

Back-to-School Drive



Thank You For Leading a Family Giving Tree Back-to-School Drive.

We're excited that you have decided to help us place critical learning tools and school supplies into the hands of students who can't afford them. As California's largest backpack distribution program, we help just over 11% of the 350,000* qualified students in the Bay Area counties we serve. We need to do more, and the good news is, with your help we can! Please take a few moments to read this information — it will help you improve your Drive and better our efficiency. Pay special attention to the arrow icon [] — it denotes special or new information.

* CA Dept. of Education: Student Poverty FRPM Data



Family Giving Tree's Back-to-School Drive 2019

GRANTING CHILDREN'S WISHES FOR JOY AND LEARNING



THE BACK-TO-SCHOOL DRIVE & STEAM

This Science, Technology, Engineering, Arts and Mathematics (STEAM)-inspired program provides backpacks filled with school supplies to students in-need to prepare them for learning and success.

WHO RECEIVES A BACKPACK?

Students in grades K – 12 who qualify for free or reduced-price meals through the Federal Free and Reduced Meal Program are eligible to receive a backpack. Backpacks are distributed to students through our partnership with schools in the greater Bay Area.

HOW INDIVIDUALS CAN PARTICIPATE

There are four ways to have a direct impact on the education of a student.

1. Choose a tag and buy a backpack and school supplies.
2. Select a purple tag to make a monetary donation.
3. Make an online donation at fgt.org/donate.
4. Donate through your Virtual Giving Tree – details on the next page.

HELP FAMILY GIVING TREE 'BRANCH OUT'

Please spread the word: Tell our story, and yours, on social media – follow, like and share us on Facebook, Twitter, and Instagram.

#BackpackSmiles
#1Backpack



TO LEARN MORE

For additional information, or if you have questions, please contact: Evelyn Huynh
Drive Leader Coordinator
driveleaders@fgt.org

Students in-need from across the Bay Area
thank you for supporting their education!



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ONLINE GIVING

YOUR CUSTOMIZED VIRTUAL GIVING TREE

Participants can donate online via a secure, customized Virtual Giving Tree (VGT). Through the VGT, they can choose a backpack by grade level and design. Each will have the grade-appropriate supplies included. Note: Nothing will be shipped to the donor.



IMPORTANT: To set up your VGT, visit www.fgt.org/bts-resources for complete instructions.

MONETARY DONATIONS

WHAT TO DO WITH CASH AND CHECK DONATIONS

Mail checks directly to: Family Giving Tree
Sobrato Center for Nonprofits
606 Valley Way
Milpitas, CA 95035

- Do NOT mail cash.
- Donations may be returned to the Back-to-School Drive warehouse or the Family Giving Tree office in Milpitas. Use the large envelope labeled 'Monetary Donations' that came with your tags so you can easily keep track of and deliver any donations.
- Family Giving Tree staff is happy to pick up any monetary donations totaling over \$2000.



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

WILL DONORS RECEIVE A TAX RECEIPT FOR THEIR DONATION?

Yes! Each donor giving \$10 or more will receive a receipt electronically if FGT is provided with:

- Donor name and complete mailing address, email address, donation amount and gift date.
- Tax receipts for physical donations can be found online at familygivingtree.force.com/inkind.
- 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 sent following donation processing.

More questions about monetary donations?
Contact development@fgt.org

MATCHING GIFT PROGRAMS

Make your donations and volunteer hours go further!
Does your organization have a matching program?
Ask your HR Department for details.





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FAQS

When are the backpacks due?

Backpacks are due Thursday, **August 1, 2019**, but we encourage Drive Leaders to advertise an earlier date to allow for latecomers and transportation of the backpacks to the warehouse or drop-off site.

May I donate any color backpack?

Please **DO NOT** donate red, blue or turquoise 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?

Yes, please! We ask that donors include as many items as possible in each donated backpack.



Can donors include more supplies in the backpack 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, ask them to consider providing an additional backpack to help more children this school year.

Does Family Giving Tree pick up backpacks?

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



Pro Tip: Book a service, such as TaskRabbit to transport your donations. In June, visit fgt.org for discount information.

What if backpacks come in late?

Please call our office at 408-946-3111 if you have late donations.



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 above. Or, you can also download them from fgt.org/bts-resources.

What do I do with leftover tags?

When the drive is complete, leftover tags may be returned to the warehouse when you drop off backpacks.



RESOURCES

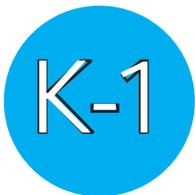
Check out all of the great tools available to make your drive a success by visiting our resources page at fgt.org/bts-resources. Here you'll find posters, tent cards, backpack tags, sample emails and more.





Backpack Guidelines

In order to make sure that your participants are purchasing an appropriate backpack for the grade range tag they've selected, please encourage them to follow these guidelines. We've included sample images for reference.



FOR GRADES K - 1

Colorful, characters, current pop-culture references.
Size: 15" -17" in height.



FOR GRADES 2 - 5

Colorful but less whimsical than the younger grades. Not many children of this age want character backpacks.
Size: 16" -17" in height.



FOR GRADES 6 - 8

Padded backpacks with pockets; solid colors are best.
Size: 17" -18" in height.



FOR GRADES 9 - 12

Padded backpacks with pockets; neutral colors are best.
Size: 18" -19" in height.



PLEASE NOTE

While there are so many "cute little backpacks" out there, please advise your donors to refrain from purchasing these as they are too small to hold folders, paper and other supplies.

Please do not add additional items to the pack. Bonus items can create "backpack envy" and ruin the joy of the moment.



PLEASE NO RED OR BLUE BACKPACKS — THIS INCLUDES TURQUOISE.



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August 2019

Information in purple refers to remote drop-offs. All other text in green refers to the warehouse.

SUN	MON	TUE	WED	THU	FRI	SAT
July 21	22	23	24	25	26	27
			10:00 am – 12:00 pm	10:00 am – 12:00 pm	10:00 am – 12:00 pm	Closed
28	29	30	31	1	2	3
Closed	10:00 am – 12:00 pm	9:00 - 6:00 North Bay 10:00 am – 12:00 pm	11:00 - 6:00 East Bay 10:00 am – 12:00 pm	11:00 - 6:00 Peninsula WAREHOUSE DROP-OFF 10:00 am – 5:00 pm	10:00 am – 5:00 pm	10:00 am – 2:00 pm
4	5	6	7	8	9	10
Closed	10:00 am – 5:00 pm	10:00 am – 7:00 pm	10:00 am – 7:00 pm	10:00 am – 5:00 pm	10:00 am – 5:00 pm	10:00 am – 12:00 pm
11	12	13	14	15	16	17
Closed	Open 10:00 am – 5:00 pm					Closed
18	19	20	21	22	23	24
	Clean up 10:00 am – 3:00 pm			Clean up 10:00 am – 12:00 pm		Closed
25	26	27	28	29	30	31
Closed	Closed	Closed	Closed	Closed	Closed	Closed