



## Back Pack Program

Has been in existence since 2000.

### Rationale:

To **assist families experiencing financial difficulties** in the back-to-school preparation of their children

To reduce barriers facing adults in need who are returning to adult school, a GED program, upgrading their education, or attending college or university.

### Impacts:

- Provide between **200 and 250 backpacks each year.**
- Children in need can attend school **feeling as equally equipped as their peers** – helping both academically and socially.



### Processes:

- In mid-summer advertising is started; groups, churches, and businesses are contacted; and donations are solicited.
- During August, individuals, groups, and businesses donate school supplies or make a cash donation towards purchasing supplies.
- In July and August families who need assistance register for the program.
- **A team of volunteers ensures that required items are placed in each new back pack--** scribblers, pens, pencils, pencil cases, erasers, calculators, loose leaf paper and Duotang covers are collected and assembled. Volunteer hours are valued at approximately \$3180 (300 hours) per year.
- Backpacks are distributed to families at the end of August.

### ***Strategic Innovations:***

*Citizens Service League* Board of Directors has **approved a strategic plan** to guide their work over the next number of years.

Actions from the strategic plan that fall under the *Back Pack Program* would be:

- ▶ Continue to use a solid marketing plan to solicit donations and also to advertise the program to families. Place advertisements in multiple sources --- PSAs, Town House newsletter, community radio, CB Post, schools, via social workers and social service agencies, and in church bulletins.
- ▶ Continue to network with local schools/school board to ensure what is being collected for the back packs is what families are required to purchase on back-to-school supply lists.
- ▶ Ensure that back packs collected are compatible with age of the student (size, style).

