



THE EDUCATION FOUNDATION of BALTIMORE COUNTY PUBLIC SCHOOLS



Back to School Involves You, Too! Campaign Tools for School Supply Drive Kit



THE EDUCATION FOUNDATION OF BALTIMORE COUNTY PUBLIC SCHOOLS

Inside This Kit

Introduction

Overview

The Why

The Solution

Option 1:

Host a Tools for School Supply Drive

Option 2:

Become a Champion of Education

Option 3:

Volunteer Your Time and Service Resources



Table of Contents

INTRODUCTION2

OVERVIEW2

THE WHY.....2

THE SOLUTION.....3

OPTION 1 - HOST A TOOLS FOR SCHOOL SUPPLY DRIVE.....4

 Getting Started.....4

 Promote Your Drive.....4

 Collecting Supplies.....5

 Logistics.....5

OPTION 2 – BECOME A CHAMPION OF EDUCATION.....7

 BENEFITS OF BECOMING A CHAMPION OF EDUCATION.....7

OPTION 3 – VOLUNTEER YOUR TIME AND SERVICE.....7

RESOURCES8

 TEMPLATES FOR PROMOTION.....8

 CONTACTS.....8

 DIRECTIONS TO THE EXCHANGEREE.....9

 JOIN US...YOU CAN FURTHER AMPLIFY OUR IMPACT.....9

Back to School Involves You, Too! Campaign

Tools for School Supply Drive Kit

Introduction

We thank you in advance for your decision to participate in our **Tools for School Supply Drive** on behalf of the teachers and students of Baltimore County Public Schools, hosted by The Education Foundation of Baltimore County Public Schools, Inc. By opening this kit and reviewing the contents, you have demonstrated your desire to support the educational readiness of our students. By coordinating a **Tools for School Supply Drive**, becoming a **Champion of Education/An Ambassador** and a **member of our Honor Society**, or **Volunteering** your time and service, you will greatly impact the success of our teachers and students in Baltimore County Public Schools.

The **Back to School Involves You, Too! Campaign - Tools for School Supply Kit** is intended to answer any questions you or your organization might have allowing you to execute a prosperous drive.

Overview

The Education Foundation of Baltimore County Public Schools, Inc. is pleased to propose this opportunity to you, the community, in achieving shared goals to bridge community partnerships within Baltimore County Public Schools, in support of the Foundation's campaign, to an increased awareness of the need of teacher/students resources in the classroom which will make an impact on academic performance and social well-being.

The Why

Teachers throughout our county and across the United States are tasked with one of the most important responsibilities imaginable....**to educate all children each and every day to cultivate the next generation of leaders, thinkers, and achievers.** In order to succeed in this endeavor, classroom and student needs go well beyond the limited state-allocated funding our teachers receive.

All too often public school teachers are faced with the choice of spending money from their own paychecks to provide basic supplies for their students. At the beginning of every school year teachers do receive limited amounts of classroom supplies and resources but they don't last for the entire school year. Research shows that each year many teachers spend at least \$500 up to \$1,500 of their own money to buy supplies for their students and classrooms.



Page 2 of 9



Host | Donate | Volunteer | Participate
Visit www.educationfoundationbcps.org to Register

The Solution - A New Distribution Center The Exchangeree 2034 (F) Lord Baltimore Drive | Windsor Mill, Maryland | 21244



Our community recognizes the need to support our teachers and students lacking appropriate school supplies and resources and has rallied to make an impact.

In November 2018, the Foundation opened **The Exchangeree**, a collaborative teacher resource center for BCPS teachers, in partnership with Merritt Companies and staged as a 21st learning environment by American Design Associates.

Beginning this school year, **The Exchangeree** will be opened year round and the distribution of supplies and resources will be from that location, according to the posted schedule you will find on our website.

All donations will be provided to the teachers **FREE** because of you, the companies who are becoming involved and if you decide to make a monetary donation, allowing our Round Table Council to do the purchasing for you, 100% of all donations will continuously allow the Foundation to stock the shelves and book bags throughout the entire school year.

We invite you to follow us on our social media platforms allowing you to receive up to date information daily. We invite you to **host, donate, volunteer** and **participate** in the **Back to School Involves You Too Campaign, Tools for School Supply Drive**.

So....Let's Get Started

The Exchangeree receives no funding support from BCPS. It is solely funded by the generosity of national and local community partners via hosting drives, making a monetary or in-kind donation.



OPTION 1: HOST a *Tools for School Supply Drive* Getting Started

Register online www.educationfoundationbcps.org on the **Register to Participate Form**

- Hover over **News & Events**
- Go to the web page called **The Exchangeree**. Find access to the **Tools for Schools Supply Drive** content.

