



# THE LEAFLET

News from Family Giving Tree

## Help A Child Succeed in School



### One Backpack. Infinite Possibilities. 2017 Back-to-School Drive

Our 2017 goal is to provide STEAM supply-filled backpacks to 40,000 low income students living in the Bay Area. Even with this significant contribution to this sector of our communities, we only serve 10% of the need - the latest statistics from the California Department of Education reports over 388,000 children qualify for one of these backpacks.

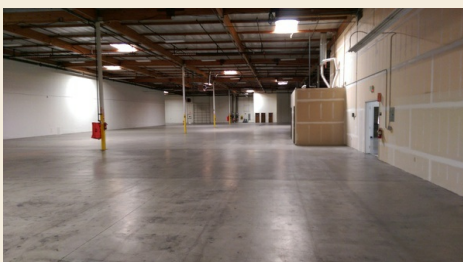
We can't do it without your help!

As of today, we have registered 434 Drive Leaders requesting 21,254 backpack cards. This is a great start, but we need to do more to meet this aggressive goal!

**Drive Leaders:** Would you consider challenging your group or team to beat their backpack total from last year and increase your donation by 10%? With over 400 Drive Leaders, results will add up quickly! Please tell your friends about our program and encourage them to become Drive Leaders too. Direct them to our [website](#) for complete information and to sign up. They can also contact Vicki Stairs at 408-946-3111 x 214.

**Supporters:** Please consider donating, hosting a team build or becoming a sponsor. Your financial help allows us to purchase backpacks and supplies at reduced cost helping even more students. Complete information can be found [here](#).

Help us help those who need it most. The possibilities are infinite.



Every year, Family Giving Tree is lucky to accept donated warehouse space to shelter our Holiday Wish and Back-to-School drives. But did you know FGT needs warehouse space year-round? We are currently leasing a 3000 square feet warehouse for day-to-day needs, and would prefer to use that

rent budget elsewhere.

If you can help with space, please email Operations Director Al Galan at:

[al@familygivingtree.org](mailto:al@familygivingtree.org). Thanks!

## Partnerships

### NBC Bay Area, Telemundo 48 and United Way Join FGT for Back-to-School

by Larry Loper

For the first time, Family Giving Tree is partnering with NBC Bay Area, Telemundo 48 and United Way Bay Area to donate backpacks and school supplies to local Boys and Girls Clubs and

United Way's Spark Point Centers. The effort is part of a 2017 national campaign from corporate NBC Television and United Way.

NBC even produced a spot with the red hot -- or is it yellow hot? -- Minions to promote the Drive!

[Click here](#) to watch!



Lance Lew, NBC Bay Area's Director of Community Marketing, said "When I learned of the corporate initiative, my first call went to Family Giving Tree. I've worked with the organization for more than eighteen years, and the backpack drive exactly fits their expertise. With the additional support of United Way Bay Area, I know we can help a broader base of at-need students."

Jennifer Cullenbine, Family Giving Tree Founder and CEO, added "For over 20 years, Family Giving Tree has built a team of sponsors, volunteers and employees that always makes our Back-to-School Drives a success - this year targeting some 40,000 backpacks. We appreciate the partnership with NBC Bay Area, Telemundo 48 and United Way, as it lets us benefit even more deserving Bay Area kids."

The local drive officially launched on June 12, hosted by LinkedIn in San Francisco. The closing event is Saturday, July 29 at FGT's Sunnyvale warehouse, where volunteers are welcome. Visit [www.familygivingtree.org](http://www.familygivingtree.org) to sign up for the final event or donate online.

## Team Builders

### Why Do a Build?

by *Amelia Johnson*

Feel like you just don't have the time to give back? Looking for a meaningful team builder? Family Giving Tree's (FGT) Backpack Builds are a great solution. Builds allow companies to make an impact - providing nearly one-third of total collected backpacks during each Back-to-School Drive - while providing employees with an on-campus volunteer experience that rivals the warehouse!

In addition to community service, these events also provide team-building enjoyment for employees and their families. For example, employees at Kaiser Permanente's Santa Clara campus worked together to stuff 400 backpacks, bringing Sharkie, the official mascot of the San Jose Sharks, in as a surprise guest. Other organizations use the event as a learning opportunity by incorporating the Backpack Build into a family day, teaching future generations about the importance of giving back.



If you are interested in learning more, contact Amelia Johnson, Development Associate, at [amelia@familygivingtree.org](mailto:amelia@familygivingtree.org).



### Glassybaby Stores Support Family Giving Tree!

#### Preview Holiday 2017

Thursday through Sunday, July 13th - 16th

At the Glassybaby stores in:

Stanford Shopping Center (650-521-1919)

Berkeley (510-735-4832).

10% of all sales from this event goes to FGT

Can't make it? Call either store and your donation will count - and you will receive free shipping!

