



## Supplying the Future: 2025 Toolkit

Thank you for helping make sure kids in our community head back to school ready to learn. This toolkit is designed to make it easy for you to host a successful Operation Backpack supply drive on behalf of Phoenix Family. Inside you'll find:

- Helpful tips for planning, promoting, and running your drive.
- Email templates you can send to your team or network.
- Printable materials to spread the word.
- A full list of most-needed school supplies.

Every backpack and box of supplies you collect helps a child start school with confidence. Phoenix Family serves families working hard to make ends meet, and more than 96% of the kids they serve come from households living below the poverty level. For these kids, brand-new school supplies can mean walking into the classroom feeling prepared and included, rather than left behind.

Thank you for being part of Operation Backpack 2025 — your drive makes a real difference!

If you have any questions or need additional support, contact:

Laurel Groh | 816.616.8917 | [lgroh@phoenixfamily.org](mailto:lgroh@phoenixfamily.org)

or

Jillian McNamara | 816.612.8844 | [jmcnamara@phoenixfamily.org](mailto:jmcnamara@phoenixfamily.org)

# Helpful Hints

## Getting Started

Thank you for hosting an Operation Backpack supply drive! Whether this is your first time or you've hosted before, this guide will walk you through what to expect and how to make your drive successful.

### Step 1: Decide What Type of Drive You Want to Host

You can customize your drive based on what works best for your group:

- **Full supply drive:** Collect a variety of items from the full supply list.
- **Focused drive:** Collect one or two specific items (for example, just backpacks, or just crayons and markers).
- **Monetary drive:** Collect financial donations, which Phoenix Family will use to purchase high-need items.

*Tip:* Drives that offer both supplies and monetary donations tend to be the most successful.

### Step 2: Choose Your Dates and Location

- We recommend running your drive for 2–3 weeks.
- Make sure your donation bins are placed in high-traffic, easy-to-access locations.
- Post clear signage so people know what items are needed and how long the drive runs.

### Step 3: Promote Your Drive

- Let people know what you're doing and how they can help:
- Use the email templates included in this toolkit.
- Post flyers in common areas.
- Share on your company's intranet, newsletter, or social media channels.
- Send out periodic reminders during the drive.
- Consider adding a little fun — friendly competitions between departments or teams can help boost participation!

### Step 4: Collect Donations

- Make sure your bins are monitored and emptied as needed.
- Keep participants updated on how the drive is going.
- If collecting checks, make them payable to Phoenix Family and keep them secure until the drive is complete.

### Step 5: Deliver Donations

When your drive ends, bring your donations to Phoenix Family's office at:

3908 Washington, Kansas City, MO 64111

Drop-off hours: Monday–Friday, 8:30 AM to 4:30 PM.

If you have a large donation or need assistance with delivery, contact:

Jillian McNamara | 816.612.8844 | [jmcnamara@phoenixfamily.org](mailto:jmcnamara@phoenixfamily.org)

## A Few Things to Keep in Mind

**New items only:** We cannot accept used or opened supplies.

**Stick to the supply list:** This helps ensure each child receives the items they need most.

**Deadlines:** Donations need to be received no later than August 5, 2025 to allow time for sorting, packaging, and distribution before school starts. We recommend that you end your supply drive by August 4, 2025.

Reach out if you have questions! We're here to help at every step.

## Contact for Assistance

**Jillian McNamara**

816.612.8844

[jmcnamara@phoenixfamily.org](mailto:jmcnamara@phoenixfamily.org)

## School Supply List (All Grades)

- |                                  |                                                    |
|----------------------------------|----------------------------------------------------|
| *Backpack                        | Pencil sharpener                                   |
| *Supply box/Pencil bags          | *Pocket folders                                    |
| Glue Stick/ 8 oz glue            | *Filler paper (wide-rule and college-rule)         |
| Scissors (pointed and blunt-tip) | *Graphing paper                                    |
| Pink eraser                      | *Spiral notebooks (wide-rule and college-rule)     |
| "First Writing" Pencils          | *Composition notebook (wide-rule and college-rule) |
| #2 Pencils                       | Pencil topper erasers                              |
| *Pens (blue, black and red)      | 3-Ring binder (1-inch)                             |
| Crayons (24 box)                 | Protractor                                         |
| *Markers (thin and broad-point)  | Index cards                                        |
| Highlighters                     |                                                    |
| Ruler                            |                                                    |

\* most needed.