Type of School Supply Drives

- Collect all of the items on the **Tools for School Supply Drive List**. (See attached flier for your use)
- Collect one specific item from the **Tools for School Supply Drive List**. (For examples: pencils or pink erasers or glue/glue sticks, highlighters or colored pencils or only book bags)
- Collect book bags filled with school supplies
- Collect empty book bags that will be filled by the Foundation or distributed empty

Get Creative

- Organize competitions by creating teams, select a leader of each team
- Award certificates and prizes to those who collect the most within your organization or group

Promote Your Drive Before the Drive Begins

Tell Everyone about the Drive

- Distribute flyers, send emails, memos and/or voicemail announcements.
- Share the news about the drive in invitations, newsletters and/or meeting announcements.
- Inform the Community Relations or Public Relations Department in your office to get their assistance.
- Place your collection bins/boxes in high-traffic, accessible areas. It is so important.
- Adhere the signage to your collection bin/boxes. (Signage located www.educationfoundationbcps.org)



During the Drive

Keep the Momentum Continuous

- 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.

Share Your Experience

- 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 **The Exchangeree** at @theexchangeree, use the hashtag - #BCPStoolsforschool #theexchangeree
- See the Foundation’s social media sites below in **Follow US**

Follow US



The Exchangeree **and** The Education Foundation of Baltimore County Public Schools



foundationbcps



The Education Foundation of Baltimore County Public Schools, Inc.



foundationbcps **and** theexchangeree



Website: educationfoundationbcps.org



Collecting Supplies

- Using your own collection bins/boxes can be the easier and more efficient means of collecting supplies.
- We encourage you to print from the **Templates for Promotion** section of the **Tools for School Supply Drive Kit** the various fliers for your collection bin(s)/boxes and attach it or post it by your collection area.
- The **Tools for School Supply Drive** will be held from **July 1, 2019 to August 23, 2019**. We encourage you to read carefully the **Logistics – Good, Better, Best** section and select the location where you will be dropping off the items collected.

Logistics

Once school supplies are collected and packed up, it is time to get them to the **The Exchangeree**. We invite you and your company/business to be part of the celebration within the community and select a location to transport the items that have been donated for the collection. The options below reflect a good, better, and best way to help accomplish this task.

Good

The Education Foundation Headquarters (105 W. Chesapeake Avenue | Towson, Maryland 21204) will graciously accept your school supply donations and then we will transport all of the items to **The Exchangeree** (2034 (F) Lord Baltimore Drive | Windsor Mill, Maryland 21244).

For additional information contact: Mrs. Cindy Whitcomb, 443.809.8962 or email at cwhitcomb@bcps.org.

Better

Large collection bins will be located at designated locations throughout Baltimore County, including the businesses and organizations listed below. We encourage you to choose a location to bring your donations. Donations will only be accept during business hours. (A complete list of locations is provided on the website. The locations are listed below.)

Baltimore County Public Library Branches, Boscov's White Marsh Mall and First Financial Federal Credit Union Branches

Best

As stated previously, all donations will be distributed to BCPS teachers from **The Exchangeree**, (2034 (F) Lord Baltimore Drive | Windsor Mill, Maryland 21244) beginning in September, 2019, therefore, delivering your school supply collection to **The Exchangeree** is the **BEST**. Our headquarters staff, interns and volunteers will be at the location to receive your donations. Parking is in the front of the center and hand carts will be available providing support in unloading. Delivery times and dates are listed on the Foundation's website, www.educationfoundationbcps.org.

In partnership with Towson Town Center, **The Exchangeree Annex** will be accepting donations. **The Exchangeree Annex** is located inside Towson Town Center, (825 Dulaney Valley Road | Towson, Maryland 21204 Parking Deck D 4). Hand carts will be available to unload your donations. Selected donation drop off days will be Thursday, Friday, Saturday and Sunday. We will begin accepting donations during the end of July thru September according to the schedule and times posted on the Foundation's website www.educationfoundationbcps.org.

Towson Farmers' Market and **Pikesville Farmers' Markets** brings the community together allowing individuals to mingle with and meet our **Tools for Schools Team**. Pertinent information will be distributed. Our large school supply collection will occur during our culminating activity of **STUFF A BUS**. We want to fill the buses. The buses will transport the donated items directly to **The Exchangeree** where volunteers will be on location to unload the supplies.

Farmer's Market dates are listed below:

Towson Farmers Market – Thursdays
10:45 AM – 3:00 PM
July 11, 2019
July 18, 2019
July 28, 2019
August 1, 2019
August 8, 2019
August 15, 2019 (STUFF A BUS)

Pikesville Farmers Market – Tuesdays
2:00-6:00 PM
July 9, 2019
July 16, 2019
July 23, 2019
July 30, 2019 (STUFF A BUS)





OPTION 2: Become a Champion of Education

Consider making a monetary donation and leave the shopping to the **The Exchangeree's** Round Table Advisory Council with **100%** of your generous gift through our **Tools for School Supply Drive** we will purchase school supplies and resources for our students and teachers throughout the year. Remember these items are **FREE** to Baltimore County Public School teachers.

