



THE SPRING  
OF TAMPA BAY

# THE SPRING OF TAMPA BAY

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2022 FINAL PROPOSAL

Alexa Gardner, Sydney Lobel, Summer Steinruck, Sophia Glenn



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**The Spring of Tampa Bay - Services for Survivors of Domestic Violence**

**Communications Audit Report**

**2022**

**Prepared by Alexa Gardner, Sydney Lobel, Summer Steinruck, and Sophia Glenn**

## **Background**

The Spring of Tampa Bay has been a leader in their community for over four decades. It was founded by four women, Dorothy Gittings, Pat Gonzalez, Skippy King, and Cathie Lundin, who have taken the lead in bringing about change, educating the community, and defending victims of domestic violence. The Spring was founded in November 1977 with Pat Gonzalez serving as the first Executive Director in a small, rented home close to MacDill, after previously using it to provide a safe space for a friend fleeing an abusive relationship in 1976. Services included a 24-hour crisis and referral hotline and short-term housing. As the word got out, other women who needed refuge came forward asking for help. The community members soon were unable to provide more shelter for the abused in their own homes. With the support of Tampa's mayor in 1984, The Spring moved into its permanent location near downtown, increasing its capacity to 25 beds in four bedrooms. Since then, The Spring has opened the first public school in the nation located in a domestic violence center, a day-care center, a thrift store, and a higher-end boutique. They also began partnering with law enforcement and child welfare to better identify victims who are most in danger of being murdered by their abusers and close the gap between domestic violence treatment providers and children's welfare. With 128 beds in only their emergency shelter, The Spring has expanded to become one of the largest domestic violence shelters in Florida.

The Spring prioritizes educating youth and adults with the goal of preventing domestic and dating violence before it starts. They offer safe spaces where healing from this violence can begin and empower survivors to regain control of their lives and grow from them. The Spring connects survivors with tools that promote independence and rekindle hope. They support

initiatives that foster both long-term stability like economic justice and immediate stability like housing. According to their organizational website, The Spring's mission is "to prevent domestic violence, protect victims, and promote change in lives, families and communities. We want you to know You Are Not Alone. We are here every day for survivors of domestic violence looking to rebuild their lives." The Spring of Tampa Bay continues to offer their services and stand in unison with victims in need.

### **Situational Analysis**

This section analyzes the organization's strengths, weaknesses, opportunities, and threats.

#### **Strengths:**

There are many strengths to The Spring of Tampa Bay's communication process. The Spring has a well-organized website that thoroughly describes their story and mission to understand them as an organization (see Appendix 1). It includes all their services with descriptions, as well as clear ways to get involved or get their help. They have contact information throughout the site and a crisis hotline that can be reached out to. They also have numerous social media accounts such as Facebook, Instagram, Twitter, LinkedIn, and YouTube (see Appendix 2). Their marketing and communication efforts are enhanced through social media by raising brand awareness and reaching a wider audience. Developing loyal customers and engaging with the community can also be accomplished through these platforms.

The Spring also has seven funders with high standings within the community such as The City of Tampa Florida, Hillsborough County Florida, and the Attorney General of The State of Florida. Through their support, these funders help The Spring grow and increase awareness of

the organization to the public. The Spring also has a newsletter that customers can subscribe to and receive updates about products, services, opportunities, and upcoming events.

**Weaknesses:**

There is a weakness in The Spring's Twitter account, which is the lack of content. The Springs Twitter account has not posted since June 30th, 2022. It's important to keep up to date with content on all platforms in order to maintain loyal customers. Inconsistent posting can cause your content to appear less often in your audience's feeds. Lack of visual consistency can cause customers to be unable to verify the authenticity of a brand. This could result in customers' perception of the brand to be adversely affected.

**Opportunities:**

The Spring offers many opportunities for people to get involved with their organization. Some of these opportunities can be found on their website under the get involved tab (see Appendix 3). A link is provided to make a donation of money or items. Additionally, their social media platforms offer other opportunities for getting involved. Instagram, for example, includes a Linktree in its bio that customers can easily access (see Appendix 4). Listed on this Linktree are ways people can donate and opportunities to get involved with The Spring.

