



For Immediate Release:

It's an A+: Family Giving Tree, Bay Area Donors Score Record Back-to-School Drive

40,546 Backpacks with School Supplies Donated in 2017

September 19, 2017 -- Milpitas, CA – Family Giving Tree, a Bay Area nonprofit helping low-income families through annual holiday gift and school backpack drives, has surpassed its aggressive 2017 goal to collect, stuff and distribute 40,000 backpacks with grade-appropriate school supplies. The final tally was 40,546.

“Support from NBC Bay Area and Telemundo 48 was a huge factor in beating our target,” said Family Giving Tree Co-Founder and Executive Director Jennifer Cullenbine. “As part of a national ‘Supporting Our Schools’ initiative, the two Bay Area TV stations really got behind our efforts and promoted the drive via newscasts, on-air promotions, websites and social media. Add that coverage to our usual loyal base of corporate sponsors, volunteers and Drive Leaders, and you get a record year for helping Bay Area kids.”

Lance Lew, Director of Community Marketing for NBC Bay Area, said, “After following the good works of Family Giving Tree for 17 years, I knew the organization’s passion, logistics and network were key to our Bay Area drive. We are delighted our work with Family Giving Tree and United Way helped inspire a record level of back-to-school giving.”

Based on public school data regarding student eligibility for free/reduced school lunches, Family Giving Tree estimates that some 400,000 Bay Area students need donated backpacks and school supplies. Annually, the 27-year old organization strives to help a larger and larger percentage of that underserved population. This year, some 325 qualifying schools and agencies throughout the Bay Area received backpacks. For many of their students, these fully stocked backpacks were the only resource to start a new school year with the tools and confidence to succeed.

About Family Giving Tree: Headquartered in Milpitas, California, Family Giving Tree grants children's wishes for joy and learning through annual Back-to-School and Holiday Wish drives. Thanks to generous and consistent community support, Family Giving Tree has provided Bay Area children and adults with nearly 1.5 million individually requested holiday gifts and backpacks filled with school supplies.

About FGT's Back-to-School Drive: One out of every four children in the Bay Area lives in poverty. Family Giving Tree's Back-to-School Drive closes the educational gap for deserving Bay Area K-12 students by providing backpacks filled with essential, grade-appropriate school supplies.

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