



Schoolhouse | Knowledge  
SUPPLIES | Universe®

Tools for Schools 2010

# Backpack Giveaway Program

# Campaign Overview



The rising cost of school supplies is out of reach for many of our students and families, and children are arriving at school with empty hands only to find empty desks. At least two-thirds of the students at 27 of Portland's elementary and K-8 schools are eligible for the Federally-funded free and reduced lunch program (Title 1).

Schoolhouse Supplies levels the educational playing field. Our **Tools for Schools Backpack Giveaway Program** partners businesses with local high-need schools to provide a backpack filled with supplies to each student on the first day of school.

We invite you to partner with one of the 27 high-need schools for **Tools for Schools 2010**. In addition to the financial support you provide, your company will have a unique team-building opportunity through two meaningful group volunteer experiences – (1) packing the backpacks at the Schoolhouse Supplies warehouse, and (2) handing out the backpacks directly to the students on the first day of class - a moment both employees and kids will always remember.

# Campaign Strategy



- Increase awareness of the need in our classrooms – at least two-thirds of the students at 27 of Portland’s elementary and K-8 schools are eligible for the Federally-funded free and reduced lunch program (Title 1).
- Build lasting partnerships between local companies and sponsored high-need schools by providing a backpack filled with supplies to each student on the first day of school.
- Maximize return on investment – your contribution of \$15 per student results in supplies worth an average of \$43 per child.
- Showcase the business community’s commitment to ensuring that all children have equal access to a high-quality education.

# Partnership Opportunities

## Tools for Schools 2010 *School Sponsorship Opportunities*

School	Students	Title 1 (%)	2010 Sponsorship Fee	2010 Sponsorship Status
Arleta (K-8)	453	66.4	\$6,800	Available for Sponsorship
Beach (PreK-8)	647	64.1	Sponsored by Knowledge Universe	
Boise-Eliot (PreK-8)	567	74.7	\$8,500	Available for Sponsorship
Bridger (K-8)	453	74.1	\$6,800	Available for Sponsorship
César Chávez (K-8)	533	83.4	Sponsored by Comcast	
Creston (K-8)	407	66.8	Sponsored by Vernier Software	
Faubion (PreK-8)	513	67.2	Sponsored by Comcast	
Grout (K-5)	387	70.2	Sponsored by The Standard and PacificSource Health Plans	
Hallman School (K-5)	538	64%	Sponsored by LCG Pence	
Harrison Park (K-8)	786	80	Sponsored by Sussman Shank LLP	
Humboldt (PreK-8)	350	93	Sponsored by Cook Security Group	
James John (PreK-5)	500	79.7	\$7,500	Available for Sponsorship
Kelly (K-5)	553	76.5	\$8,300	Available for Sponsorship
King (PreK-8)	400	90.5	Sponsored by Tripwire, Thomson Reuters/Sabrix & CorSource	
Lee (PreK-8)	513	71.7	Sponsored by Portland Beavers Portland Timbers and Nike	
Lent (K-8)	620	83.1	Sponsored by Chase Bank	
Marysville (K-8)	473	80.3	Sponsored by Umpqua Bank	
Ockley Green (K-8)	313	72.7	Sponsored by Qwest / Qwest Pioneers	
Peninsula (K-8)	407	78.1	Sponsored by Webtrends	
Rigler (K-8)	660	86.1	Sponsored by Bank of America	
Rosa Parks (K-5)	533	94.8	Sponsored by Target and Pacific Power Foundation	
Rosemary Anderson HS/POIC	100	n/a	Sponsored by The Links, Inc.	
Scott (K-8)	620	83.6	\$9,300	Available for Sponsorship
Sitton (PreK-5)	360	80.3	Sponsored by Klarquist Sparkman, LLP	
Vernon (PreK-8)	460	81.7	Sponsored by NW Natural	
Vestal (K-8)	487	68.2	Sponsored by Unitus Community Credit Union	
Whitman (K-5)	413	86.7	Sponsored by Wells Fargo and Skanska	
Woodlawn (PreK-8)	560	70.6	\$8,400	Available for Sponsorship
Woodmere (K-5)	433	80.4	\$6,500	Available for Sponsorship

### 2009 Partners:

Bank of America, Knowledge Learning Corporation, Comcast, Vernier Software and Technology, Tripwire, Entrepreneurs Foundation of the Northwest, Portland Timbers and Portland Beavers, LCG Pence Construction, Umpqua Bank, Cook Security, WebTrends, Inc., Target, Klarquist Sparkman, LLC, NW Natural, Unitus Community Credit Union, Wells Fargo Bank, Pacific Power and The Standard.

## Great for Kids

Each student at your partner school will receive:

<i>Items</i>	<b>PreK–3rd</b>	<b>4th-8th</b>
<i>one backpack</i>	\$26.50	\$26.50
<i>two dozen pencils</i>	\$2.00	\$2.00
<i>four spiral notebooks</i>	\$4.00	\$4.00
<i>one highlighter</i>	-----	\$1.00
<i>one ruler</i>	\$1.00	\$1.00
<i>two glue sticks</i>	\$2.00	\$2.00
<i>three pocket folders</i>	\$1.50	\$1.50
<i>one box of crayons</i>	\$1.25	-----
<i>one box of colored pencils</i>	-----	\$2.00
<i>two pink erasers</i>	\$0.50	\$0.50
<i>one pencil pouch</i>	\$1.00	\$1.00
<i>one pair of scissors</i>	\$2.50	\$2.50
<i>Multnomah County Library card application</i>		
<b>TOTAL</b>	<b>\$42.25</b>	<b>\$44.00</b>

In addition to these supplies, each child will receive an even greater gift – the confidence of starting school with all the tools they need to succeed.



## **Great for Business**

*For only \$15 per student, you will provide each student with a backpack full of supplies valued at \$42.50-\$44.00 that will last the entire school year!*



- You will have the opportunity to engage 20 employees to pack the backpacks at the Schoolhouse Supplies warehouse – a great team-building opportunity!
- 25 employees will distribute the backpacks to kids at your partner school on the first day of class.
- Your company will be featured in press releases, advertisements, local media coverage, social media, our newsletter, and on our website.



### ***Last year's Tools for Schools coverage included:***

*KGW Northwest News Channel 8*

*KATU News Channel 2*

*KOIN Local 6*

*KPTV Fox Channel 12*

*1190 KEX AM*

*750 KXL AM*

*1190 KPAM*

*The Portland Tribune*

*The Oregonian*

*The Portland Business Journal*



# Campaign Impact

Packing the backpacks in August



Handing out the backpacks in September





“ Thank you for giving us the stuff we need to work with and we will show respect to the pencils and erasers. We will not break them or chow on the erasers. ” – Eddy