

Why Backpacks



THE AVERAGE STUDENT WILL NEED TO SPEND **\$80 TO \$120** ON A BACKPACK AND SUPPLIES TO GO BACK-TO-SCHOOL

The "Shadow of Success" in the Bay Area



1 in 5 Bay Area Students Struggle With Poverty

The Rising Cost of a Backpack

Families often have to choose between a backpack or:



A week's worth of dinners for the family.



Fuel to commute back and forth from work



The roadblocks they encounter toward obtaining the supplies they need for school have a lasting effect on their mindset and future.

By the 3rd grade, these students are, on average, already **2 years** behind their peers in reading and math – skills essential for future STEAM careers

The Psychological Impact

Starting the Year With a Scarcity Mindset:

- Destabilizes self-esteem and confidence
- Worsens learning disabilities due to prolonged stress
- Distracts from learning opportunities and growth

"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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