

STUDENT WISH LIST PROJECT

PRESS RELEASE

Student Wish List Project
235 Main St #128, Madison, NJ 07940
www.studentwishlistproject.org

STUDENT WISH LIST PROJECT LAUNCHES, INTRODUCING ALTERNATIVE TO BIRTHDAY-GIFT OVERFLOW AND PROVIDING EASY COMMUNITY SERVICE OPPORTUNITIES FOR KIDS

*Madison-Based Nonprofit Helps Local Charities Increase In-Kind Donations
Through Online, Student-Driven Donation Drives*

MADISON, NJ (September 12, 2018) – Student Wish List Project (SWLP), a 501(c)(3) nonprofit organization based in Madison, NJ, officially launched today. It is designed to help local charities receive more in-kind donations by helping students organize online donation drives based on a charity's 'wish list' of all needed material goods, from mops to clothing to backpacks. One hundred percent of all donations goes directly to the receiving charities.

To date, SWLP has partnered with 8 local nonprofit organizations, including Covenant House, Jersey Battered Women's Service, Deirdre's House, Children's Hospital of New Jersey, The Eric Johnson House, Good Grief, Homeless Solutions, and Saint Peter's Orphanage.

"Based on our family tradition of conducting wish-list donation drives to reduce an abundance of birthday gifts, we realized that we could quite effortlessly help direct goods where they are needed most, as well as provide volunteer opportunities lacking for school-age children," said Tania Lee, cofounder and executive director of Student Wish List Project. "Younger students easily understand how these donations can make a difference in someone's life, and older students can readily accumulate community service experience – all while helping local charities receive the in-kind donations they require to support our community. Our aim is to make the process of giving back so simple that it's a no-brainer."

"Student Wish List Project helped us very quickly and painlessly raise school supply donations we needed for our annual Back to School BBQ Event," said Jaime Kaiser, program coordinator at Deirdre's House, Morris County's center for child victims of abuse. "As a nonprofit, we are always striving to do more with what we have, and this partnership allows us to increase our wish list donations with virtually no effort on our part. Student Wish List Project also allows local students and community members to make a direct impact on our children and families in need."

How It Works

Conducting a SWLP donation drive is designed to be exceedingly simple. A student:

1. Browses the SWLP website for a charity to support (www.studentwishlistproject.org).
2. Submits a multiple-choice form selecting which items to include in his/her donation drive.
3. Sends the private donation drive webpage to family and friends, who make purchases that are, in most cases, delivered directly to the receiving charity.

"The whole process took less than 5 minutes," said Sura Alammar of Hoboken, NJ, whose son is conducting a SWLP donation drive benefitting Saint Peter's Orphanage in Denville, NJ. "To my son, it was incredible that even a fifth grader could personally help other kids."

Student Wish List Project works with each partnered charity to ensure that its wish list of all requested material goods is up-to-date and accessible via an online gift registry. A custom online registry based on the student's preferences is created for each individual donation drive.

Students can track the progress of their donation drive online, and will receive documentation of the in-kind donations they helped to generate at the completion of each donation drive. Conducting a wish list drive also makes older students eligible to apply to volunteer in-house with Student Wish List Project, further increasing their community service experience.

ABOUT STUDENT WISH LIST PROJECT

Student Wish List Project is a 501(c)(3) tax-exempt nonprofit organization based in Madison, NJ. It is designed to help local shelters and hospitals increase their wish list fulfillment by helping students organize donation drives for wish list items. Current partnered charities include Children's Hospital of New Jersey, Covenant House, Deirdre's House, The Eric Johnson House, Good Grief, Homeless Solutions, Jersey Battered Women's Service, and Saint Peter's Orphanage.

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MEDIA CONTACT

Student Wish List Project
Tania Lee
(973) 520-8252
tlee@studentwishlistproject.org