

# Empower. Uplift. Unite.

*Equipping Students to Write Their Own Story*



Family Giving Tree™

**2022  
Back-to-  
School  
Drive**

## Helping Someone Helps Everyone

Our Bay Area community has undergone a true test of endurance over the past couple of years. Parents, children, schools, businesses, and every member of the community in between have been managing through ever-changing environments and levels of support. In 2021, 58% of households with the lowest incomes experienced some form of negative employment shift while 21% of the highest income households experienced the same as a result of the shifting patterns of the pandemic.\* The inequity in experiences between the lowest and highest income households is largely rooted in systemic limitations for attaining educational equity.

**Education is referred to as “the great equalizer”** — it opens opportunities for and access to jobs, skills, and resources to thrive. Barriers to entering the STEAM workforce are statistically much higher for students who are Black, Hispanic, or female. Providing educational resources that support STEAM education helps bring greater gender and race equity to our communities.

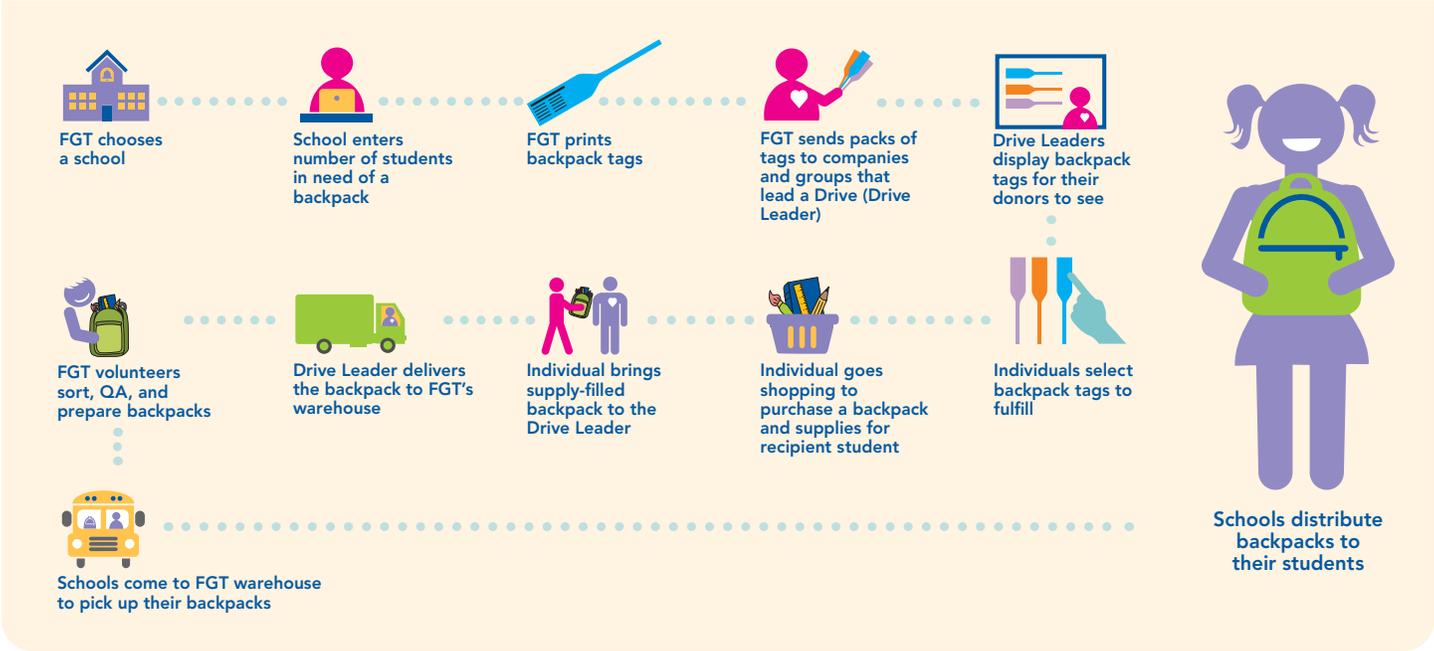
We look forward to partnering with you to help bring equity into classrooms and communities. Our bright, young students have amazing futures ahead of them. Uplifting their voices and equipping them to write their own story will **help build a stronger, more empathetic, and inclusive future for us all.**

\*Results from 2021 Taking Count Study on Poverty in the Bay Area.

[fgt.org](https://fgt.org)

# Back-to-School Drive

## GRANTING CHILDREN'S WISHES FOR JOY AND LEARNING



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

### 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. To learn more visit our website at [fgt.org/back-to-school/steam-education](http://fgt.org/back-to-school/steam-education)

### TO GET STARTED

As a Drive Leader, you are the key to the Drive's success. Distribute backpack tags and/or supply lists, promote your Virtual Giving Tree, and be the stellar liaison you are by communicating between FGT and your group.

### HOW ANYONE CAN PARTICIPATE

There are four ways to move the educational equity needle in the right direction.

1. Grab a tag or a snapshot of the supply list and buy a backpack and school supplies.
2. Donate through your Virtual Giving Tree – details in the next section.
3. Donate online at [fgt.org/donate](http://fgt.org/donate).
4. Select a donation envelope to make a monetary donation.

