



driving  
the future

new clothes.  
new  
confidence.





March 1, 2016

Dear Potential Sponsor:

I am pleased to present you with a unique and exciting opportunity to showcase your corporate social responsibility program and charitable support for the communities you serve.

I am writing to you today to ask if you will consider being a **Sponsor of our New Clothes, New Beginnings Distribution event**. The Sponsor Package detailing benefits to your company is attached. Please note we can certainly tailor a package to meet your sponsorship and support requirements. Please consider joining BHHS Legacy Foundation, Bank of America, KPHO CBS-5TV, and others as a sponsor to support this event. The event attracts significant media attention as the single-largest summer volunteer activity in the Valley providing a great way to showcase your company and a great corporate volunteer program.

Each year the Back to School Clothing Drive provides new school uniforms and outfits, backpacks and school supplies to more than 25,000 children attending Title 1 public elementary schools here in Maricopa County. We do so through three signature programs including our annual New Clothes, New Beginnings Distribution taking place July 18-21, 2016, at the Grand Canyon University Area in Phoenix. The 5,000+ children who attend this event are in grades K - 6 whose parents struggle to pay the rent and put food on the table so buying new school clothes or uniforms for their children every year is simply out of the question. We have helped fulfill this need for more than 48 years, and this year **we need your corporate sponsorship support** to continue our great work.

For the 2,700+ volunteers that donate their time and energy to help children during this one week event, it is an exhausting but inspiring time. Many are astounded to hear comments like, "I've never had my own toothbrush before." So many things that all of us take for granted, like new school clothes, even crayons, were awe inspiring for the children who darted from area to area, picking out new books, a handmade outfit and accessories in addition to their school clothes. Help us break down these fundamental barriers to early childhood school success, and build self-confidence and self-esteem in our elementary school kids by partnering with us to support children in need.

I welcome your questions about our work and the difference it makes in our community. I can be reached at 602-256-9408 or via email at [Karl@btscd.com](mailto:Karl@btscd.com). Thank you for your consideration.

Sincerely,

Karl Gentles  
Executive Director

7-16-14

To whom it may concern  
I am mallory Rodriguez  
and I'm going to the 8th  
Grade at Littleton Elementary  
I'm happy to tell you  
that all the stuff you  
gave me was Awesome  
and the lady that made  
the little Bags for us she  
is great. I Thank God  
for all of you that took  
the time for us all Thank  
you and God Bless you all

Love

Mallory R.





Do you remember your first day of school? The excitement you felt showing off your new clothes, cool sneakers, and backpack? Well, that's not what it's like for Shaquille and the 25,000 kids just like him that we serve each year. You see, they face embarrassment and ridicule just because their families cannot afford new clothes. Instead, they must put food on the table and pay this month's rent. Shaq, show up at school wearing the one shirt he owns, worn-out shoes, and you can forget about a backpack.

For almost five decades, Back to School Clothing Drive has helped break down barriers to early childhood school success by providing new school uniforms and outfits, backpacks and school supplies to K-6 grade students who desperately need them. These children whose family are living at or below the federal poverty level (approximately \$30,000 annual income for a family of four) attend Title I public elementary schools throughout the Valley. Our products are school uniforms, but what we deliver is self esteem, self confidence, and a successful start to school for Shaq and thousands more just like him.

School officials and teachers report that if students do not have uniforms, they often stay home since they know they are required each day. Parents confirm they are embarrassed to send children to school without appropriate attire. The U.S. Department of Education says partnerships between schools and social service agencies are vital to student success. Our long running, successful partnerships span more than 47 years, 260 schools and 40 school districts. That's quite an impact!



The Arizona Education Association reports Arizona has cut kindergarten-through-12th-grade funding by more than \$1 billion since 2009. Undoubtedly, cuts that deep affect everyone, but they're lethal to the low-income families who can't afford to make up the difference. Over the years, these families have relied on Back to School Clothing Drive to ensure their children have the clothes and supplies necessary for a good start to each school year.

