legal Compliance Officer: The Legal Compliance Officer oversees the compliance with laws and regulations for the organization to ensure transparency and accountability. The Legal Compliance Officer must be organized, communicative, and structured.

Partnership Expectations

As a partner organization, you can choose to host a collection drive or packing party. These will require a substantial amount of time, organization, and communication. We are so grateful for your organization's dedication to taking the initiative of hosting a collection drive and/or packing party.

Collection Drive: Collect purses, travel-sized toiletries, and other essentials from the community.

Packing Party: With help from volunteers in the community, clean out and fill the donated purses with travel-sized toiletries and other essentials.

Collection Drive Logistics

In this section, you will find information on how to start and maintain your collection drive. The Board of Directors will assist you in promoting the organization's mission. Use this section as your blueprint, but feel free to tailor your drive to meet the needs of your community.

- a. Establish a timeline for collecting all the necessary donations from your community (a few weeks to a month should be enough time).
 - i. Optional: You can end your timeline with the packing party event!
- b. Promote the collection drive on social media (Facebook, Instagram, LinkedIn!)
 - i. Contact Shayna Rutman for graphics!
- c. Reach out to neighbors, family members, friends, and members of your community to receive donations.
 - i. We can sign off on service hours if needed.
- d. Set up at least one donation drop off site.
 - i. Let Shayna know the dates and donation drop off locations!

Packing Party Logistics

In this section, you will find information on how to host your own packing party with the supplies you gathered. The Board of Directors will assist you in promoting the organization's mission. Use this section as your blueprint, but feel free to tailor your drive to meet the needs of your community.

- a. Find a date to host a packing party (can be located at your home, business, a park, a community center, etc.).
- b. Promote the drive on social media (Facebook, Instagram, LinkedIn!)
 - i. Contact Shayna Rutman for graphics!
- c. Reach out to neighbors, family members, friends, and members of the community to help assemble the purses.
 - i. We can sign off on service hours if needed.
- d. Reach out to religious centers, government officials, schools, small businesses, etc. for volunteers to help pack.
- e. You are expected to clean out all the purses prior to packing them. It is recommended to start with inventory first so you can allocate toiletries as evenly as possible.
- f. Once the packing party wraps up, collect all the purses and contact your partner organization for distribution / hand-off.
 - i. Send Shayna Rutman your inventory: number of purses collected and each type of toiletry you received!

REMINDERS!

You are looking for purse donations that are mid-sized, arm-deep, and well-conditioned. Your target donation audience is women between 30-50 who usually have a lot of extra purses, however, you should reach out to all age groups and network with your relatives and friends for donations.

You are also looking to collect travel-sized toiletries. Check out our [Amazon Wish List](#) for examples of what to collect, such as:

- Female hygiene products (pads, tampons)
- Cleansing products (shampoos, conditioner, soap, body wash)
- Grooming products, however, never add anything dangerous or sharp (like metal nail filers or razors)
- Self care items
- Gift cards for fast food restaurants

Donations/Fundraising

GoFundMe: <https://www.gofundme.com/f/purses-for-a-purpose-inc>

PayPal: <https://www.paypal.com/paypalme/pursesforapurposeinc>

Venmo: <https://www.venmo.com/u/pursesforapurposeinc>

Amazon Wish List:

https://www.amazon.com/hz/wishlist/ls/21O6QHA4SSZ97?ref_=wl_fv_le&viewType=list

WCDS Amazon IN Wish List:

https://www.amazon.in/hz/wishlist/ls/224NDFQ7077F1?ref_=list_d_wl_ys_list_1

Resources Available to You

Organizational Resources

<http://pursesforapurposeinc.com/>

Shayna Rutman, CEO/Founder, DC co-chapter coordinator: pursesforapurposedc@gmail.com

___, CFO/Treasurer:

___, COO:

Dejah (Puddin') Travis, Secretary, DC co-chapter coordinator: pursesforapurposedc@gmail.com

___, Social Media/Graphics Coordinator

Chidera Uzoejinwa, Grants Coordinator: uzoejinwachidera086@gmail.com

Niveditha Palani, WCDS/India Chapter Liaison: wcdsngo.org@gmail.com

Keith Rutman, Legal Compliance Officer: pursesforapurposeinc@gmail.com

Corporate: pursesforapurposeinc@gmail.com