



SPONSORSHIP INFORMATION PACKAGE



About Operation Backpack 2017:

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.

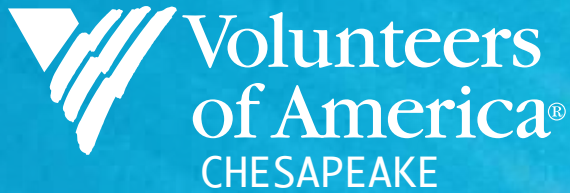
Operation Backpack 2016 provided these services to more than 2,500 children!

The Goals of Operation Backpack 2017 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.





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Continuing Education Sponsorship

\$15,000

Top Billing as Title Sponsor of Operation Backpack 2017 including corporate logo placement on VOA Chesapeake Backpacks and all Operation Backpack 2017 marketing & collateral material,

- Sponsorship funds after school activities throughout our programs including tutoring, healthy snacks, and parent engagement activities
- Recognition in VOA Chesapeake Summer 2017 Magazine & 2017 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 internet access, color printers and updated technology in computer labs
- Recognition in VOA Chesapeake Summer 2017 Magazine & 2017 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 2017 Magazine & 2017 Annual Report
- Sponsor logo placement on Operation Backpack Collection Bins & VOAC website

If you are interested in becoming a sponsor of Operation Backpack 2017, please contact:

James Wynn

Vice President of Development

Jwynn@voaches.org

410-837-7222

All checks should be made payable to "Volunteers of America Chesapeake."

All donations are tax-deductible.

Volunteers of America Chesapeake is a non-profit 501©3 organization.

Our federal tax identification number is 52061-0547.

Visit www.voachesapeake.org to learn more.