



FAMILY GIVING TREE'S Back to School Drive

Welcome!

Thank you for signing up to host a Family Giving Tree Back to School Drive. Our program relies on the time and generosity of host coordinators like you to ensure thousands of underprivileged children receive the tools they need to succeed in school. This packet contains a variety of information we hope will be useful in hosting your drive, and we invite you to contact us if you need more information.

WHO RECEIVES A BACKPACK?

Our backpacks are distributed to Kindergarten through 12th grade students who are enrolled in the Federal Free or Reduced Price Lunch Program (Title I). Children receiving backpacks are from families struggling to meet life's necessities of food and shelter. In 2010 we were proud to provide more than 18,000 backpacks and school supplies.

DUE DATE AND WAREHOUSE LOCATION

Backpacks are due to the warehouse on Monday, August 1st. Please check our website for warehouse address, hours and directions. Unfortunately, we are not able to pick up donations from host companies, so it is the responsibility of the host coordinator to ensure all donations are delivered to our warehouse.



Family Giving Tree

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FGT Host Coordinator
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(408) 946-3111 ext. 218
Family Giving Tree
606 Valley Way
Milpitas, CA 95035

Send children to school prepared to learn and succeed!



Family Giving Tree's Back to School Drive

Being A Host Coordinator

HOW TO RUN A DRIVE

The host coordinator is the Family Giving Tree's main contact, and the key to the drive's success within your company or organization. We rely on you to sign up to host every year, distribute cards to your associates, and make sure that all of the backpacks are returned to our warehouse in August. Our goal is to make this process as manageable and rewarding for you as possible. Whether you are participating for the first time as a host coordinator or for the tenth, we strive to provide several tools to help your drive succeed.

ONLINE RESOURCES

- Sample announcements, statistics
- Downloadable logos, posters and back pack cards
- Media links
- Book lists and fact sheets

HOW INDIVIDUALS PARTICIPATE

This program operates much like our Holiday Wish Program; wish cards are sent to host companies, groups, organizations or schools to be displayed on our colorful posters. We collect and sort the backpacks at a large donated warehouse, and distribute them to low-income students just in time to start the school year.

Individuals have three ways to participate

1. Choose a card to buy a backpack and school supplies
2. Go online to help a low-income student in your community
3. Use the included envelopes to mail in donations

VOLUNTEERING AT THE WAREHOUSE

Looking for a great team building activity? In August, we'll need warehouse volunteers to help receive, sort and check the contents of all backpacks before our partner schools and agencies come to pick them up. Shifts are two hours in length and begin August 1st.

June 15th: Registered hosts have priority sign up for warehouse volunteer shifts. Email volunteers@familygivingtree.org to reserve a spot for your group.

July 1st: Volunteer registration is open to the public and sign up is available on our website.





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3 Ways To Help

1

Spread the Word

HELP THE FAMILY GIVING TREE 'BRANCH OUT'

In the seven Bay Area counties served by the Family Giving Tree, nearly 380,000 children are enrolled in the Federal Free or Reduced Price Meal Program (Title I). As you can see, we're only helping a small fraction of those in need. Our goal is to help these children afford basic school supplies, and to do that we're going to need the help of more people just like you. We're asking you to:

- Talk to friends, family, neighbors, colleagues, and neighborhood merchants (eg, coffee shops, hair salons, dry cleaners, etc.)
- Encourage them to host a drive
- Anyone can host; corporations, small organizations, book clubs, etc.

2

Virtual Giving Trees

YOUR COMPANY'S OWN ONLINE GIVING TREE

Provide an alternative way for employees to donate by setting up a custom Virtual Giving Tree. For those in remote locations or who cannot purchase an actual backpack, Virtual Giving Trees are great! Features:

- A personalized webpage with your company's logo and name
- A continuously updated counter that tracks employee participation and total donations
- Offers employees the chance to give after the physical gift deadline has passed

SETTING UP IS EASY!

Just send an email to Cristi@familygivingtree.org with your company name and logo in .gif format, no larger than 200 pixels wide by 200 pixels high (logos not in this format may lose resolution when resized). Within a couple of days, we provide you with the address of your webpage, which you can then distribute via intranet or email.

3

Corporate Sponsorship

YOUR COMPANY OR BUSINESS CAN HELP THROUGH A SPONSORSHIP

Your gift can help hundreds of needy local children in a big way! We use your sponsorship dollars to support the Back to School Drive. By bulk purchasing in advance, we receive generous manufacturer discounts on quality backpacks, school supplies, and other items for the drive. Your sponsorship provides more supply-filled backpacks to students!

We value our sponsors and acknowledge them in several ways. You can find details about this program at our website: <http://www.familygivingtree.org>. To learn more about sponsorship opportunities, contact Jeanne Clabaugh at (408) 946-3111 ext. 225 or email Jeanne@familygivingtree.org.



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FAQS

WHEN ARE THE BACKPACKS DUE?

Backpacks should be delivered to our warehouse by Monday, August 1st, 2011. Host coordinators are encouraged to advertise an earlier due date to allow for latecomers and transportation of the packs to our warehouse. Please visit our website for warehouse address.

DO YOU PICK UP BACKPACKS FROM HOST COMPANIES?

The Family Giving Tree does not provide pick-up services for our backpack or gift drives. We simply do not have the staff/volunteer resources to accommodate this.

WHAT IF THE BACKPACKS COME IN LATE?

Backpacks can be brought to our warehouse until August 12th, 2011. If you have donations after this date, you can bring them to our office at 606 Valley Way, Milpitas CA, 95035. We will make sure these late backpacks get to children in need.

ARE RED AND BLUE BACKPACKS STILL NOT ALLOWED?

Correct. We are still receiving requests from many of our recipient schools to NOT include red or blue backpacks. This is a state wide issue relating to gang affiliation.

SHOULD INDIVIDUALS BUY EVERYTHING LISTED ON THE CARD?

We ask that you include as many items as you can in each donated backpack. However, our warehouse volunteers quality check each backpack and, if we have the resources, will try to add any missing items.

ARE THERE ITEMS WE SHOULD NOT INCLUDE IN BACKPACKS?

Yes. We ask that you do not include: **permanent markers, liquid white out, food, rubber cement, or white glue.** Over the last few years we've found that these items will leak more often than not and will ruin the backpack. Additional "no-no" items are listed on the backpack cards.

I RAN OUT OF CARDS; HOW DO I GET MORE?

Email or call our office, and we will send more cards ASAP.

Hosts@familygivingtree.org or (408) 946-3111

WHAT DO WE DO WITH LEFTOVER CARDS?

We encourage our hosts to leave the poster display up for as long as possible because late donations are always welcome! However, after the warehouse closes, mail any leftovers to our office at 606 Valley Way, Milpitas, CA 95035



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