BTSCD offers help through two signature programs: "New Clothes, New Beginnings" clothing distribution and "Student Attire for Education (SAFE)". Our services are simple yet

effective, and they positively impact the student, family, school, and community. Our teachers and districts confirm that when students have clean clothes to wear and grade appropriate supplies to use, it greatly reduces absenteeism. And research shows that consistent attendance in elementary school leads to lower dropout rates in high school.

Here's how it works – say a school has \$2,500 to spend on uniforms. With our exclusive matching grant, their money is doubled to \$5,000, if and only if, they shop in our online store. Because we can completely outfit a child for about \$30, including sneakers, each time a school shops with us, 83 more kids automatically get uniforms – 83! We believe that is a game changer.

### "New Clothes, New Beginnings"

Our annual clothing distribution takes place over the course of eight days each July. More than 2,500 volunteers are on hand to help 5,000 kindergarten through 6th-grade students from 140 Title I schools in more than 40 districts throughout Maricopa County participate in this event.

Each day children are bused to our partner location transformed into a large "department store" for their back-to-school shopping experience. Upon arrival, students are matched with a volunteer personal shopper who helps them select a new wardrobe including: two pairs of shorts or skorts, two polo shirts, one sweatshirt, one belt, three pairs of socks and underwear, one pair of sneakers, one backpack, one hand-made item sewn by a Stitches-of-Love volunteer, dozens of school supplies, and many personal hygiene items. Of course, the best thing about this shopping trip is that it's free! Each child happily takes home about \$300 worth of merchandise. By week's end, \$1.8 million (retail value) in clothes and supplies have been distributed by exhausted but beaming volunteers.



## "Student Attire For Education (SAFE)"

It isn't unusual to hear children complain they "don't have a thing to wear," but in thousands of Arizona homes this isn't an exaggeration. Some children actually stay home because their families can't afford the required attire – perhaps they can only afford one uniform set, so only one sibling goes to school each day. To give these working poor families the help they need, some schools have limited onsite clothing closets.

For about 14 years Back to School Clothing Drive has helped Title I public elementary schools purchase school uniforms for their clothing closets. This is important because when a kid like Shaq goes to school without the required uniform, the school is able to keep him that day by giving him the clothes he needs from their clothing closet, which he gets to keep.

About three years ago we realized if we created our own retail store and provided a matching grant to the schools, we could build a social enterprise through which we could generate new revenues for our organization to help us serve even more kids, plus build our operating capacity reserves. Now

when a school chooses to receive our matching grant, instead of going out into the retail market to buy the uniforms, they purchase them through our online retail store, giving them a two for one deal they cannot get anywhere else. We reinvest the net profits from those sales back into the program to serve more children in more schools and build long-term sustainability for our organization. And it's working. Today, we have over 260 schools in the program, up from 30 when we started the store just three years ago.

## The Future

BTSCD is poised to begin a new era as we approach our 50th year anniversary. With our extensive network and contact through our partner schools, we believe the impact we make today is just the beginning. Our ambition is to move beyond just school uniforms and supplies to help break down those systemic barriers that students face in their pathway to early school and childhood success. Our goal is to serve more children by expanding our SAFE program to the 800 eligible schools outside of Maricopa County and ultimately becoming a nationwide school uniform service provider. This expansion is a critical step in our growth, as all proceeds from the store are used to fund additional SAFE grants and secure operating capacity. The more uniforms we sell, the more students we can help. It is an exciting time!

Of course, the reality is that no matter how worthy our cause or honorable our intentions, we can't capture the opportunities ahead of us if we're concerned about funding our day-to-day operations. Therefore, we're asking our long-time supporters to help us attain our immediate goal of solidifying our financial ability to deliver our mission to thousands of deserving children. We are careful stewards of all of the funds we raise. With a staff of only three people, we diligently use all resources to help as many children as possible.