**Threats:**

Lack of advertising outside social media may be a threat to The Spring. The main advertising medium of The Spring is social media, which may not reach their full target audience. As a result, customers without social media miss out on advertising. In turn, this can negatively affect the brand's ability to market to all customers.

## **Products and Services**

The Spring of Tampa Bay is a safe haven for those who have experienced domestic violence and abusive relationships. The organization offers a variety of different services to its survivors and advertises them through its website. The Spring makes sure to have a section on its website just for the products and services to provide a description for each one. They also host many events to raise awareness and donations for its different services. This is very helpful for people looking into The Spring in search of help, assistance for a family member, a friend who is a victim, and those looking to help out the organization in other ways.

Their emergency shelter provides 128 beds and has grown to be one of the largest in the state of Florida. The Spring offers a 24-hour crisis hotline call or text for those in need of assistance or shelter urgently. On their direct website, they also have a “chat now” feature in the bottom corner for those who prefer to ask questions anonymously. Other important services the organization provides are on-site childcare, elementary school, summer camps, and after-school programs for the children of survivors.

Aside from childcare, The Spring also provides a safe location for pets to stay while their owners are living in the shelter. In terms of economic empowerment, The Spring offers courses in technology training, resume building, financial literacy, and social intelligence. Trained advocates work one-on-one with survivors or in small groups to discuss long-term independence and economic conditions. They include outreach services that help assist survivors with safety planning, advocacy, support groups, and linkage to community resources. Those who have left abusive relationships reside in the community’s Peace Village, which is a 12-unit apartment home to 48 women and children.

The Spring's housing programs provide survivors who are homeless with financial assistance to assist in moving into permanent living. The Prevention Team teaches young adults throughout schools and agencies the importance of healthy relationships by providing training on domestic abuse and teen dating violence. Child welfare partnership works to enhance family safety and create permanency for children. InVEST, their Two Intimate Violence Enhanced Services Team works with local law enforcement to identify survivors and victims who may be at high risk of domestic violence. Lastly, The Spring also offers both domestic violence court and dependency court. These are attorneys employed by the organization itself in order to provide free legal services to help obtain protection for survivors of dating violence, domestic violence, and sexual violence.

Although The Spring advertises its services well through its website, I believe it can take additional steps in expanding its visibility by advertising through word of mouth to discuss its variety of services to a wider audience.

### **Constructive Evaluation of Communication Effectiveness**

This constructive evaluation analyzes the organization's communication process.

#### **Message Quality and Delivery**

The Spring of Tampa Bay Thrift Store and Boutique does a great job creating a message that is special and inspiring. This organization also prioritizes promoting change and awareness. The Spring of Tampa Bay website shows what the company is all about and the plan of action for the company. Their priorities include prevention, safety, empowerment, advocacy, stability. All these factors combine to make a meaningful and relatable message. The delivery of this message is important since the message itself is very powerful and provides safety. The Spring of Tampa Bay delivers in a way that is inviting as well as informative.



## **Relationship Quality**

The relationship The Spring of Tampa Bay shares with its customers is unmatched. This company is all about the customer and how their experience is while in the presence of The Spring and its employees. They create a bond with each customer making them feel heard and understood. Not only does The Spring have a great relationship with consumers, but also the organizations that work alongside them such as Tampa Hillsborough Homeless Initiative, Florida Department of Children and Families, Florida Attorney General, and others.

## **Audience Communications and Interactions**

The communication and interaction with the audience is good but can be improved with more social media presence. The Spring uses their Facebook page as a place to spread information about upcoming events and sales. This is important so the audience can know what to expect but should also be used to interact with customers in different ways, such as daily posts, Instagram polls, and raffles/giveaways.

