

June 21, 2018

Dear Team BCPS Education Champions and Ambassadors:

It might be the first day of summer, but Baltimore County Public Schools are busy gearing up for the annual *Back to School Involves You, Too* campaign with our school supply drive *Tools for Schools*, and the *BCPSfest* to be held at White Marsh Mall, on Saturday, August 25, 2018.

This campaign is a reminder to our entire community that everyone – from retirees to elected officials to our business partners – has a stake in ensuring a successful start to the new school year for our students and teachers, benefiting them directly. With your support and assistance, BCPS seeks to collect school supplies for children across Baltimore County who need help getting ready for the school year, which begins for Baltimore County's 113,000+ students on Tuesday, September 5, 2018.

- ✓ **FACT:** On average, it costs approximately \$50.00 in schools supplies to help a child begin the school year with the tools they need to succeed.\*
- ✓ **FACT:** On average, a teacher spends approximately \$500 to provide supplies to students in his/her classroom from their own income. \*\*
- ✓ **FACT:** Everyone can help in one way or another with time, talent or treasure.

This year we have multiple ways in which you can help which include hosting a school supply drive, making a monetary donation, or volunteering your time and service. (*See enclosed documents.*)

Your support of students, teachers and classrooms in Baltimore County is valued and valuable. If you wish to participate, you will find all the tools and resources you need on line at our Website [www.educationfoundationbcps.org](http://www.educationfoundationbcps.org). Hover over *News & Events* and below it you will find the *Tools for School Supply Drive* web page.

We thank you for getting the 2018-2019 school year off to a great start for many of our amazing students. Thank you!

Contributing to a Brighter Future for All Our Students,



Deborah S. Phelps  
Executive Director



Laura E. Lemon  
Associate Director

\*Source: <http://fox59.com/2015/07/28/what-it-costs-to-fill-a-typical-school-supply-list/>

\*\*Source: [https://www.huffingtonpost.com/entry/teacher-spending-school-supplies\\_us\\_55e49091e4b0c818f618a6c7](https://www.huffingtonpost.com/entry/teacher-spending-school-supplies_us_55e49091e4b0c818f618a6c7)

## Back to School Involves, You Too Campaign

### *Tools for School Supply Drive Kit*

#### Overview

We thank you in advance for your decision to participate in our *Tools for School Supply Drive* on behalf of the students and teachers of Baltimore County Public Schools, hosted by The Education Foundation of Baltimore County Public Schools, Inc. By **coordinating a *Tools for School Supply Drive*, becoming an Education Champion, or Volunteering your Time and Service** you will greatly impact the success of our students.

The *Tools for School Supply Kit* is intended to answer any questions your organization might have allowing you to execute a prosperous drive.

The *Tools for School Supply Drive Kit* includes the following information:

**OPTION 1:** Host a *Tools for School Supply Drive*

**OPTION 2:** Impact our Classrooms - Become a Champion of Education

**OPTION 3:** Volunteer Your Time and Service

**Resources:** Templates for Promotion

#### Contact:

Need assistance, additional resources or questions:

Ms. Deborah S. Phelps, Executive Director

E-mail: [dphelps@bcps.org](mailto:dphelps@bcps.org)

Ms. Laura Lemon, Associate Director

E-mail: [Llemon2@bcps.org](mailto:Llemon2@bcps.org)

Ms. Cindy Whitcomb, Administrative Assistant/Bookkeeper

E-mail: [cwhitcomb@bcps.org](mailto:cwhitcomb@bcps.org)

The Education Foundation of Baltimore County Public Schools, Inc.

Headquarters: 443.809.8962



## OPTION 1: HOST a *Tools for School* Supply Drive

### Helpful Hints for Success

#### Step 1: Getting Started

**Before you get started**, PLEASE register online on the **Register to Participate** Form at [www.educationfoundationbcps.org](http://www.educationfoundationbcps.org).

**To find it....**Hover over **News & Events** and below you will find access to the **Tools for Schools Supply Drive** web page.

Next, consider the following:

- Determine what type of school supply drive you want to host:
  - A. A full School Supply Drive – collecting all of the items on the **Tools for School Supply List** (See attached flier for your use)
  - B. Focus on one specific item, such as collecting just pencils, pink erasers, glue/glue sticks or crayons/markers
  - C. Collect new backpacks filled with school supplies
- Get creative with the collection! Organize competitions, create teams and award prizes to those who collect the most.
- Use **Social Media** to promote your campaign with pictures and videos. When posting on Twitter, Instagram or other social media sites to communicate with participants tag the Foundation at @foundationbcps and use the hashtag - #BCPStoolsforschools

#### Step 2: Promote Your Drive

##### Before the Drive Begins:

- The **Tools for School Supply Drive** will be held from July 2, 2018 to August 24, 2018. (Last day for pickup will be August 17<sup>th</sup> .
- Tell everyone about the drive. Distribute flyers to your staff. Mention the drive in your newsletter. Create an event on Facebook to help get the word out. Send out an email, memo and/or voicemail announcing the School Supply Drive, that it is being hosted by The Education Foundation of Baltimore County Public Schools, Inc. benefitting Baltimore County Public School students and teachers, and the dates of the drive.
- Make sure everyone knows what is on the Tools for Schools Supply List.
- Include news about the upcoming drive in invitations, newsletters and/or meeting announcements.
- Inform the Community Relations or Public Relations Department in your office about the School Supply Drive.