Our in-depth plan focuses on the following initiatives: Gain commitments from corporations and foundations to match money raised; Align with a key partners including Stardust Foundation, BHHS Legacy Foundation and the Virginia G. Piper Charitable Trust to address the systemic barriers to early school and childhood success; Continue positioning SAFE as an essential resource for school uniform purchases; Generate revenues by expanding our uniform sales with a public-facing store; and, Increase our individual donor base so it provides 50% of our funding. If you would like to see the entire plan, we're happy to share it.

## Conclusion

Back to School Clothing Drive helps break down barriers that prevent or diminish the success elementary school children can achieve. Not only will your support change a children's life today, you will also make a difference in the future of Arizona's economy, solidifying our future workforce. If you would like to stay updated on our organization's success with children, please visit [www.btsacd.com](http://www.btsacd.com) or contact Executive Director, Karl Gentles, at (602) 256-9408 or [karl@btsacd.com](mailto:karl@btsacd.com).

# new clothes, new beginnings distribution sponsorship

## Sponsor a Day at Distribution - Offered at \$25,000

Join BHHS Legacy Foundation, KPHO CBS 5, and Bank of America as an exclusive day sponsor

This is ideal for companies whose social responsibility prioritizes children and education. It offers top-level media coverage, visibility, and the ability to create a company-wide community service project, team-building exercises and more.

- Exclusive volunteer rights for the sponsored day - no other groups from your industry
- Corporate signage prominently display at event
- Opportunity to welcome volunteers and provide company information each day
- Media coverage focused on company corporate social responsibility and on-air appearance on KPHO CBS 5 Pay it Forward Telethon
- Award and recognition at our event sponsor luncheon
- Website listing with link to your organization on BTSCD website
- Prominently displayed logo in our Annual Report
- Corporate profile in an issue of our e-newsletter with links
- Listed as "Organization for Education" in all event-related and school/district related materials
- Use of the BTSCD Logo and name for your promotional purposes
- BTSCD exec director appearance supporting your CSR program
- Social Media: 20 Tweets, 7 Facebook posts leading up & thru event

## Learning Zone Title Sponsorship - Offered at \$10,000 (Only two available)

The Learning Zone is where the kids go when they aren't shopping. Bustling with activity, there are many different educational exhibits. Past exhibitors include Reptile Adventures (featuring Sunshine the albino python!), Desert Botanical Gardens, Phoenix Police Department CSI Team, and Epik Dance Company, and many, many more.

- Signage prominently displayed in Learning Zone area
- Listing as Learning Zone sponsor in all materials
- Booth space for corporate display and activity
- Media coverage of your learning zone activity
- Listed as Learning Zone sponsor on BTSCD website
- Website profile of activity with link to your organization
- Listing in our Annual Report
- Company profile in an issue of e-newsletter
- Listed as an "Organization for Education" in materials
- BTSCD Distribution Learning Zone logo for use in your materials
- Social Media: 15 Tweets, 5 Facebook posts leading up & thru event

"As journalists, we love good stories, and Back to School Clothing Drive delivers. I challenge anyone not to smile at the excitement unfolding at this event each year!"

— Seth Parker, Director of Community Affairs & Programming, KPHO CBS 5 News



The New Clothes, New Beginnings  
Program is Proudly Presented by

**BHHS** LEGACY  
FOUNDATION

Individual booth spaces  
available - Offered at \$1,000  
(Only five available)

Department Sponsor -  
Offered at \$7,500  
(only seven available)

The departments are the center of it all! It's where the students get exactly what they need to be dressed for success! Available departments include: 1) Shorts 2) Shirts 3) Shoes 4) Backpacks 5) Socks & Underwear 6) Quality Control 7) Stitches of Love

- Corporate signage at your department
- Media coverage of your sponsorship
- Listed as department sponsor in all materials
- Website listing with link to your organization
- Listing in our Annual Report
- Company profile in an issue of e-newsletter with links
- Listed as "Organization for Education" in all event-related school/district correspondence
- BTSCD supporter logo for use in your materials
- Award presentation and recognition at sponsors luncheon during event
- Social Media: 10 Tweets, 5 Facebook posts leading up & thru event

Volunteer Break Room &  
Cafeteria Sponsor - Offered at  
\$5,000 (One each available)

Throughout the week, 2,500 + volunteers will be on site working making the need for a break room essential. Also every single child at the event will spend time in the cafeteria making it an ideal time to interact with the kids!