## Books for Backpacks

### Books Inc. Helps Back-to-School Campaign with Book Drive

by Larry Loper

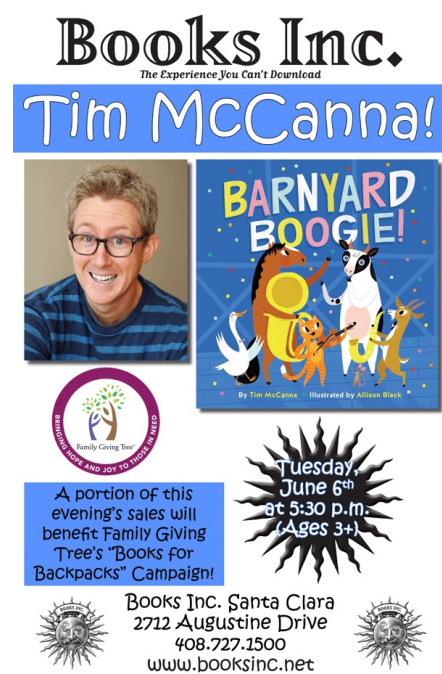
On June 6, Books Inc. joined Family Giving Tree to launch 'Books for Backpacks,' a Bay Area initiative to add donated children's books to the backpacks and school supplies FGT collects for Back-to-School. The kickoff event took place at the beautiful new Books Inc. store in Santa Clara. As a special treat, children's author Tim McCanna read from several of his books, including the charming new 'Barnyard Boogie.'

Three other Books Inc. stores are also participating in the drive, including Alameda, Palo Alto and San Francisco. Specially decorated bins placed in each location make it easy to find a favorite child's book, buy it, and simply leave it in the bin. Need a little guidance? Each store has a handy 'recommended reading' list with many great choices.

Lauren Berryhill, Program Coordinator for Family Giving Tree, said "Books Inc. was the perfect partner for this event. Like us, they are passionate about the future of Bay Area children – and realize that all children need books in their hands if they are to succeed. Low income Bay Area families already have so many demands on their meager paychecks; as a community we can't let books become a luxury."

Shannon Grant, Children's Book Buyer for Books, Inc. (what a great job, right?), added "We're very familiar with the great community work done by Family Giving Tree. The partnership to donate children's books to existing backpacks and school supplies was a natural fit, and we're delighted to help. I encourage all book lovers to stop by their local store and share that love of reading with others!"

The book drive runs through the end of July. Family Giving Tree will then add all collected books to student backpacks for the coming school year. For more information, or to donate a book online, [click here](#).



## Profile

### Frugality and a Pickup Truck - Meet Winnie Sloan

by Vicki Stairs

When Winnie Sloan walked into Hobeas in 2006 she had no idea it would change her life.

There on display in the restaurant were backpack tags from the Family Giving Tree. She had not heard of the organization, but loved the idea of helping disadvantaged children get the educational tools they needed for school. So she took two tags, bought the backpacks and supplies, and returned them to Hobeys. The next year she took 4, then 6 the following year, and that's when she decided to find out more about Family Giving Tree. Winnie visited the web site, discovered she could volunteer at their warehouse, went with a co-worker and had the most amazing experience. One thing she couldn't help but notice was that staff ran out of supplies before filling all the backpacks. She thought to herself, 'This isn't right,' and decided that she could help. She hasn't looked back since.



A frugal person, Winnie began scouring stores throughout the year to buy supplies in bulk so she could donate them during the next Drive. When a well-known office supply store closed its doors, she was there buying supplies in mass quantities at a deep discount. When she delivered the supplies to the warehouse she noted that they had to be counted, and that took time, so she started delivering an inventory sheet with the supplies she brought. What started as a car load is now, with the help of her husband, an

entire pickup truck loaded with school supplies.

In 2010 Winnie took backpack tags to work, got co-workers interested, and registered to become a Drive Leader. Because of her enthusiasm, her company's senior management decided to form a community involvement team. Quickly, the Back-to-School Drive was the most popular activity the team provided and before long, volunteering at the warehouse became so competitive Winnie had to turn employees away.

As a manager who interviewed prospective employees, she was very aware of the value of education: "Who do I expect to see sitting across from me if the next generation doesn't get a good education? They can't get an education if they don't have the required tools. My sister is a teacher's assistant in Redwood City and sees first-hand the effect of those who have the means to provide for their children and those who don't. The biggest thing for me, and why I help, is knowing this program has such a positive impact on the kids in our community."

Recently retired, Winnie still plans to be a Drive Leader. She registered this year as an individual and so far she has filled 50 backpacks with the supplies she has gathered throughout the year and has another 25 to go. Winnie uses VGT too. She finds it a highly effective tool for spreading the word by encouraging those in her circle to use it to reach out to others.

Winnie has found there is something so satisfying about helping children obtain the tools they need to get a good education. Knowing a backpack provides hope, she also knows it helps develop future employees, citizens and leaders of the Bay Area. On their behalf - thank you, Winnie!

## Drive Spotlight

### Three Back-to-School Kickoffs in Three Days - A Family Giving Tree Record!

by Vicki Stairs

On June 13th Family Giving Tree hosted a Kick-off at our office in the Sobrato Center in Milpitas. Then on June 14th we were in San Francisco at BCCI Construction for our City Kick-off. And finally, the East Bay Kick-off was held in Castro Valley at 3 Crosses Church. At each location we had food and drink -and for the Drive Leaders who came by to pick-up their materials - a collection box. These boxes are hot new items for your Drive! They function as

a collection receptacle, backpack transport, and even as a display for the backpack cards.

We'd love to see pictures of your own kick-off events so please post them on Twitter (FGTTweets), Instagram (familygivingtree), or Facebook (Family Giving Tree) and we'll share them so other Drive Leaders can see what you're doing! Here are some suggested Back-to-School tags you can use: #1backpack #backtoschool #backpacksmiles

