



Fill A Backpack®

A PROGRAM OF A PRECIOUS CHILD



Corporate Challenge 2019

Help Prepare a Child for School



WHAT IS THE FILL A BACKPACK PROGRAM?

Fill A Backpack provides backpacks filled with grade-appropriate school supplies to children in need to maximize their academic potential.



PUT YOURSELF IN THEIR SHOES

Imagine: It's the first day of school. Your friends are having their pictures taken in front of school with their new backpacks. You are embarrassed and hope no one notices you don't have a backpack. You are afraid to go to class because you don't have the required school supplies.

THE NEED

More than 250,000 Colorado children live below the self-sufficiency standard in A Precious Child's eight-county service area. Children in these families often lack the necessary supplies critical to academic achievement. Ensuring that children have the necessary supplies to participate in school can reduce truancy, promote learning and build positive self-esteem.

THE GOAL

Our goal is to provide more than 19,000 children living in the eight Denver Metro counties of Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson and Weld with backpacks filled with grade-appropriate school supplies so they feel empowered in school.

ABOUT THE CORPORATE CHALLENGE

Your corporation is invited to help A Precious Child's Fill A Backpack program by joining in this year's challenge. Can you collect the most school supplies, raise the most funds and increase the most awareness about A Precious Child on social media? All in the spirit of helping children in need! Two Corporate Challenge winners will be announced – one will be determined by the total number of points accumulated and, in an effort to level the playing field and make this competitive for corporations of all sizes, we will also recognize the corporation that has the highest number of total points accumulated divided by the number of employees.

2019 CHALLENGE PARTICIPANTS

This is the perfect opportunity for your corporation to demonstrate corporate social responsibility and boost employee engagement and morale! The companies below took the challenge in 2018. Will you rise to the call this year?



WHEN

Corporate Challenge dates are **June 24 – July 19, 2019**.

HOW IT WORKS

- Participants will pick up their collection bins at the Fill A Backpack Challenge Kick-Off Breakfast in early June at A Precious Child's Community Center located at 7051 W. 118th Ave., Broomfield, CO 80020.
- Promote your drive using A Precious Child's Corporate Challenge Drive Partner Kit (flyers, FAQs, sample social media posts and logo).
- Collect as many supplies and monetary donations as possible – Good luck! People can also donate online via the Fill A Backpack donation page. Please select your company from the drop down menu to receive credit. Donations received online will be added to your total funds donated at the end of the challenge.
- Report the amount of supplies, funds donated and social media points into an online report form on July 24th by 5:00 PM MDT. The report form link can be accessed through the Corporate Challenge Drive Partner Kit.
- Drop off your supplies and donations at our warehouse in Broomfield, CO anytime 9:00 AM - 3:00 PM on July 22nd – 26th.

POINTS

25 Points = Attendance at the Fill A Backpack Challenge Kick-Off Breakfast

1 Point = Every school supply item collected

2 Points = Every dollar raised

25 Points = Every new, sturdy backpack (Empty)

65 Points = Every new, sturdy backpack filled with the required Kindergarten or Grades 3-5 school supplies

75 Points = Every new, sturdy backpack filled with the required Middle School or High School school supplies

20 Points = Every company post on social media (Facebook/Twitter/Instagram)

35 Points = Every company post on social media (Facebook/Twitter/Instagram) with challenge photograph

50 Points = Every company post on social media (Facebook/Twitter/Instagram) with challenge video

100 Points = Every company video post of a CEO/Key Executive advocating for the Fill A Backpack challenge

500 Points = Bringing a new company into the challenge

100 Points = Delivery of collected items and bins to A Precious Child's warehouse

For additional points, a weekly challenge will be posted on Facebook every Monday at noon to be completed by that Friday at 5:00 PM.

PRIZES

- Placement on A Precious Child's website as the 2019 Fill A Backpack Corporate Challenge Winner
- Team Building Opportunity as Guests of Honor at A Precious Child's Fill A Backpack Distribution Day on August 9, 2019 where your employees can help local children in need choose their own backpack
- Featured in press release
- Featured in A Precious Child's newsletter and social media channels

QUESTIONS

Contact Brittany Polinski at 303.466.4272 ext. 116 or via Programs@APreciousChild.org

DO YOU ACCEPT THE CHALLENGE?

To register your corporation, email Programs@APreciousChild.org **NO LATER THAN** May 10, 2019 to be included in marketing and communications materials.