- Signage in the break room or cafeteria
- Recognition as a volunteer room or cafeteria sponsor in all materials
- Your company materials/giveaways in volunteer break room or cafeteria
- Listing on our website with links to your organization
- Media coverage of your sponsorship
- Listing in our Annual Report
- Highlighted in a story in our e-newsletter
- Listed as Title Sponsor in all materials
- Listed as "Organization for Education" in all event-related school/district correspondence
- Social Media: 5 Tweets, 3 Facebook posts leading up & thru event

"The commitment we make to Back to School Clothing Drive's "New Clothes, New Beginnings" not only improves the community, it also energizes our employees. It's a "hands-on" volunteer opportunity, and they love meeting and helping the kids."

— Kellie Manthe, Senior Vice President, Bank of America



The New Clothes, New Beginnings  
Program is Proudly Presented by

**BH** **LEGACY**  
**HS** F O U N D A T I O N

## Sponsor a School Small Business Sponsorship Offered at \$3,000

With over 140 schools participating in our annual event, there is bound to be a school that is within your small business service area.

This is ideal for small companies whose giving prioritizes children and education. It offers media coverage, visibility, and the ability to create a company-wide community service project, team-building exercises and more.

- Corporate signage displayed in association of school sponsored
- Mention of your family support on-air during KPHO CBS 5 Pay it Forward Telethon
- Social Media post on day your school attends event
- Website listing with link to your company on BTSCD website
- Listed as "Organization for Education" in all event-related and school/district related materials
- Use of the BTSCD Logo and name for your promotional purposes

## Individual/Family Sponsorship Offered at \$500

Does you or your family want to help others in need and want to volunteer as a family? This is the perfect opportunity to give back as a family to other families in need.

- Be a personal shopper for sibling groupings during distribution
- Listed as a "family Friend" of Back to School Clothing Drive
- Mention of your family support on-air during KPHO CBS 5 Pay it Forward Telethon

Just imagine this impact -- for every test drive, a car dealership donated \$10 to a kid in need. For every ice cream cone sold, a child got a new backpack. How about for every air conditioning service call this summer a child got a new pair of sneakers? Or for every new house built this year, an entire classroom receives a full compliment of school uniforms and school supplies.

What if for every apartment leased this year, \$1 was donated to to buy a child his very own books. Finally, what if for every hamburger purchased on a Tuesday at your favorite spot, \$3 goes to support Valley school children.

Do you think that would make a difference?

- Karl Gentles, Executive Director  
Back to School Clothing Drive



The New Clothes, New Beginnings  
Program is Proudly Presented by

**BHHS** LEGACY  
FOUNDATION



Individual booth spaces  
available - Offered at \$1,000  
(Only five available)

---

Department Sponsor -  
Offered at \$7,500  
(only seven available)

The departments are the center of it all! It's where the students get exactly what they need to be dressed for success! Available departments include: 1) Shorts 2) Shirts 3) Shoes 4) Backpacks 5) Socks & Underwear 6) Quality Control 7) Stitches of Love

- Corporate signage at your department
- Media coverage of your sponsorship
- Listed as department sponsor in all materials
- Website listing with link to your organization
- Listing in our Annual Report
- Company profile in an issue of e-newsletter with links
- Listed as "Organization for Education" in all event-related school/district correspondence
- BTSCD supporter logo for use in your materials
- Award presentation and recognition at sponsors luncheon during event
- Social Media: 10 Tweets, 5 Facebook posts leading up & thru event

Volunteer Break Room  
Sponsor - Offered at  
\$5,000 (One each available)

Throughout the week, 2,500 + volunteers will be on site working making the need for a break room essential. Also every single child at the event will spend time in the cafeteria making it an ideal time to interact with the kids!

