



**OPERATION
BACKPACK**

Give Back. Give a Pack.

SPONSORSHIP INFORMATION PACKAGE



About Operation Backpack 2015:

Purpose: *To improve educational statistics among homeless & low-income children in our area.*

Operation Backpack is Volunteers of America Chesapeake's annual initiative to provide backpacks, school supplies and academic enrichment to homeless and low-income children throughout Washington, DC, Maryland and Virginia.

Operation Backpack 2014 provided these services to more than 2,500 children.

The goals of Operation Backpack 2015 are:

- Provide new backpacks filled with school supplies to each child in our care
- Support schools within the communities we serve with supplies for classrooms & community outreach
- Raise funds to increase access to technology:
 - Computer labs, memberships/access to online educational databases (LexisNexis, etc.)
- Raise funds for academic support
 - Tutors in math, science & reading
 - Academic enrichment trips in-line with school curriculum (science, math, art, music)

According to the National Center on Family Homelessness – Children experiencing homelessness are four times more likely to show delayed development and have twice the rate of learning-disabilities as non-homeless children. Of homeless elementary students less than 22% are proficient in math and less than 25% are proficient in reading. Among homeless high school students less than 12% are proficient in math and less than 15% in reading. Low income students are twice as likely to have to repeat a grade, be expelled, get suspended or drop out of high school.

Continuing Education Sponsorship

\$15,000

Top Billing as Title Sponsor of Operation Backpack 2015 including corporate logo placement on VOA Chesapeake Backpacks and all Operation Backpack 2015 marketing & collateral material.

- Sponsorship funds afterschool activities throughout our programs including tutoring, healthy snacks, and parent engagement activities
- Recognition in VOA Chesapeake Summer 2015 Magazine & 2015 Annual Report
- Sponsor logo placement on Operation Backpack Collection Bins & VOAC website
- Joint media release announcing partnership
- Exclusive customized 3rd party partnership opportunities

Technology Sponsorship

\$10,000

- Sponsorship funds increased access to technology including wifi access, color printers and updated technology in computer labs
- Recognition in VOA Chesapeake Summer 2015 Magazine & 2015 Annual Report
- Sponsor logo placement on Operation Backpack Collection Bins & VOAC website
- Joint media release announcing partnership

Enrichment Sponsorship

\$5,000

- Sponsorship supports academic enrichment trips throughout the school year tailored to support and reinforce in-classroom initiatives (Science, Math and Technology)
- Recognition in VOA Chesapeake Summer 2015 Magazine & 2015 Annual Report
- Sponsor logo placement on Operation Backpack Collection Bins & VOAC website

If you are interested in becoming a sponsor of Operation Backpack 2015, please contact:

James Wynn

Vice President of Development

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410-837-7222

All checks should be made payable to “*Volunteers of America Chesapeake.*”

All donations are tax-deductible.