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.

THE NEED
About 250,000 Colorado children live below the self-sufficiency standard in A Precious Child’s eight-county service area, which includes Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson and Weld counties. They often lack the necessary supplies critical to academic achievement. When kids have the necessary supplies to participate in school, it reduces truancy, promotes learning and builds confidence.

THE GOAL
Last year alone, A Precious Child provided backpacks and grade-appropriate school supplies to more than 20,000 children in need. With the effect of the pandemic, children in need will need our support more than ever. The upcoming school year could look and feel a lot different for returning students. Let’s work together to make sure kids have what they need to go back to school feeling confident and excited!

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? 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.

THANK YOU 2019 CHALLENGE PARTICIPANTS!
WHEN

Corporate Challenge dates are July 6 - July 30, 2020.

HOW IT WORKS

• Participants will pick up their collection bins at A Precious Child’s Community Center on June 25th after the virtual kick off event.
• 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. People can also donate online via your Fill A Backpack donation page. 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 31st 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 any time between 9:00 AM - 3:00 PM from July 20th - 31st.

POINTS

25 Points = Attendance at the Fill A Backpack Challenge Virtual Kick-Off Event
100 Points = Every new, sturdy backpack filled with the required Middle School or High School school supplies
65 Points = Every new, sturdy backpack filled with the required grades K-2 or 3-5 school supplies
30 Points = Every new, sturdy backpack (Empty)
1 Point = Every school supply item collected
3 Points = Every dollar raised
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
200 Points = Each media coverage secured
500 Points = Bringing a new company into the challenge
100 Points = Delivery of collected items to A Precious Child’s warehouse
500 Points = Host a corporate virtual fundraising page
Bonus Points = A weekly challenge will be posted on Facebook every Monday by noon to be completed by that Friday at 5:00 PM MDT.

PRIZES

• Fill A Backpack Corporate Challenge Winner plaque to display
• Placement on A Precious Child’s website as the 2020 Fill A Backpack Corporate Challenge Winner
• Featured in A Precious Child’s newsletter, social media channels and post challenge press release
• Team building opportunity as guests of honor at A Precious Child’s Fill A Backpack Distribution Day

QUESTIONS?

Contact Misti Wright, Programs Director, at 303.466.4272 ext. 130 or via Programs@APreciousChild.org.

DO YOU ACCEPT THE CHALLENGE?

To register your corporation, email Programs@APreciousChild.org.