## **Communication Strategy Recommendations**

Communication is key in any business, but when it comes to building a strong and trusting relationship between customers and the company it is especially crucial. After reviewing The Spring of Tampa Bay's website, social media accounts, and community, we have prepared ways to improve their communication overall. Our first recommendation is to update The Spring's Twitter account more often. Posting consistently is important for gaining loyal followers and customers. Also, spreading information by word of mouth by sending representatives to nearby events can help attract new customers. Sharing reviews on social media and talking to

friends and family about products or services would also help reach new audiences and build a positive brand reputation.

The organization should also focus on outdoor and guerilla advertising to attract business and customers. This includes advertisements such as broadcast advertisements, as commercials and radio announcements can be a great way to get the company's name out there. Direct mail would accomplish this as well. Direct mail advertising comes in many forms and can generate brand awareness by getting in the minds of potential customers.

Incentive advertisements can be used to grab the attention of customers with special deals or opportunities. This can be implemented through giveaways, referral programs, or even recognition and reward promotions. Endorsements are also helpful to enhance consumer recognition of the brand with the help of someone who has a high degree of acknowledgment. The Spring could also consider collaborating with another small business in a nearby community. This can benefit both businesses and help reach new potential customers through cross promotions. These forms of advertising are targeted towards audiences who do not participate in social media. The main goal of these recommendations is to improve communication strategies which will improve the company overall. Making some of these small adjustments in the way this company creates awareness can benefit the business and its customers.

## Appendix

1. Website: [The Spring of Tampa Bay](#)

Well-organized website that their services, their story and mission to understand them as a brand.

2. Social Media:

Effective social media accounts that increase brand exposure and market reach.

- a. Facebook: [The Spring of Tampa Bay](#)
- b. Instagram: [The Spring of Tampa Bay \(@thespringtb\) • Instagram photos and videos](#)
- c. Twitter: [The Spring \(@TheSpringTB\) / Twitter](#)
- d. LinkedIn: [The Spring of Tampa Bay | LinkedIn](#)
- e. Youtube: [thespringtampa - YouTube](#)

3. Get Involved tab on website: [Donate - The Spring](#)

Opportunities for people to get involved and links for donating money and items.

4. LinkTree: <https://linktr.ee/thespringtb>

Resources on different opportunities The Spring offers for people to get involved.



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Tampa, Florida 33606  
[info@thespring.org](mailto:info@thespring.org)  
[www.thespring.org](http://www.thespring.org)

Bernadette Berdychowski  
[bberdychowski@tampabay.com](mailto:bberdychowski@tampabay.com)  
490 First Ave South  
St. Petersburg, FL 3370  
727-893-8534

October 9, 2022

Dear Mrs. Berdychowski,

I am coming to you from The Spring of Tampa Bay, to inform you about our special event, The 32nd Annual Mabel H. Bexley Gift of Peace Lunch. This event will be hosted Oct. 26 at 11 a.m., at Armature Works. It is important to us as an organization to inform you about this event. We believe the media coverage you could help us obtain would have a positive impact on the community as a whole. The Spring of Tampa Bay is an organization whose goal is to bring awareness to victims of domestic violence and ultimately help those, who have suffered, rebuild their lives.

This document you are receiving includes a news release giving you an overview of the event. Also included is a more detailed explanation about the organization's main purpose in running this event, and different ways to get involved. You are also receiving a backgrounder sheet about The Spring of Tampa Bay's history and goals. This will provide you with information about who we are and what our mission is as an organization. Lastly, there is a fact sheet, which will give you all of the details and information about this event.

This is an inspiring event celebrating those who have made a difference in the company and aided us in providing help to victims in need. Coverage on this event would hopefully inspire more advocacy from our community and help our organization's positive message be spread. Covering this event will be a great way to make our mission known, and we trust in you to convey that message given your expertise as a journalist and loyalty to the city of Tampa.

For more information please contact me at preferred contact ([drutherford@thespring.org](mailto:drutherford@thespring.org)) with any questions or concerns you may have.