### SPREAD THE WORD

- Be an FGT Ambassador & tell everyone you know about the awesome work we do!

- Invite others to become Drive Leaders.
- Tell our story, and yours, and stay connected on social media – follow, like and share. #BackpackSmiles #1Backpack



### LEARN MORE

For more info, or if you have questions, please contact: Evelyn Huynh  
*Community Outreach & Membership*  
[driveleaders@fgt.org](mailto:driveleaders@fgt.org)

At-promise\* students from across the Bay Area thank you for supporting their education!

\*We are removing "at-risk" from our vocabulary and changing the culture of how we think of our students, their strengths, and potential.

Share special moments with us!

Scan the QR code and follow the steps!



# Back-to-School Drive

## VIRTUAL GIVING TREE

### 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 backpack will have the grade-appropriate supplies included. This is a completely contact-free way of donating. Donors fund the backpacks and FGT takes care of the rest. Note: Nothing will be shipped to the donor.

**IMPORTANT:** To set up your VGT, look for your setup instructions via email (be sure to check promotions and spam!)

## MONETARY DONATIONS

Accepting monetary donations is an important piece of what we do as an organization, and we want to make sure our donors' intentions are honored. Donors can make donations via your VGT, online through FGT or via the mail.

**NOTE:** To receive "credit," your organization's name must be included with all financial donations. Donations that arrive after September 9th will roll over into next year's award results.

### WHAT TO DO WITH CASH AND CHECK DONATIONS

Mail checks directly to:

The Family Giving Tree  
PO BOX 889424  
LOS ANGELES, CA 90088-9424

- Do NOT mail cash.
- Donations may be returned to the Back-to-School Drive warehouse or sent to the PO Box above. Use the sticker labeled "Monetary Donations" to affix to an envelope so you can easily track and deliver any donations.
- Family Giving Tree staff is happy to pick up any monetary donations totaling over \$2000 within a 60-mile radius of our Milpitas office.

**IMPORTANT:** Label the donation envelopes you receive with your organization name to assure your organization receives credit for our awards program. Unlabeled donation envelopes will be marked as anonymous donations.

**Questions?** Contact Amelia Johnson-Capsuto  
Individual Giving Officer  
Amelia@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.



# Back-to-School Drive

## FAQS

### When does my VGT end?

The VGT is live from early May through **Friday, September 9th**. You may start and end your Virtual Drive any time in between through your marketing messaging to your group. After September 9th, your VGT page will redirect to the general FGT donation page. You will still be able to access your reporting after your VGT has closed.

### Who can donate to my VGT?

Anyone and everyone! Your VGT page is globally accessible and can be shared with anyone you would like to encourage to donate to your Drive.

### How should I promote my VGT?

Email and social media are great places to start. If you have a newsletter or an intranet site within your company or organization, we encourage that you promote your VGT link on those areas as well. Take a look at available graphics and resources to spruce up your promotions at [fgt.org/bts-resources](http://fgt.org/bts-resources)

### When are the backpacks due?

Backpacks are due **Thursday, July 28**, 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? Can I include more?

We ask that donors include as many items from the list as possible in each donated backpack. We are happy to take extra supplies! Place extras in a separate bag so we can allocate to other backpacks that might be missing items or to teacher supply kits.

### What If I Lose the Tag?

Each grade has a specific color that is denoted by the color of the tag. If the tag becomes lost, please go to our resources page [fgt.org/bts-resources](http://fgt.org/bts-resources), print out a new one and attach it to the backpack with tape or a staple. If the tag you print is not in color, please attach it to the backpack using string or ribbon that is similar in color to the original tag.

### 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.

### What if backpacks come in late?

Please call our office at 408-946-3111 or email [driveleaders@fgt.org](mailto:driveleaders@fgt.org) to schedule a drop-off appointment.

### What do I do with leftover tags?

Please return any unused tags with your backpack drop-off.

## 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](http://fgt.org/bts-resources). Here you'll find posters, tent cards, backpack tags, sample emails, graphics, and more.

# Back-to-School Drive

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 - 2

Padded backpacks with pockets; colorful, characters, current pop-culture references.  
Size: 15"-16" in height.



### FOR GRADES 3 - 5

Padded backpacks with pockets; colorful, patterned backpacks **without** characters. Fun prints and patterns are perfect for a 2-5 backpack.  
Size: 16"-17" in height.



### FOR GRADES 6 - 12

Padded backpacks with pockets and reinforced bottoms; minimal patterns with less vibrant colors for grades 6-8 while solid, neutral colors are preferred by older students.  
Size: 17"-19" in height.



### PLEASE NOTE

While there are so many "cute little backpacks" out there, please advise your donors to refrain from purchasing backpacks under 15" as they are too small to hold folders, paper, and other supplies.



Want to bring extra supplies? Please be sure you place extras in a separate bag. We can allocate extra supplies to fill additional backpacks. We don't want extra items in the pack to create "backpack envy" and ruin the joy of the moment.

**PLEASE NO RED, BLUE, OR TURQUOISE BACKPACKS.**