- Signage in the break room or cafeteria
- Recognition as a volunteer room or cafeteria sponsor in all materials
- Your company materials/giveaways in volunteer break room or cafeteria
- Listing on our website with links to your organization
- Media coverage of your sponsorship
- Listing in our Annual Report
- Highlighted in a story in our e-newsletter
- Listed as Title Sponsor in all materials
- Listed as "Organization for Education" in all event-related school/district correspondence
- Social Media: 5 Tweets, 3 Facebook posts leading up & thru event

"The commitment we make to Back to School Clothing Drive's "New Clothes, New Beginnings" not only improves the community, it also energizes our employees. It's a "hands-on" volunteer opportunity, and they love meeting and helping the kids."

— Kellie Manthe, Senior Vice President, Bank of America



The New Clothes, New Beginnings  
Program is Proudly Presented by

**BH** **LEGACY**  
**HS** F O U N D A T I O N

## back to school clothing drive driving the future

For almost 50 years Back to School Clothing Drive has helped Arizona's highest need families. Because of our two signature programs, "New Clothes, New Beginnings" clothing distribution and Student Attire for Education (SAFE), thousands of parents don't have to choose between buying their children school clothes and supplies or buying food. Our services are simple yet effective, and they positively impact students, families, schools, and communities. Today, we are focused on building a future that will allow us to serve more children each year. We have plans to increase the number of children we serve through "New Clothes, New Beginnings" as well as develop avenues to serve those who can't attend the event.

Today, we are focused on building a future that will allow us to serve more children each year. We have plans to increase the number of children we serve through "New Clothes, New Beginnings" as well as develop avenues to serve those who can't attend the event. We also aim to systematically expand our SAFE Store to service the 800 eligible schools that are outside of Maricopa County. It is our goal to eventually provide Title I schools across the nation with school uniforms. This expansion is a critical step in our growth, as all proceeds from the store are used fund additional SAFE grants. The more uniforms we sell, the more students we can help. It is an exciting time!

Education is a vital component in the formula for success, both individually and nationally. As a community we must work together to eliminate all barriers to regular school attendance. Back to School Clothing Drive is uniquely positioned to lead the charge. We have the strategy, the relationships, and a proven history of success. All we need is the capital. Each investment level has a list of associated benefits; but, truth be told, we think the best benefits are the hope and happiness you give a child!

{ our goal:  
5Y=\$2M }





## driving the future investment levels, building capacity and expanding programs

### Up to **\$5,000** Investment:

- Logo on our website
- Recognition as a sponsor in our supporter section: "Organizations for Education"
- Annual listing in newsletter
- Listing in Annual Report
- Recognized in news release

### **\$5,000-10,000** Investment:

- Logo on our website
- Recognition as a sponsor in our supporter section: "Organizations for Education"
- Listing in e-newsletter with other supporters
- Recognized in news release

### **\$10,000-\$25,000** Investment:

- Logo on our website
- Recognition as a sponsor in our supporter section: "Organizations for Education"
- Profile in e-newsletter with photos and links
- Listing in Annual Report
- Recognition at "New Clothes, New Beginnings" event, all media coverage, and digital displays
- Recognition at annual fundraising gala
- News release distributed announcing support
- Marquee signage in our new office at Coronado

### **\$25,000-50,000** Investment:

- Logo on our website
- Recognition as a sponsor in our supporter section: "Organizations for Education"
- Profile in e-newsletter with photos and links
- Profile in Annual Report
- Logo on "New Clothes, New Beginnings" distribution banner and digital ribbon
- Exclusive sponsorship for a day of Distribution
- Dedicated media coverage profiling support

We can customize a level for you to maximize your return on investment and meet your needs and objectives.