##### During the Drive:

- Make sure your collection bins/boxes are placed in high-traffic areas. So important.
- Create fun themes, such as “Casual Crayon Fridays” to encourage and reward team donations
- Keep participants informed by tracking process and celebrating success
- Announce when the drive is reaching its end (about one week prior) for an extra kick

#### Step 3: Collecting Supplies:

- Select a location and the appropriate collection bin or a box(es) for your organization. Observe high-traffic and accessible areas.



- Collection bins/boxes are available upon request, however, using your own collection bin can be even easier and more efficient. Feel free to print from the Templates for Promotion section of the *Tools for School* Supply Drive Kit the various fliers for your collection bin(s) and attach it to a Rubbermaid container, cardboard box or heavy-duty bins.
- Request a collection bin/box – Upon request a collection bin/box will be delivered to you/your company and picked up upon completion of the drive.

**Collection Bin/Box Delivery will be the week of July 2<sup>nd</sup>**

**Collection Bin/Box Pick-up the week of August 13<sup>th</sup>**

To request a collection bin/box for school supplies for your office or business, please sign up to participate up online at our website at [www.educationfoundation.org](http://www.educationfoundation.org) NEWS & EVENTS / TOOLS FOR SCHOOL, or call Ms. Cindy Whitcomb, Foundation's Administrative Assistant/Bookkeeper at 443.809.8962 on or before June 29, 2018

## Step 4: Logistics:

Once items are collected it is time to get them to the School Supply Drive. The web site for The Education Foundation of BCPS, Inc. provides a Registration for Participation form where you can designate your preference of transport. The options below reflect the best way to help accomplish this task.

- **GOOD:**  
The Foundation will schedule a date specific to your geographic area, to pick up supplies from your location. If you request for supplies to be picked up, you must register on-line to do this. ([www.educationfoundationbcps.org](http://www.educationfoundationbcps.org)) Our logistics team will help coordinate the pickup and visit your location sometime during the week of August 13<sup>th</sup>.

- **BETTER:**  
Collection bins will be located at several locations, including businesses and organizations listed below. Should you choose to bring your donations to any of these locations, it will save our logistics team the time and resources to travel to your location. (A complete list of locations is provided in this *Tools for School Tool Kit*)

**Baltimore County Public Library Branches**

**Office Depot/Office Max (designated locations)**

**First Financial Federal Credit Union (designated locations)**

**Pinder Plotkin LLC**

**Slice Pizza of Towson / White Marsh**

**Boscov's White Marsh Mall**

**The Education Foundation HQ**

- **BEST:**  
Towson Farmer's Markets are held on Thursdays and Pikesville Farmer's Markets are held on Tuesdays. Here you can mingle with the community and meet our *Tools for Schools* Team. Bring a Friend! A table for drop-offs will be there. Farmer's Market dates are listed below:

### Towson Farmers Market:

June 28, 2018

July 12, 2018

July 26, 2018

August 9, 2018

August 16, 2018 (STUFF A BUS)

### Pikesville Farmers Market:

July 3, 2018

July 17, 2018

July 31, 2018 (STUFF A BUS)

## OPTION 2: Impact our Classrooms - Become a Champion of Education

Don't like to go malls? Your time is limited to get everything accomplished at work and at home? You want to participate but????? Why don't you consider making a monetary donation and leave the shopping to us.

No matter how small or large your donation, our students, teachers and classrooms will receive 100% of your generous gift through our *Tools for School* Supply Drive.

Your monetary donation will provide you with the opportunity to incorporate your name, your company's name and logo wherever the event is promoted and on-site the day of the event. (See Champion of Education Impact Agreement to contribute.) *(Sponsorships over \$1,000 are requested to be made via check rather than online.)*

### Benefits of Becoming a Champion of Education Includes:

- Logo/Individual's name on event Signage
- Logo/Individual's name on the Foundation's web site
- Promotion through Foundation Social Media Platforms (Facebook, Twitter, Instagram)
- Promotion through e-mail Communication – *Mission Moments* (Approximately 10,000+)

Note: PLEASE register online on the **Register to Participate** Form at [www.educationfoundationbcps.org](http://www.educationfoundationbcps.org). To find it....Hover over **News & Events** and below you will find access to the **Tools for Schools Supply Drive** web page.

