

# Empower. Uplift. Unite.

*Together Everyone Achieves More*



Family Giving Tree™

**2024  
Back-to-  
School  
Drive**



## Rebalance Towards Educational Equity

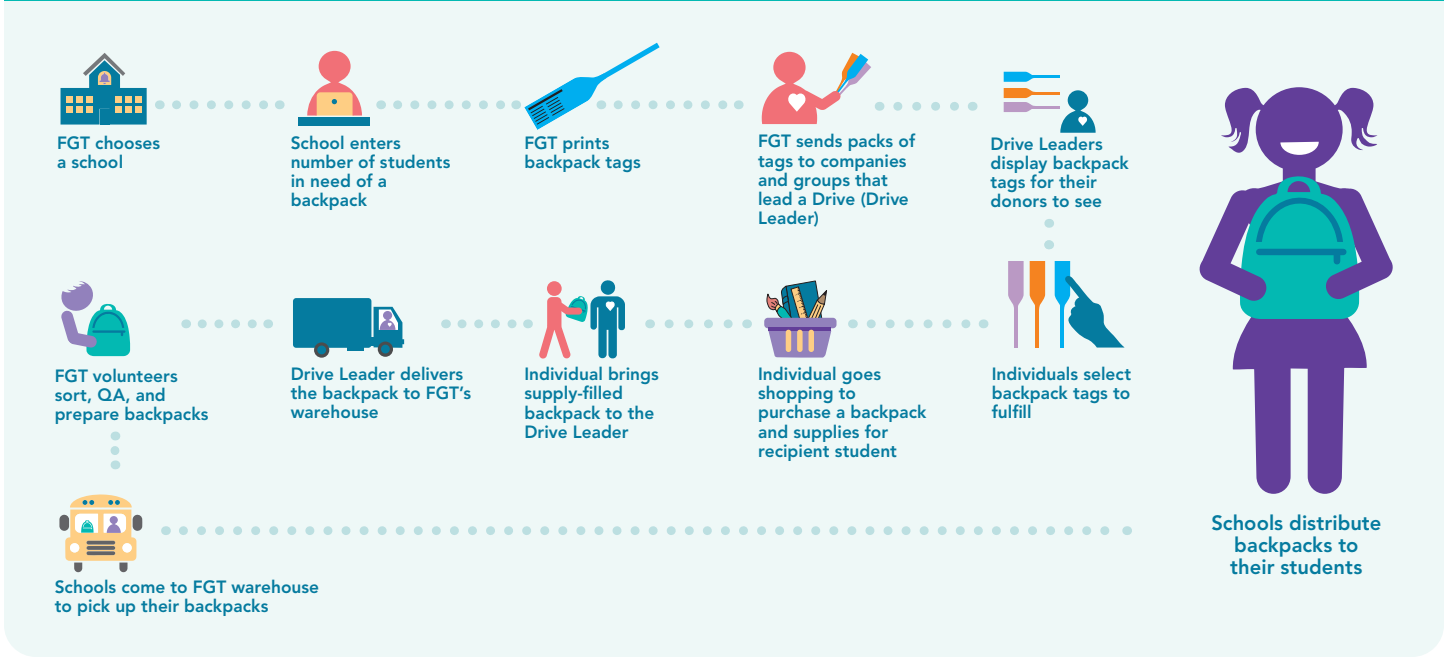
**F**amily Giving Tree (FGT) believes every child deserves educational equity and designed our Back-to-School program to empower community members facing these socioeconomic barriers. As Drive Leaders, you've joined this program to ensure these essential backpacks and school supplies are distributed to the K-12 students who need them most.

With a 33% price increase over the past two years, many parents must plan to restrict or cut spending on school supplies. Despite it being one of the most significant needs in supporting educational opportunities for students, it's a burden when a family budget is already stretched to the limit. Your efforts in pushing the Back-to-School Drive onward and upward this season will be critical to the educational success of 30,000 Bay Area students this year. *Together, Everyone Achieves More.*

[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 for classroom preparedness and success. To learn more visit our website at [familygivingtree.org/our-programs/back-to-school/steam](http://familygivingtree.org/our-programs/back-to-school/steam)

### 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 a Back-to-School Ambassador 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

Visit [familygivingtree.org/our-programs/back-to-school](http://familygivingtree.org/our-programs/back-to-school) for more info. If you have questions, please contact:

Evelyn Huynh  
Partner Relations Manager  
[driveleaders@fgt.org](mailto:driveleaders@fgt.org)

"I hope you continue to donate more backpacks so that people who need them can have the same opportunity as me. Thank you."

NATALIA, 11TH GRADER

Share special moments with us!

Scan the QR code and follow the steps!



## 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. These donations help cover current costs, leveraging our bulk purchasing power to support more students.

**IMPORTANT:** VGT sign-ups take place during registration. If you did not sign up and would like to have a VGT, please contact the VGT Support Team at [vgtteam@familygivingtree.org](mailto:vgtteam@familygivingtree.org). 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 5th** 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:** Remind donors to record your company name on any monetary donation to assure your group receives the credit.

**Questions?** Contact Amelia Capsuto  
Development Manager  
[Amelia@fgt.org](mailto:Amelia@fgt.org)

## MATCHING GIFT PROGRAMS

Make your donations and volunteer hours go further! Visit [familygivingtree.org/matching](http://familygivingtree.org/matching) to see if your organization will match your gift.



## FAQS

### When are the backpacks due?

Backpacks are due **Thursday, July 25**, (school starts the week of August 5 for many so please plan to deliver on time for us to prepare). 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 backpack?

Please **DO NOT** donate solid 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. Make sure that all backpacks are **NEW** and good quality. We do not distribute used or poorly/thinly-constructed backpacks to students. Backpacks with padded backing are preferred. **Please also refrain from donating corporate logo backpacks and drawstring bags.**

### 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 listed on the tag plus any extra new school supplies you can collect. 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 Drive Leader Hub [fgt.org/drive-leader-hub](http://fgt.org/drive-leader-hub), 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 have single-day remote drop-off sites in Castro Valley, Palo Alto, and San Francisco to ease travel and drop-off demands.

### What if backpacks come in late?

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

### What do I do with leftover tags?

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

### When does my VGT end?

The VGT is live from early May through **Thursday, September 5 at 9:00 PM PST**. You may start and end your Virtual Drive any time in between through your marketing messaging to your group. After September 5, your VGT page will redirect to the general FGT donation page.

### 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/drive-leader-hub](http://fgt.org/drive-leader-hub).

## RESOURCES

Check out all of the great tools available to make your drive a success by visiting the Drive Leader Hub at [fgt.org/drive-leader-hub](http://fgt.org/drive-leader-hub). Here you'll find posters, backpack tags, sample emails, graphics, and more.

## BACKPACK GUIDELINES

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 SOLID RED, BLUE, OR TURQUOISE BACKPACKS.**