Sincerely,

Dana Rutherford  
Director of Events and Communications

211 N Willow Avenue  
Tampa, Florida 33606  
Outreach: 813-749-8764  
Administration: 813-247-5433  
[www.thespring.org](http://www.thespring.org)



**THE SPRING**  
OF TAMPA BAY

## NEWS RELEASE

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October 9, 2022  
FOR IMMEDIATE RELEASE

Contact:  
Dana Rutherford, Events and Communications  
(813) 247-5433  
[drutherford@thespring.org](mailto:drutherford@thespring.org)

### **THE SPRING OF TAMPA BAY IS HOLDING THEIR 32nd ANNUAL MABEL H. BEXLEY GIFT OF PEACE LUNCH**

*The event will be held at Armature Works beginning at 11 a.m. on Oct. 26.*

TAMPA, FL — The Spring of Tampa Bay organization is hosting its annual Gift of Peace event on Oct. 26, at 11 a.m. It will be held at Armature Works at 1910 N. Ola Ave. The event is an inspiring luncheon with speakers who help provide insight and advocacy about domestic violence throughout the Tampa Bay community.

The Spring of Tampa is one of the largest domestic violence shelters in the state of Florida, with 128 beds making up their emergency shelter. The Spring's mission is to help survivors of domestic violence looking to rebuild their lives.

Those who are interested in getting involved or participating can review sponsorship opportunities via The Spring's website. Sponsorships come in various increments, such as Peace, Justice, Courage, Renewal, and Hope. They range from \$1,500-\$25,000, each with different recognition perks, advertisement opportunities, and the number of guest tickets. The Deadline for the Peace Sponsorship is Sept. 2, 2022.

-more-

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Individuals can also participate by donating to the organization to help provide safe shelter and services to those escaping domestic violence and abusive relationships. Item donations such as toiletries, pillows, clothing, blankets, bath towels, etc., are also very helpful in order to help those who had to flee from their home quickly.

Here at The Spring, we are thankful for our sponsors, donors, and other participants who help provide a welcoming and comfortable living environment for our survivors and their families.

For more information regarding the annual Mabel H. Bexley Gift of Peace Lunch, please contact Dana Rutherford, Director of Events and Communications, at preferred contact ([drutherford@thespring.org](mailto:drutherford@thespring.org)).

###



### **Fact Sheet**

#### **Who:**

- Individuals who have made a difference for The Spring of Tampa Bay and their guests.

#### **What:**

- The 32nd Annual Mabel H. Bexley Gift of Peace Lunch.
- A luncheon to celebrate the individuals who have made an impact in The Spring of Tampa Bay's work.

#### **Where:**

- The event will be held at Armature Works, 1910 N. Ola Ave., Tampa, FL 33602.

#### **When:**

- The event takes place on Oct. 26 and begins at 11 a.m.

#### **Why:**

- The event is an inspiring luncheon with speakers who help provide insight and advocacy about domestic violence throughout the Tampa Bay community.

#### **How:**

- The luncheon is funded through sponsorships ranging from \$1,500 to \$25,000.
- Donations can also be made to the organization to aid in providing safe shelter and services to victims of domestic violence.
- The donation of items like toiletries, pillows, clothing, blankets, and bath towels is helpful for those who had to flee their homes quickly.



### **Backgrounder**

For over 40 years, The Spring of Tampa Bay has been a leader in its community. Dorothy Gittings, Pat Gonzalez, Skippy King, and Cathie Lundin, the organization's four founders, have taken the initiative in enacting change, educating the public, and protecting victims of domestic abuse. After utilizing a small, rented home near MacDill to provide a safe haven for a friend leaving an abusive relationship in 1976, The Spring was established in November 1977 with Pat Gonzalez acting as the first Executive Director. They used this home to offer temporary housing and a 24-hour crisis and referral hotline.

