



**2022 CWIM**

# Shoelbox Party

**Toolkit**

[www.cwimorg.com/shoelbox-party](http://www.cwimorg.com/shoelbox-party)

# What is a Shoebox Party?



**A Shoebox Party is a gathering of friends or colleagues who fill holiday wrapped shoeboxes with gifts and essentials.** These are then distributed to local women in need. Approximately \$50 worth of items are Included along with personal messages of support to the recipients.

Offering a tangible gift is a powerful reminder for a woman that she has not been forgotten and that she remains a valued and respected member of her community during a time when she may be feeling alone and isolated.

CWIM started encouraging Canadian women physicians to host or attend these events in 2019 in support of a registered Canadian charity called the **Shoebox Project**.

[www.shoeboxproject.ca/home](http://www.shoeboxproject.ca/home)

Hundreds of shoeboxes have been made by women physicians like you over the years. The need is especially great this year and we are hoping that your generosity will shine through once again. Many smaller towns and cities may not be a Shoebox Project collection site, so we are encouraging you to reach out directly to those in need in your own communities.



# CWIM Support



We've created this **toolkit** to provide you with some ideas and help get you started.



We'll post a **registry** on our page allowing hosts in various cities to link up with others that would like to contribute.



We'll share with the community! **Post** on social media using the #cwimgiving and #shoeboxparty hashtags and be sure to tag @cwimorg.



We've created a downloadable **CWIM note card**, which you can print at home, write in your holiday messages of support, and place in your boxes.



We'll help keep track! **Register** the number of shoeboxes your group made this year on the CWIM Shoebox Party webpage so we'll know the 2022 grand total and can beat it next year.



We're here to help if you have questions! **Send us an email anytime at [hello@cwimorg.com](mailto:hello@cwimorg.com).**

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# Hosting a Shoebox Party



**Find one or two local community shelters or agencies** and contact them to see what the approximate need is for their client base. Consider any of the following:

- / Shelters serving women and families
- / Immigrant, refugee and newcomer programs
- / Community health centres
- / Indigenous friendship centres
- / Food and clothing banks
- / Transitional housing projects
- / Homeless outreach services
- / Mental Health and addiction services
- / First Nations Reserves

**Choose a date**, ideally at least two weeks before the holidays.  
**Invite** other Canadian women physicians or friends to attend.

Consider involving your children or make it a ladies only night, your choice. Share food or drinks or just some laughs this holiday season.

Worried about COVID or other respiratory illnesses? Consider smaller groups at multiple locations.



# Creating a Shoebox Success



Plan to fill a standard sized shoebox with a mix of essentials and special treats, **approximate value \$50**.

Divide up the list of items to be purchased amongst your party group. Each volunteer brings their assigned items on the day/night of the party and also multiple standard sized shoeboxes or memory boxes of a similar size.

You'll need:



Beautiful Holiday  
Wrapping Paper



Tape



Tissue Paper



Pretty Ribbon + Stickers  
(avoid bows as boxes  
are usually stacked)



CWIM Note Cards  
(consider printing  
on cardstock)



## Possible Essentials



Shampoo/Conditioner

Body Wash

Socks

Deodorant

Toothpaste/Toothbrush

\$10 Gift Card  
(Grocery or  
Drugstore)

Lip Balm

Hairbrush

## Possible Treats

Chocolate or Candy

Cosmetics (Lip Gloss,  
Eyeliner, Mascara, Nail Polish)

Hand Cream

Cozy Accessories (Hat, Mitts, Scarf)

Self Care (Journals/Pens)

Skin Care (Sunscreen, Face Cleanser,  
Moisturizer, Hand or Body Lotion)

## Things Not to Include

Candles

Used Goods

Sized Clothing

Tampons or Pads

Unpackaged Items

Products Containing  
Alcohol (Mouthwash,  
Hand Sanitizer)

Razors, Nail Kits or  
Anything That Could  
Cause Harm

Samples

Perfumes or Heavily  
Scented Products

Children's Products

Jumbo Sized  
Containers

# Putting It All Together



**Make your box as beautiful as possible!**

- / Wrap the top and bottom separately
- / Line with tissue paper
- / Keep the box unsealed
- / Include the CWIM note card with an inspirational or uplifting message for your shoebox recipient

## Your Gift

**Thank you for taking the time to fill shoeboxes this holiday season!** Once again you are making a difference in the lives of women across our country. We hope these gatherings bring you joy this holiday season as you find time to connect with friends and colleagues.

*Thank You!*



**CWIM Organization Events Committee**

