



2025 CWIM

Shoelbox Party

Toolkit

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

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've added a **sign-up form** on our website to help connect with hosts or attendees in various cities to participate.



We'll send you a host kit, including CWIM note cards, so you can add holiday messages of support and place them in your boxes. Just **complete the order request at www.cwimorg.com/2025-shoebox-party**. We also have a downloadable card template to print at home if you need extra!



We'll help keep track! Please register the number of shoeboxes your group made this year on the CWIM Shoebox Party webpage so we can track the 2025 grand total and aim to beat it next year.



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



We're here to help if you have questions! **Send us an email anytime at hello@cwimorg.com**.

www.cwimorg.com/shoebox-party

Hosting a Shoebox Party



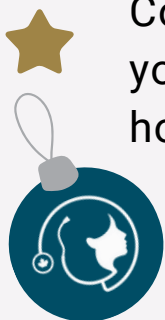
Visit www.shoeboxproject.ca/locations to see if the Shoebox Project has a drop off location in your area. There are easy drop offs in most major cities!

If your city does not have a drop off location, **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.



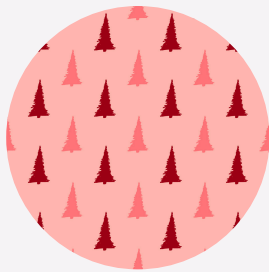
Creating a Shoebox Success



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
*Complete the online form and
we'll send you a host kit
OR print at home 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 Partner
Engagement Committee**