In 1984, The Spring relocated to its current site near downtown with the support of Tampa's mayor, boosting its capacity to 25 beds across four bedrooms. Since then, The Spring has launched the first public school located in a domestic violence center, a daycare facility, a thrift shop, and a higher-end boutique. In order to bridge the gap between domestic violence treatment providers and children's welfare, they also started working with law enforcement and child welfare to better identify victims who are most at risk of being murdered by their abusers. The Spring, one of Florida's largest domestic abuse shelters, now has 128 beds in its emergency shelter alone.

The Spring places a high priority on teaching children and adults about domestic and dating violence in order to prevent it before it ever happens. They provide survivors the opportunity to take back control of their lives and learn from the violence, while also providing safe locations where healing from it may start. Through The Spring, survivors may access



resources that foster independence and reignite hope. The organization backs programs that promote both long-term stability, such as economic fairness, and immediate stability, such as housing.

According to their organizational website, The Spring's mission is "to prevent domestic violence, protect victims, and promote change in lives, families and communities. We want you to know You Are Not Alone. We are here every day for survivors of domestic violence looking to rebuild their lives." The Spring of Tampa Bay remains available to help and stands with those in need.



**THE SPRING**  
OF TAMPA BAY



2022

## 32ND ANNUAL MABEL H. BEXLEY GIFT OF PEACE LUNCH

The Annual Mabel H. Bexley Gift of Peace Lunch is an inspiring luncheon with speakers who provide insight and advocacy about domestic violence in our community. At the event, we celebrate individuals who have made an impact in our work.

Donations can also be made to the organization to aid in providing safe shelter and services to victims of domestic violence. The donation of items like toiletries, pillows, clothing, blankets, and bath towels is helpful for those who had to flee their homes quickly.



**2021  
Gift of Peace Photos**

**October 26, 2022  
11 a.m.**

**Armature Works  
1910 N. Ola Ave. Tampa, FL 33602**

**LEARN MORE:**

[thespring.org/event/gift-of-peace/](https://thespring.org/event/gift-of-peace/)

## Week 1 - 11/7/22



**11AM:** During the holiday season, The Spring of Tampa Bay helps multiple families in need with our Adopt A Family Holiday Drive. We look to our generous donors to adopt a family and their wishlists. Visit our website [TheSpring.org](https://thespring.org) for more information on how to get involved!

#holiday #shopping  
#adoptafamily #wishlist  
#thespring #charity #donate  
#thespringoftampabay  
#holidayshopping #tampabay  
#hillsboroughcounty  
#tampacharity #enddv

## Week 2 - 11/14/22



**11AM:** Help The Spring of Tampa Bay give back to families in need by donating money this holiday season. Your contributions will help provide gifts for an entire family. To learn more about how you can donate today, visit [TheSpring.org](https://thespring.org) for more information.

#holiday #shopping  
#adoptafamily #wishlist  
#thespring #charity #donate  
#thespringoftampabay  
#holidayshopping #tampabay  
#hillsboroughcounty  
#tampacharity #enddv

## Week 3 - 11/21/22



**11AM:** Visit our website, [TheSpring.org](https://thespring.org), to find the 2022 Adopt A Family donor registration form. It can be found under the "Get Involved" tab on the top right corner of our website. Support this program and adopt a family and their wish list today!

#holiday #shopping  
#adoptafamily #wishlist  
#thespring #charity #donate  
#thespringoftampabay  
#holidayshopping #tampabay  
#hillsboroughcounty  
#tampacharity #enddv

## Week 4 - 11/28/21



**11AM:** Are you involved with The Spring of Tampa Bays' Adopt A Family Holiday Drive? If so, make sure you bring in all your gifts by December 16th! Anyone can bring in items at any time before this deadline. To learn more about this drive, visit [TheSpring.org](https://thespring.org). Happy holidays!

#holiday #shopping  
#adoptafamily #wishlist  
#thespring #charity #donate  
#thespringoftampabay  
#holidayshopping #tampabay  
#hillsboroughcounty  
#tampacharity #enddv

## Week 5 - 12/5/22



**11AM:** Sign up to be a donor and adopt a family and their wishlist this holiday season. Donations should be brought in by December 16th! For more information on how to get involved with this program visit our website [TheSpring.org](https://thespring.org).

