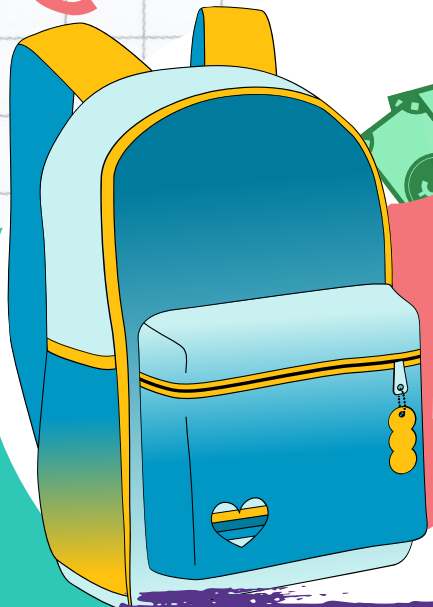


Why Backpacks?



THIS BACK TO SCHOOL SEASON THE AVERAGE FAMILY WILL NEED TO SPEND **\$80 TO \$120** PER STUDENT ON SCHOOL SUPPLIES ALONE.

The Rising Cost of a Backpack

Families often have to choose between a school supplies or:



A week's worth of dinners for the family.



Fuel to commute back and forth from work



A roof over their head

The "Shadow of Success" in the Bay Area



1 in 5 Bay Area Students Struggle With Poverty



Education is a critical tool to breaking the cycle of intergenerational poverty.

The continued financial roadblocks economically disadvantaged students encounter can result in what has been coined "the scarcity mindset."



The impact on learning when a student faces a scarcity of essential school supplies:

- Destabilizes self-esteem and confidence
- Diverts and distracts brain power from learning opportunities and growth, toward survival worries
- Worsens learning disabilities due to increased stress

The effects of a scarcity mindset on learning can be hope crushing:

"Let us remember: One book, one pen, one child and one teacher can change the world."

-Malala Yousafzai

When students are given the supplies they need:



Healthy self-esteem, focus, and better learning outcomes are supported.



Students have the supplies they need to create and make art at home. Giving them a creative outlet can help relieve stress and work through emotions.



Their teachers and parents also feel supported by the community, helping create positive learning environments.



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Family Giving Tree™