### **\$50,000+** Investment:

- Recognition as a sponsor in our supporter section: "Organizations for Education" with link to your website
- Profile in e-newsletter with photos and links
- Profile in Annual Report
- "Driving the Future" plaque
- Executive Director appearance supporting your corporate social responsibility program
- Logo on "New Clothes, New Beginnings" distribution banner and digital ribbon
- Hosted media event or VIP reception
- Exclusive media interviews promoting corporate support
- Opportunity to present an on-air check during KPHO/CBS-5 "Pay it Forward" telethon
- Marquee signage in our new office at Coronado



## Student attire for education (SAFE) matching grant and online retail store

It isn't unusual for kids to complain they "don't have a thing to wear," yet in many Arizona homes it isn't an exaggeration. Some children actually have to stay home because their families can't afford the uniforms required by their low-income, public schools. Other families can afford only one uniform, so only one sibling gets to go to school each day. In an effort to give their highest need students access to clean, well-fitting garments, many Title I schools have onsite clothing closets that are stocked with uniforms, shoes, and underwear of all sizes.

The SAFE program offers matching grants to the Title I schools that shop in our online store to fill those closets. All of the profits are invested into our program to fund matching grants for more schools. This means every school that shops with a SAFE grant not only doubles the number of their students they help, but they also help students from other schools get twice as much too! This social enterprise has received **recognition** for its innovation from the Virginia G. Piper Charitable Trust, ASU Lodestar Center for Nonprofit Management, and Social Venture Partners.

The Stardust Foundation and BHHS Legacy Foundation generously match all SAFE program donations.

### **\$10,000** SAFE investment:

- Logo on SAFE store website
- Recognition as a sponsor in our supporter section: "Organizations for Education"
- Annual listing in newsletter
- Listing in Annual Report
- News release highlighting corporate support

### **\$25,000** SAFE investment:

- Logo on SAFE store website
- Recognition as a sponsor in our supporter section: "Organizations for Education"
- Annual listing in newsletter
- Listing in Annual Report
- Exclusive sponsorship of a clothing section on the site company sponsorship recognition added to school profiles with message, "Matching grant made possible by"

### **\$50,000** SAFE investment:

- Logo on SAFE store website
- Recognition as a sponsor in our supporter section: "Organizations for Education"
- Link to your website from our "Organizations for Education" section
- Annual profile in newsletter with photos and links
- Profile in Annual Report
- Exclusive sponsorship of a clothing section on the site
- List of Title I schools assisted through your donation
- Individual slide in looping presentation at all on-site meetings and activities
- Executive Director appearance supporting your corporate social responsibility program company sponsorship recognition added to school profiles with message, "Matching grant made possible by"
- Media campaign promoting program support

### **\$100,000** SAFE investment:

- Logo on SAFE store website with link to your website
- Recognition as a sponsor in our supporter section: "Organizations for Education" with links and pictures
- Company sponsorship recognition added to school profiles with message, "Matching grant made possible by"
- Annual profile in newsletter with photos and links
- Profile in Annual Report
- Exclusive sponsorship of a clothing section on the site
- List of Title I schools assisted through your donation
- Video blog entry on our website
- Corporate profile and letter outlining your support mailed to our database
- "SAFE" Supporter plaque
- Executive Director appearance supporting your corporate social responsibility program
- Title sponsor recognition, with Stardust and BHHS Legacy Foundation, in all SAFE events, print materials and press releases
- Opportunity to present on-air check during KPHO/CBS-5 "Pay it Forward" telethon
- Seat on Back-To-School Clothing Drive Board of Directors
- Signage in our office







mission: to provide new school outfits and uniforms, backpacks & school supplies to children in need

360 e. coronado, suite 200 | phoenix, az 85004 | p: 602.256.9408 | f: 602.256.9409 | [btscd.com](http://btscd.com) | [info@btscd.com](mailto:info@btscd.com) 