#holiday #shopping  
#adoptafamily #wishlist  
#thespring #charity #donate  
#thespringoftampabay  
#holidayshopping #tampabay  
#hillsboroughcounty  
#tampacharity #enddv



## Week 1 - 11/10/22



**12PM:**The Spring of Tampa Bay assists multiple families during the holiday season. Our generous donors have the opportunity to adopt a family and their wishlists. Are you interested in participating? Visit our website [TheSpring.org](https://thespring.org) for more information!

## Week 2 - 11/17/22



**12PM:** Support The Spring of Tampa Bay's Adopt A Family Holiday Drive with a financial contribution. Your donations will help provide gifts for families this holiday season. Visit [TheSpring.org](https://thespring.org) for more information on how you can donate today.

## Week 3 - 11/24/22



**12PM:**You can find the 2022 Adopt A Family donor registration form at [TheSpring.org](https://thespring.org). It's located under the "Get Involved" tab, on the top right corner of our website. Make a difference by adopting a family and their wish list this holiday season.

## Week 4 - 12/1/22



**12PM:**The deadline for donating to the Adopt A Family Holiday Drive is December 16th. Items can be brought in at any time before this deadline. Visit [TheSpring.org](https://thespring.org) for more information. See you soon!

## Week 5 - 12/8/22



**12PM:**Help spread joy this holiday season by participating in our Adopt A Family donation program. Bring in your donations by December 16th to spread the cheer! For more information visit [TheSpring.org](https://thespring.org).

### The Spring of Tampa Bay Media List

Organization	Name	Title	Email	Phone	City	LinkedIn	Twitter	Date Updated
<b>Television</b>								
Fox 13 News Tampa Bay	Allie Corey	Journalist	alexandra.corey@fox.com	(813) 870-9630	Tampa	<a href="https://www.linkedin.com/in/allie-corey-5a1894113/">https://www.linkedin.com/in/allie-corey-5a1894113/</a>	alliecoreyfox13	10/21/2022
WFLA News Channel 8	Elizabeth Motley	Executive Producer	LizMotley@me.com	(813) 228-8888	Tampa	<a href="https://www.linkedin.com/in/lizmotley">https://www.linkedin.com/in/lizmotley</a>	motleyliz7	10/21/2022
10 Tampa Bay	Java Ingram	Journalist		(727) 577-1010	Tampa	<a href="https://www.linkedin.com/in/java-ingram-86165710b">https://www.linkedin.com/in/java-ingram-86165710b</a>	java-ingram	10/21/2022
Spectrum News Bay News 9	Virginia Johnson	Journalist	virginia.johnson@charter.com	(727) 329-2400	Tampa	<a href="https://www.linkedin.com/in/virginia-johnson-17806314">https://www.linkedin.com/in/virginia-johnson-17806314</a>	VirginiaJohnson	10/28/2022
<b>Radio</b>								
NewsRadio WFLA: AM Tampa Bay	Katie Butchino	AM Journalist		(800) 969-9352	Tampa	<a href="https://www.linkedin.com/in/katie-butchino-928a32207">https://www.linkedin.com/in/katie-butchino-928a32207</a>	KBOnTheRadio	11/7/2022
WUSF Public Media	Mary Shedden	NPR News Director	shedden@wusf.org	(800) 741-9090	Tampa	<a href="https://www.linkedin.com/in/maryshedden">https://www.linkedin.com/in/maryshedden</a>	MaryShedden	11/28/2022
<b>Print</b>								
The Tampa Bay Times	Bernadette Berdychowski	Local Business Reporter	bberdychowski@tampabay.com	(727) 893-8534	Tampa	<a href="https://www.linkedin.com/in/bernadette-berdychowski-478822170">https://www.linkedin.com/in/bernadette-berdychowski-478822170</a>	bberdychowski	11/21/2022
Tampa Metro Magazine	Ronda M. Parag	Publisher/Managing Editor	rparag@metrolifemedia.com	(813) 835-7700	Tampa	<a href="https://www.linkedin.com/in/ronda-parag-54207b4">https://www.linkedin.com/in/ronda-parag-54207b4</a>		11/2/2022

