



You Make a Difference!

Thank you for leading a Family Giving Tree Back-to-School Drive.

This packet contains information that will help make your drive a success.

BACK-TO-SCHOOL DRIVE & STEAM

This Science, Technology, Engineering, Arts and Mathematics (STEAM) inspired program provides backpacks filled with school supplies to students. It is a practical way to prepare a child for learning and success. To learn more about Family Giving Tree's commitment to providing STEAM supplies to students, please visit our website at: familygivingtree.org/back-to-school-drive/steam-education

WHO RECEIVES A BACKPACK?

Students in grades K – 12 who are enrolled in the Federal Free or Reduced Price Meal Program are eligible to receive a backpack. Backpacks are distributed to students through our partnership with San Francisco Bay Area schools.

DUE DATE AND WAREHOUSE LOCATION

Backpacks are **due to the warehouse on August 1, 2017**. We rely on donated warehouse space for each drive so please check our website beginning in mid-July for the warehouse location announcement, hours of operation, address and directions.

HOW TO RUN A DRIVE

Drive Leaders are Family Giving Tree's main contact and the key to the Drive's success within your organization. You will register your organization, distribute cards to your associates, and make sure all backpacks are counted and brought to the warehouse. Our goal is to make this process as manageable and rewarding for you as possible — we provide the tools to help your drive succeed.

In addition to the materials in this packet, online resources include:

- Sample announcements
- Downloadable logos, poster, tent card, and backpack tags
- Media links, banner ads, and messaging tips
- FAQs sheet and program statistics
- Kick-off party ideas and helpful hints



Family Giving Tree™

Vicki Stairs

Corporate Program Coordinator
driveleader@familygivingtree.org
408-946-3111 x214

Education is not the filling of a pail, but the lighting of a fire.

WILLIAM BUTLER YEATS

Please contact us if you have any questions or need additional information.
Young students from across the Bay Area thank you for supporting their education!

3 Ways To Help

1

Equip a Student

HOW INDIVIDUALS CAN PARTICIPATE

There are four ways to participate or donate, making it easy for individuals to have a direct impact on the education of a student.

1. Choose a green tag to buy a backpack and school supplies, and return these items to your organization's designated drop-off location.
2. Select a purple tag to donate by mail using the attached envelope.
3. Make an online donation to help a local low-income student through our general donation website. Go to FamilyGivingTree.org and click on "Donate Now."
4. Create your Virtual Giving Tree – details are in the next column.

2

Virtual Giving Tree

YOUR CUSTOMIZED ONLINE GIVING PLATFORM

Online donations through a secure Virtual Giving Tree provide a simple, convenient way for individuals to participate in the Drive. It is a great solution for those who want to host a drive online and allows those who don't have the time or desire to shop the opportunity to take part. We'll shop for them and your group gets the credit!

TIP: Don't have a Virtual Giving Tree set up yet? Contact driveleader@familygivingtree.org to get started.

3

Spread the Word

HELP THE FAMILY GIVING TREE 'BRANCH OUT'

In the Bay Area more than 388,000 students* are eligible for our backpack program, but currently we're only able to help about 10% of those in need. **We want to provide more, and with your help we can! Please spread the word:**

- Invite others to become Drive Leaders
- Spread our story – share our website with your friends, family, neighbors and colleagues.
- Stay connected on social media – follow, like and share us on Facebook, Twitter and Instagram



* CA Dept. of Education: Student Poverty FRPM Data

Monetary Donations

HONORING DONOR INTENT

Donation processing is an important piece of assuring donors' intentions are honored. Drive Leaders serve as a critical direct link between donors and the Family Giving Tree. Below is key information about the handling of monetary donations. If you have any additional questions, contact the Development Office at 408-946-3111 x220.

HOW DO I TURN IN CHECK DONATIONS?

Mail checks directly to:

Family Giving Tree
Sobrato Center for Nonprofits
606 Valley Way
Milpitas, CA 95035

Or place checks in the secure drop-off boxes located at the Back-to-School Drive Warehouse.

HOW DO I TURN IN CASH DONATIONS?

- Do NOT mail cash.
- Cash donations may be dropped off in the secure drop boxes located at the Back-to-School Drive warehouse or the Family Giving Tree office in Milpitas.
- Family Giving Tree staff is happy to pick up monetary donations totaling over \$250.

TIP: Label the donation envelopes with your organization name to assure your organization receives credit for our awards program.

MATCHING GIFT PROGRAMS

Make your donations go further! Does your organization have a matching gift program? Let us know, and we'll list it on our website.

WILL DONORS RECEIVE A TAX RECEIPT FOR THEIR DONATION?

