



Tools for Schools 2009

Great for Kids Great for Business

Tools for Schools Backpack Giveaway Program

Campaign Overview



Tools for Schools helps children learn by partnering companies with high-need elementary schools to provide a backpack filled with supplies to every student on the first day of school. For the past six years, the program has targeted schools with more than 65 percent student eligibility for the federally funded free and reduced lunch program, known also as Title I.

The program has grown from distributing \$173,000 worth of supplies to 3,900 kids in 2003, to distributing over \$500,000 worth of supplies to 10,590 kids in 2008. This year, with your help, we plan to help businesses provide backpacks to students in all 25 schools targeted for this program.

Each company also has the opportunity to organize groups of employee volunteers to “pack the packs” at the Schoolhouse Supplies warehouse. Best of all, company associates get the rewarding experience of distributing the backpacks to kids at their sponsored school on the first day of class – a moment both employees and kids will always remember.

Campaign Strategy



- Partnering companies with high-need elementary schools to provide a backpack filled with supplies to every student on the first day of school.
- Feature the commitment between businesses and public education. The program proves that the business community cares about our schools and believes children deserve the best education possible.
- Target schools with more than 65 percent student eligibility for the federally funded free and reduced lunch program, known also as Title I.
- Increase awareness of the need in the classroom and the fact that 41% of children in Oregon go without the school supplies they need to learn and succeed with.

Partnership Opportunities

Tools for Schools 2009 | *School Sponsorship Opportunities*

School	Enrollment	Title 1 (%)	2009 Sponsorship Fee	Sponsor
Arlita (K-8)	486	66.4	\$6,800	Available for Sponsorship
Beach (PreK-8)	657	61.6	Sponsored by Knowledge Learning Corporation	
Boise-Eliot (PreK-8)	507	81.9	\$7,100	Available for Sponsorship
Clarendon-Portsmouth (K-8)	536	83.4	Sponsored by Comcast	
Clark at Binnsmead (K-8)	743	80	\$10,400	Available for Sponsorship
Creston (K-8)	421	66.8	Sponsored by Vernier Software	
Faubion (PreK-8)	471	70.7	Sponsored by Comcast	
Grout (K-5)	386	70.2	\$5,400	Pending
Humboldt (PreK-8)	336	100	\$4,700	Available for Sponsorship
Hallman (K-5)	522	82.3	Sponsored by LCG Pence	
James John (PreK-5)	621	79.7	\$8,700	Available for Sponsorship
Kelly (K-5)	579	76.5	\$8,100	Available for Sponsorship
King (PreK-8)	464	100	Sponsored by Entrepreneurs Foundation of the Northwest	
Lee (PreK-8)	493	71.7	Sponsored by Cook Security Group and Beavers PCL Baseball LLC	
Lent (K-8)	607	83.1	Sponsored by LCG Pence	
Marysville (K-8)	514	80.3	Sponsored by Umpqua Bank	
Peninsula (K-8)	436	78.1	Sponsored by WebTrends	
Rigler (K-8)	657	86.1	Sponsored by Bank of America	
Rosa Parks (K-5)	557	94.8	\$7,800	Co-Sponsorship Available for \$3,000
Scott (K-8)	636	83.6	\$8,900	Available for Sponsorship
Sitton (PreK-5)	386	80.3	Sponsored by Klarquist Sparkman, LLP	
Vernon (PreK-8)	493	86.1	Sponsored by NW Natural	
Vestal (K-8)	486	68.2	Sponsored by Unitus Community Credit Union	
Whitman (K-5)	443	86.7	Sponsored by Wells Fargo	
Woodlawn (PreK-8)	536	77.3	\$7,500	Pending
Woodmere (K-5)	457	80.4	Sponsored by The Standard	

2008 Partners:

Imago Dei Community, Knowledge Learning Corporation, Con-way Enterprise Services, Comcast, Vernier Software and Technology, Jive Software, Mentor Graphics, Tripwire, Entrepreneurs Foundation of the Northwest, Portland Timbers and Portland Beavers, LCG Pence Construction, Umpqua Bank, Cook Security, WebTrends, Inc., Louisiana Pacific, Target, CNET/TechTracker, Klarquist Sparkman, LLC, NW Natural, Unitus Community Credit Union, Wells Fargo Bank, Pacific Power, Damon Stoudamire, inc.



Great for Kids

Each student at your partner school will receive:



Items

one backpack
two dozen pencils
three spiral notebooks
one highlighter
one ruler
two glue sticks
four pocket folders
one box of crayons
one box of colored pencils
two pink erasers
one pencil pouch
one pair of scissors

PreK–3rd

\$15.00
\$2.00
\$3.00

\$1.00
\$2.00
\$2.00
\$1.25

\$0.50
\$1.00
\$2.50

4th–8th

\$55.00
\$2.00
\$3.00
\$1.00
\$1.00
\$2.00
\$2.00

\$2.00
\$0.50
\$1.00
\$2.50

TOTAL

\$30.25

\$72.00

In addition to these supplies, each child will receive an even greater gift – the confidence of starting school with all the tools they need to succeed.





Great for Business

For only \$14 per student, you will provide each student with a backpack full of supplies valued at \$30-\$72 that will last the entire school year!



- You will have the opportunity to engage up to 25 employees to “pack the packs” at the Schoolhouse Supplies warehouse – a great team-building opportunity!
- Up to 25 additional associates will distribute the backpacks to kids at your partner school on the first day of class.
- Your company will be mentioned in our newsletter, on our web site, in all press releases and advertisements.



Last year's Tools for Schools coverage included:

KGW Northwest NewsChannel 8

KPTV Fox Channel 12

1190 KEX AM

750 KXL AM

1190 KPAM

The Portland Tribune

The Oregonian

The Portland Business Journal



Campaign Impact

Packing the Packs in August



Handing Out the Packs in September





“ Thank you for giving us the stuff we need to work with and we will show respect to the pencils and erasers. We will not break them or chow on the erasers. ” – Eddy