The Minaret at The University of Tampa	Lisa Striffolino	Staff Writer	lisa.striffolino@spartans.ut.edu		Tampa	<a href="https://www.linkedin.com/in/lisastriffolino">https://www.linkedin.com/in/lisastriffolino</a>	lisastriffolino	11/9/2022
<b>Blogs</b>								
That's So Tampa	Bob Carskadon	Content Producer	ysanne@rkc.me	(727) 896-3435	Tampa		bobcarskadon	11/4/2022
Creative Loafing Tampa Bay	Alexis Quinn Chamberlain	Marketing, Promotions & Events Director	alexis@cltampa.com	(813) 739-4800	Tampa	<a href="https://www.linkedin.com/in/alexis-chamberlain-6831114b">https://www.linkedin.com/in/alexis-chamberlain-6831114b</a>	aqchamberlain	11/4/2022

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## FEATURE STORY

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October 30, 2022  
FOR IMMEDIATE RELEASE

Written by:  
Dana Rutherford, Events and Communications

### **The Spring Announces Their Annual Adopt a Family Holiday Drive**



The holidays are right around the corner and it is time to start preparing. The Spring of Tampa Bay is currently hosting their annual Adopt a Family Holiday Drive here in the heart of Tampa. The holiday season means giving back to those in need and helping our community. The Spring encourages everyone in our community to participate in giving these families an enjoyable holiday season and making a positive difference.

The Adopt a Family Holiday Drive is an event where donors adopt a family and their wish lists for the holiday season. After registering for the event, The Spring will reach out to you and provide a wishlist for each member of the family. Each donor has from now until the 16th of December to bring in their donations. Donations should be dropped off at the The Spring

-more-

October 30, 2022

Page 2 of 3

Donation Center located at 209 N. Willow Ave. Donors are encouraged to select families that best fit within their budgets and timeframes. For more information on registration and donations please visit <https://thespring.org/get-involved/donate/>.

The wishlists you receive will include a special item for each member of the family. You could have a Barbie Doll on your list for a young child, maybe a nice new pair of shoes for a working single mother, or even a pair of cleats for a young boy to play football. To make the shopping more personal, you will receive details about each family member such as age, gender, clothing size and favorite color. This helps the donor really connect to the recipient of the gift. There is also an option to donate money without adopting a family, for those who do not have time to shop for gifts. This project benefits children and mothers associated with the Spring's shelter, outreach program and Peace Village Apartments.

The Spring of Tampa Bay's Community Advocate, Amy Corcell, said "The Spring is focused on bringing safety and joy to working women in our community as well as their children. This event means a lot to these families and we hope members of our community participate." Although it is not always recognized, many individuals in our community struggle to provide for their families throughout the holiday season. Between longer hours at work and colder weather, it can become an everyday battle just to provide for your children while also managing to take care of yourself. The stress of this can become more taxing when most of these women are single mothers just trying to give as much as they can for their kids.

-more-

October 30, 2022



The holiday season is all about the spirit of giving and making the contributions you can to help those in need. These single moms do whatever they can to help their children feel joy during the holidays. They always put their children first. If they can be this selfless while going through such a difficult time, so can the Tampa Bay community.

The Spring's mission is to prevent domestic violence, protect victims, and promote change in lives, families and communities. While running this event each year helps unite the community, it also spreads awareness about The Spring of Tampa Bay and what the organization stands for. Adopt a Family Holiday Drive not only helps those in need, but teaches the true value of the holidays and brings the community together in a way no other event can.

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**THE SPRING**  
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*You are not alone.  
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