- Yes! Each donor giving \$10 or more receives a receipt by mail if the following information is provided when the donation is sent in:
 - Donor name, complete address, donation amount and gift date.
- Tax receipts for physical donations can be found online at: familygivingtree.force.com/inkind
- For tax purposes, donations must be dated by December 31 to provide a tax receipt for that year.
- Due to the high volume of donations during the Back-to-School Drive, we are unable to provide receipts at the time of delivery. Receipts will be mailed following donation processing.

More questions about monetary donations?

Contact the Development Department:

Email: development@familygivingtree.org

Phone: 408-946-3111 ext. 220



FAQs

WHEN ARE THE BACKPACKS DUE?

Backpacks are due Tuesday, August 1, 2017, but we encourage Drive Leaders to advertise an earlier date to allow for latecomers and transportation of the backpacks to the warehouse.

MAY I DONATE ANY COLOR BACKPACK?

Please DO NOT donate red or blue backpacks. Many of our recipient schools request that we exclude these colors in our donations due to a serious issue with gang affiliation.

SHOULD I BUY EVERYTHING LISTED ON THE TAG?

We ask that you include as many items as possible in each donated backpack. However, our warehouse volunteers quality check each backpack and will add any missing items.

WHAT IF THE TAG GETS SEPARATED FROM THE COLOR CORD?

Each grade/gender has a specific color. It is denoted by the color of the cord which matches the printed tag on the front, and the color stripe on the back of each backpack tag. If the cord becomes lost, please attach the tag to the backpack with something else that is similar in color.

ARE THERE ITEMS I SHOULD NOT INCLUDE IN BACKPACKS?

Yes, please do not include money, gift cards, permanent markers, liquid white out, white glue or food/candy.

CAN DONORS INCLUDE MORE SUPPLIES THAN WHAT IS LISTED?

While we love that individuals want to give generously, we ask that they only buy items on the list — "backpack envy" can ruin another child's joy of the

moment. Instead, we prefer that individuals consider providing an additional backpack so that even more children are reached this school year.

DOES THE FAMILY GIVING TREE PICK UP BACKPACKS?

Unfortunately, the Family Giving Tree does not have the resources to pick up from Drive Leaders. However, we will announce multiple Bay Area drop-off sites to ease travel for North and East Bay Drive Leaders.

WHAT IF BACKPACKS COME IN LATE?

Backpacks can be brought to our warehouse until Monday, August 7, 2017. If you have donations after this date, please contact us at 408-946-3111 x214.

HOW DO I GET MORE TAGS?

Congratulations on exceeding your own expectations! Call or email us and we will quickly send more tags. Refer to the contact information below.

WHAT DO I DO WITH LEFTOVER TAGS?

When the drive is complete, leftover tags may be returned to the warehouse or mailed to our Milpitas office address listed below.

HAVE OTHER QUESTIONS?

We're here to help. Contact us using the information below.



Family Giving Tree™

Family Giving Tree

Sobrato Center for Nonprofits

606 Valley Way

Milpitas, CA 95035

Tel: 408-946-3111

Email: driveleader@familygivingtree.org

FamilyGivingTree.org

Back-to-School Drive


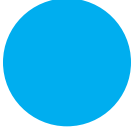







August 2017

SUN	MON	TUE	WED	THU	FRI	SAT
					28 Early Drop-offs 10:00 am – 3:00 pm	29 9:00 am – 12:00 pm
30 Closed	31 Open 10:00 am – 7:00 pm	1 Official Drop-Off Day Open 10:00 am – 7:00 pm	2 Open 10:00 am – 7:00 pm	3 Open 10:00 am – 7:00 pm	4 First Day of School Pick-Ups Open 10:00 am – 7:00 pm	5 9:00 am – 3:00 pm
6 Closed	7 Last Drop-off Day Open 10:00 am – 7:00 pm	8 Backpacks distributed to schools Open 10:00 am – 7:00 pm	9 Backpacks distributed to schools Open 10:00 am – 7:00 pm	10 Backpacks distributed to schools Open 10:00 am – 7:00 pm	11 Backpacks distributed to schools Open 10:00 am – 7:00 pm	12 Closed
13 Closed	14 Backpacks distributed to schools Open 10:00 am – 7:00 pm	15 Backpacks distributed to schools Open 10:00 am – 7:00 pm	16 Backpacks distributed to schools Open 10:00 am – 7:00 pm	17 Backpacks distributed to schools Open 10:00 am – 5:00 pm	18 Backpacks distributed to schools Open 10:00 am – 5:00 pm	19 9:00 am – 2:00 pm
20	21 Open 10:00 am – 3:00 pm	22 Open 10:00 am – 3:00 pm	23 Open 10:00 am – 3:00 pm	24 Open 10:00 am – 3:00 pm	25 Open 10:00 am – 3:00 pm	26 Closed
27 Closed	28 Closed	29 Closed	30 Closed	31 Closed		

Backpack Color Key



		GRADE
	Girl	K-1
	Boy	
	Girl	2-5
	Boy	
	Girl	6-8
	Boy	
	Girl/Boy	9-12