



2018

# BACK TO SCHOOL

## ANNUAL DISTRIBUTION

JULY 23-27, 2018 | GRAND CANYON UNIVERSITY ARENA

NEW CLOTHES, NEW BEGINNINGS



# SPONSORSHIP OPPORTUNITIES





March 2018

Dear 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 ask you to become a sponsor of our annual New Clothes, New Beginnings Distribution event that takes place each July. The enclosed sponsor outlines of your partnership with BTSCD. We can certainly tailor a package to meet your sponsorship and support requirements. Please consider joining BHHS Legacy Foundation, Bank of America, CBS-5TV, Fiesta Bowl and many others who sponsor 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 I public elementary schools here in Maricopa County. We do so through three signature programs including our annual New Clothes, New Beginnings Distribution taking place each July 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 51 years, and this year we need your corporate sponsorship support to continue our great work.

It is a memorable experience for the more than 2,500 volunteers that donate their time to help children during this one week event. Many are astounded to hear comments like, "I've never had my own toothbrush." Things that all of us take for granted, like new school clothes, even crayons, are awe inspiring for the children who dart 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,

A handwritten signature in black ink, appearing to read 'Karl'.

Karl Gentles  
Executive Director



7-16-14

TO whom it may Concern  
I am mallory Rodrriguez  
and Im going to the 8th  
Grade at Littleton Elementary  
I m happy to tell you  
that all the stuff you  
gave me was Awsome  
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, shows up at school wearing the one shirt he owns, worn-out shoes, and you can forget about a backpack.



For 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 successful partnerships span more than 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.

### "New Clothes, New Beginnings"

Our annual clothing distribution takes place over the course of five 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 \$350 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.

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.

We quickly recognized 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.

### The Future

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.

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).









5,000

Number of K-6 elementary school students

Number of Title I elementary schools and organizations

130

\$350

Retail value of clothing and supplies received by each student

\$1.75M

Total clothing and supplies distributed

30

Number of school districts

2,500

Total number of Volunteers

**Note:** Each child received two polo shirts, two shorts, backpack filled with school supplies, one pair of sneakers, three pairs of socks, three pairs of underwear, two books, one belt, a dental hygiene kit, and several handmade accessory items.

## Corporate Day at Distribution: \$25,000

Join BHHS Legacy Foundation, 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, teambuilding 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 CBS 5 Pay it Forward Telethon
- Award and recognition at our event sponsor luncheon
- Social Media: 20 Tweets, 7 Facebook posts leading up & thru event
- 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

## Department Sponsor: \$10,000

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 and 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
- Social Media: 10 Tweets, 5 Facebook posts leading up & thru event
- 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

"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, CBS 5 TV



## Learning Zone Sponsor: \$7,500

The Learning Zone is where the kids go when they aren't shopping. Bustling with activity, there are many different hands-on learning opportunities.

- 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
- BTSCD Distribution Learning Zone logo for use in your materials
- Social Media: 15 Tweets, 5 Facebook posts leading up & thru event
- 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

## Volunteer Break Room: \$5,000

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 volunteer area
- Recognition as a volunteer sponsor on all materials
- Your company materials/giveaways in volunteer area
- Listing on our website with links to your organization
- Social Media: 5 Tweets, 3 Facebook posts leading up & thru event
- 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

"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."

— Trisha Constan, Bank of America

## Sponsor a School: \$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, teambuilding exercises and more.

- Corporate signage displayed in association of school sponsored
- Mention of your support on-air during KPHO CBS 5 Pay it Forward Telethon
- Social Media post on day your school attends events
- 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: \$1,000

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 Friend of Back to School Clothing Drive
- Mention of your family support on-air during 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 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