



# THE LEAFLET

News from Family Giving Tree

## BACKPACKS GALORE!

**The 2018 Back-to-School Drive is in Full Swing!**



**In just a few days** backpacks will begin to arrive en masse at our warehouse in Sunnyvale. With a goal of 37,000 backpacks to collect and distribute, we know our staff and volunteers will be very involved in getting them all ready for pick up and delivery to students all over the Bay Area. Help keep them busy.



### **Visit one of our public facing Drive**

**Leaders** and pick up a tag, shop for the backpack and supplies and drop the backpack off where you picked up the tag. There are dozens of locations all over the Bay Area. The list is [here](#).

### **Go to the [Resources](#) page on our**

**website**, select a backpack tag, print it, shop for the backpack and list of supplies and drop it off at our warehouse after July 27th.

The 2018 Back-to-School warehouse address? **394 W. Caribbean Drive, Sunnyvale**

**Help A Child Succeed in School**

### **2018 Supporting Our Schools Campaign**

Family Giving Tree is proud to again be partnering with NBC Bay Area

and Telemundo 48 for their 2018 Supporting Our Schools campaign. Part of a national NBC effort to give students from low-income families the chance to get off to a good start in school this year, this annual initiative is a synergistic union of the largest Backpack Drive organization in California and the leading English and Spanish language TV stations in the Bay Area.



With over 350,000 students who qualify for the Back-to-School program, this partnership will highlight the very great need in our communities as well as raise funds to provide backpacks to the students who need them.

Tune in to NBC for public service announcements by partners Tech CU, Rambus and Samsung Semiconductor and look for special pieces airing on this week. The first two appeared on July 23<sup>rd</sup> and July 25<sup>th</sup> and the remaining will air on the 27<sup>th</sup>. They illustrate the need for backpacks and school supplies in the Bay Area and reflect our combined commitment to give impoverished students access to the tools they need to do their work in the classroom and at home. The segments air during the noon (11:00-12:00) and evening news (5:00-6:00). If you miss them live, be sure to visit [NBCBayArea.com/Schools](http://NBCBayArea.com/Schools) (or click the image above) and check them out online.

If you'd like more information about the Supporting Our Schools program, or to donate a backpack online, just click the image above. Help NBC Bay Area and Telemundo 48 help the in-need students in our communities.



**You just might be on TV!**

On Friday, July 27<sup>th</sup> swing by Jamba Juice at 1037 El Monte Drive in

Mountain View between the hours of 11:00 am and 7:00 pm and join Family Giving Tree, NBC Bay Area and Telemundo 48 as we wrap up the Supporting Our Schools campaign. Bring a supply-filled backpack to donate or donate online once you get there and you might find yourself on TV. But even if you don't get your 15 seconds of fame, you'll at least receive a free, thirst-quenching Jamba Juice and a slice of tasty pizza from Pizza My Heart. A good little meal for a great cause.





## You Can Donate A Backpack – Now!

Give the gift of learning. "Shop" for a supply-filled backpack online on our Virtual Giving Tree. Simply click the button below. There are lots of choices and check-out is easy. Take a few minutes and give a child the chance to succeed in school.

One backpack. Infinite possibilities.

[Donate A Backpack](#)



## Profile

**philanthropy** /fəˈlanTHrəpē/ noun altruistic concern for human welfare and advancement, usually manifested by donations of money, property, or work to needy persons; *synonyms: unselfishness, humanity, kindness, kindheartedness, compassion, charity, benevolence, generosity*

### **Madelline Garza - Loving to Give Back.**

Raised in South Texas and now living in the Bay Area, Madelline has an uplifting story to tell. Surprised by her generous gift of the funds she raised on Facebook for her birthday, we decided to dig a little deeper to learn how she came to be the great supporter and volunteer she is. But rather than relying on us to tell her story, we thought it best that she tell it herself. Click on the image below and hear how she came to be an enthusiastic FGT partner and an advocate for giving back.



## Drive Spotlight

This quarter we began a new program - The Drive Leader Spotlight. We hope you read this and the other interviews with just a few of the hundreds of dedicated Drive Leaders who help us bring Joy and Learning to thousands of kids around the Bay Area.

### Anngiely of Lexus of Stevens Creek



#### **Role at Lexus Stevens Creek**

Community Relations Manager. I coordinate community initiatives with local charities, businesses, our guests and team members. I am responsible for the creation, implementation, and evaluation of the action plan for charity initiatives, and for maintaining and increasing community partnership. Also, I manage our social media channels and employee engagement activities.

#### **How did you first learn about Family**

#### **Giving Tree?**

I learned about the Family Giving Tree prior to my position at Lexus of Stevens Creek. During the Holiday season, I would see the holiday drive collateral throughout local businesses. I actually participated in “granting a wish” for a child and felt I made a personal impact in one’s life.

#### **What do you love most about being a Drive Leader?**

I enjoy seeing our Lexus employees and guests rally together to donate supplies for those in need. Together, we are able to raise awareness about issues surrounding our community, while helping others.

#### **What was your favorite school supply item growing up?**

Binder. I absolutely loved personalizing my binder with photos, magazine clippings, and drawings. It gave me an opportunity to express my creative side while staying organized.

#### **Pro Tip for Drive Leaders**

Marketing is key! We use all of our social media platforms to promote and create personalized flyers to publicize the drive. In addition, emails are sent to all our Lexus guests/employees about the how they can participate. While providing information about the Family Giving Tree.

**For other Drive Leader Spotlights, please visit our [website](#).**

Drive Leaders will be featured on our homepage during Drivetime.

We are in the process of migrating and refining our email lists to assure our partners and readers are getting the information they want or need. If you'd like to continue to receive our email newsletters, we ask that you please use the sign-up form below. You can also use the form to indicate that you would like to receive information specific to the Back-to-School Drive, Holiday Wish Drive or both. It will only take a minute. Thanks!

**[Sign-up](#)**

*Granting Children's Wishes for Joy and Learning Since 1990.*