Benefits of Becoming a Champion of Education/An Ambassador Includes

- Logo/Individual's name at **The Exchangeree** on the **Honor Society** chalkboard wall
- Logo/Individual's name on the Foundation's website, www.educationfoundationbcps.org
- Promotion through Foundation Social Media Platforms (Facebook, Twitter, Instagram)
- Promotion through e-mail Communication – *Mission Moments* (Approximately 10,000+)

OPTION 3: Volunteering Your Time and Service

There is no better way to engage in a **meaningful, hands-on service** or participate in a **teambuilding project**, getting a sense of the Foundation's vision/mission/goals than volunteering your time and service. Volunteers include but are not limited to **community members, educators, businesses, non-profit organization, faith-organizations** and **students/student groups**.

When all of the supplies have been collected there is still work to be accomplished. We will be requesting volunteers to unpack, sort, bundle, shelf and possibly stuff book bags before the supplies are distributed not only at the beginning of the school year but throughout the year when teachers visit **The Exchangeree** to shop.

Sign up today and be counted as an Education Foundation Ambassador for service.

- 2nd and 4th Tuesday | January thru December | 1:00 p.m. to 4:00 p.m.
- 2nd and 4th Thursday | January thru December | 10:00 a.m. to 4:00 p.m.
- Additional volunteer service dates and times will be added on an as needed bases. Refer to the Foundation's website www.educationfoundationbcps.org



Volunteer responsibilities include but are not limited to the following:

- Distribute fliers at the Towson Farmers' Market (July 11th, 18th, 25th and August 1st and 8th –

Collect and assist at the **STUFF a BUS School Supply Collection** on August 15, 2019)

- Distribute fliers at the Pikesville Farmers' Markets on Tuesday July 9th and 16th

Collect and assist at the **STUFF a BUS School Supply Collection** on July 23, 2019

- Collect and assist at Towson Town Center on selected days -

Thursday, Friday, Saturday and Sunday and times. (Contact The Education Foundation Headquarters for details 443.809.8962)

- Unpack, sort, bundle and categorize supplies during the week August 26th before **The Exchangeree** reopens on September 11th 2019

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)/boxes.

- 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



Contacts

Need assistance:

Ms. Deborah S. Phelps, Executive Director

E-mail: dphelps@bcps.org

Ms. Cindy Whitcomb, Administrative Assistant/Bookkeeper

E-mail: cwhitcomb@bcps.org

Ms. Laura Lemon, Associate Director

E-mail: Llemon2@bcps.org

The Education Foundation of BCPS

Headquarters: 443.809.8962

Directions

The Exchangeree | 2034 (F) Lord Baltimore Drive | Windsor Mill, Maryland 21244



From **695**, take ramp for **Exit 17** for **MD-122 / Security Blvd.**

Keep straight headed **West onto MD-122 / Security Blvd.** and get in **right** lane.

Turn **right** onto **Lord Baltimore Drive.**

Arrive at **2034(F) Lord Baltimore Drive.**

NOTE: If you reach **Glen Spring Road.**, you've gone too far.

Join Us... YOU Can Further Amplify our Impact

The **Gizmos and Gadgets Galore Campaign** is a multi-faceted initiative supporting and impacting Baltimore County Public Schools. The initiative not only will provide school supplies throughout the school year, **Tools for School** but will provide winter accessories for those in need, **Share the Warm**, books for distribution for summer reading, **Books for the Bins** and a space for teachers to collect, redistribute, exchange, and repurpose teacher resources with their colleagues in a collaborative, collegial space, **The Hub**. Additional information on each of the above named campaigns is available on the Foundation's website www.educationfoundationbcps.org. Assistance is needed throughout the year. We invite you to join our campaigns to support educational readiness.

Participating is NOT just about hosting a drive,
making a donation or volunteering.
It is about making a difference...making a difference
for our BCPS teachers and students.
Thank you for making a difference for today's
educators
and the next generation!

Tools for Schools
Become a Champion of Education

FACT: On average, it costs approximately \$50.00 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.

As a Champion of Education you are showcasing your generosity by supporting our students and teachers as they head back to the classrooms in September.

2018	
Supporting 300 students in a Classroom	\$10,000.00
Supporting 100 students in a Classroom	\$3,000.00
Supporting 50 students in a Classroom	\$1,500.00
Supporting 20 students in a Classroom	\$600.00
Supporting 10 students in a Classroom	\$300.00
Supporting 5 students in a Classroom	\$150.00
Supporting 1 student in a Classroom	\$50.00

No matter how small or large your donation, a student will receive 200% of your gift towards school supplies. Thank You For Your Generosity.

To give, go to www.educationfoundationbcps.org

The Education Foundation of Baltimore County Public Schools, Inc. is a 501(c)(3) non-profit organization and contributions are tax deductible as defined by the Internal Revenue Code. Federal EIN 52-1819200.

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