## OPTION 3: Volunteering Your Time and Service

When all of the supplies have been collected there is still work to be accomplished. It is now time to unpack and sort before the supplies are distributed. Volunteers are needed several days before the distribution day. Sign up today and be counted as an Education Foundation Ambassador for service. Volunteer jobs include:

- Attend the Towson or Pikesville Farmer's Markets on Tuesdays or Thursdays from June 28, 2018 to August 16, 2018 and spread the word. Be an Ambassador and bring supplies with you.
- Unpack and sort supplies on the day before the distribution day: August 24, 2018 at White Marsh Mall
- Set up schools supply tables: August 24, 2018 and August 25, 2018 at White Marsh Mall
- Distributing school supplies to teachers at the event: August 25, 2018 at White Marsh Mall
- Breakdown schools supply store: August 25, 2018 at White Marsh Mall

Note: PLEASE register online on the **Register to Participate** Form at [www.educationfoundationbcps.org](http://www.educationfoundationbcps.org). To find it....Hover over **News & Events** and below you will find access to the **Tools for Schools Supply Drive** web page.



## Resources:

### Templates for Promotion

We want to provide you support and assistance with your *Tools for School Supply Drive*. Upon review select and print the sample recruitment forms and flyers for bulletin boards and mailboxes and to place on your collection bin(s).

- Announcement of Back to School Involves You Too Campaign
- Tools for Schools Supply List
- Donate Here
- Impact our Classrooms – Become a Champion of Education
- Volunteering Your Time and Service
- List(s) of School Supply Drop Off Locations

Sign up today at our web site [www.education.foundation.org](http://www.education.foundation.org) / News & Events / Tools for Schools / Register to Participate.



# BACK TO SCHOOL INVOLVES YOU TOO CAMPAIGN BECOME A CHAMPION OF EDUCATION IMPACT AGREEMENT

*I/We are pleased to be make an impact for BCPS students and teachers in classrooms  
Back to School Involves You Too Campaign – Become a Champion of Education*

Business/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

## STUDENTS IN CLASSROOMS IMPACT OPPORTUNITIES

*Place a check (✓) in the designated space to indicate the number of students in a classroom you will impact.*

\_\_\_ \$10,000 SUPPORTING 200 STUDENTS IN CLASSROOMS     \_\_\_ \$ 500.00 SUPPORTING 10 STUDENTS IN CLASSROOMS

\_\_\_ \$ 5,000 SUPPORTING 100 STUDENTS IN CLASSROOMS     \_\_\_ \$ 100.00 SUPPORTING 5 STUDENTS IN CLASSROOMS

\_\_\_ \$ 2,500 SUPPORTING 50 STUDENTS IN CLASSROOMS     \_\_\_ \$ 50.00 SUPPORTING 1 STUDENT IN A CLASSROOM

\_\_\_ \$ 1,000 SUPPORTING 20 STUDENTS IN CLASSROOMS     \_\_\_ \$ \_\_\_\_\_ IMPACTING OUR CLASSROOMS

*Place a check (✓) in the designated space to indicate how you would like your impact recognized in  
Back to School Involves You Too Campaign "Tools for School" Supply Drive printed /visual materials:*

INDIVIDUAL NAME \_\_\_\_\_ BUSINESS NAME \_\_\_\_\_ IN HONOR OF \_\_\_\_\_

IN MEMORY OF \_\_\_\_\_ IN CELEBRATION OF \_\_\_\_\_ OTHER \_\_\_\_\_

*I/We are committed to make an impact for BCPS students and teachers in classrooms  
Back to School Involves You Too Campaign and agree to the terms as indicated above.*

Authorized Signature: \_\_\_\_\_ Title \_\_\_\_\_

## FORM OF PAYMENT

\_\_\_ I am enclosing a check (for \$1,000 contributions and above) made payable to:

***The Education Foundation of Baltimore County Public Schools, Inc.***

C/O MRS. CINDY WHITCOMB, ADMINISTRATIVE ASSISTANT/BOOKKEEPER

105 W. CHESAPEAKE AVENUE, SUITE B-1

TOWSON, MARYLAND 21204

An invoice from ***The Education Foundation of Baltimore County Public Schools, Inc.*** and a copy of our W-9 is attached in the email.

\_\_\_ I am paying via **PayPal (in the amount of \$1,000 or below).**

[Click HERE](#) to access The Education Foundation of BCPS Donations & Gifts web page.

Scroll to the bottom of the page and click on "Donate"

Please select **Tools for Schools** in the Drop Down Section

Becoming a Champion of Education entitles you to a business logo on printed/visual materials, please e-mail the logo to

EDFoundation Associate Director – [llemon2@bcps.org](mailto:llemon2@bcps.org)

## **IMPACT OPPORTUNITIES DEADLINE ON OR BEFORE FRIDAY, AUGUST 10, 2018**

A copy of the current financial statement of The Education Foundation of Baltimore County Public Schools Inc. is available by writing to:

Ms. Deborah Phelps, Executive Director · ***The Education Foundation of Baltimore County Public Schools Inc.***

105 W. Chesapeake Avenue, Suite B1 · Towson, Maryland 21204

Or calling 443-809-8962

Documents and information submitted under the Maryland Solicitations Act are available, for the cost of postage and copies from the

Maryland Secretary of State · State House · Annapolis, Maryland 21401

Or calling 410-974-5534