## Host FAQ: Operation Backpack 2025

### What items should we collect?

We ask hosts to focus on the most-needed school supplies. A full list is included in your toolkit, but top priorities include backpacks, wide-rule notebooks, pocket folders, 3-ring binders, pencils, erasers, glue sticks, crayons, colored pencils, and supply boxes.

### Can we collect used items?

No. All donated items must be new and unopened.

### Can we accept monetary donations?

Yes! Checks can be made payable to Phoenix Family and turned in with your donation delivery. Phoenix Family uses monetary donations to purchase additional supplies where shortages exist.

### How long should our drive run?

We recommend 2–3 weeks. Please plan to complete your drive and deliver donations by August 5, 2025, so that we have time to sort and distribute supplies before school begins.

### Where do we deliver donations?

Phoenix Family  
3908 Washington, Kansas City, MO 64111  
Monday–Friday, 8:30 AM – 4:30 PM

If you have a large donation or need assistance, contact Jillian McNamara  
[jmcnamara@phoenixfamily.org](mailto:jmcnamara@phoenixfamily.org) | 816.612.8844

### What if we want to do a fun competition or activity during the drive?

Absolutely! Friendly competitions between departments, fun themes, or simple incentives can be a great way to boost participation.

### What if I have more questions?

We're happy to help at any point. Just give us a call at 816.612.8844 or 816.612.8841.

**Thank you for your support!**



to

**Help at-risk kids get  
ready to learn.**



# OPERATION BACKPACK

It's not a backpack. It's a launching pad.

**Donate new school supplies  
to Kansas City kids!**

**Drop your items off at our School Supply drive, located at**

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## **School supply wish list**

Backpacks | Glue sticks | Composition notebooks (wide and college-ruled) | Spiral notebooks (wide and college-ruled) | Filler paper (wide and college-ruled) | Blue, black, and red pens | Rulers Scissors (blunt and pointed tip) | #2 pencils | 24-pack crayons | Washable markers (broad and fine line) | Colored pencils | 3-ring binders | Pink erasers | Pencil boxes | Highlighters | 2-Pocket folders (with and without prongs) | Scientific calculators | Kleenex | Elmer's glue | Index cards | Graph paper

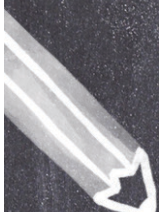


For more information contact:



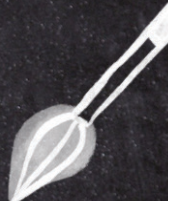
OPERATION  
BACKPACK

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# SUPPLY DRIVE

WHEN? WHERE?:



FOR MORE INFORMATION CONTACT



# SCHOOL SUPPLY DRIVE!

NOW THROUGH AUGUST 4

**Notebooks, Filler Paper, Pens &  
Pencils, Erasers, Crayons & Markers,  
Rulers, Backpacks, 2 Pocket Folders,  
Calculators, Glue Sticks, and Scissors**

**MOST NEEDED**

**DROP OFF LOCATION:**

**QUESTIONS?  
CALL**

**OPERATION  
BACKPACK**



# SCHOOL SUPPLY DRIVE

NOW - AUGUST 4

DROP-OFF LOCATION

## ITEMS NEEDED

NOTEBOOKS, PENS &  
PENCILS, ERASERS,  
CRAYONS & MARKERS,  
RULERS, BACKPACKS,  
BINDERS & FOLDERS,  
CALCULATORS, GLUE  
STICKS, SCISSORS

THANK YOU!

OPERATION  
BACKPACK

Check out the great work Phoenix Family is doing in our community on Facebook or Instagram.

Help us and Phoenix Family level the playing field and ensure that all kids have what they need to succeed in the classroom.

For kids, part of the back-to-school excitement comes from buying new crayons, folders, and backpacks. However, when parents can barely afford rent and groceries each month, school supplies just can't be a priority.

### School Supply Drive



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## Sample emails

### Announcing your supply drive:

**Suggested Subject Line:** Help Us Send 1,000 Kids Back to School with Confidence

Hey team,

It's that time of year — and we're kicking off our Operation Backpack supply drive to support Phoenix Family and help local kids start school ready to learn.

Right now, more than 1,000 kids are counting on Operation Backpack to provide the supplies they need: fresh notebooks, sharpened pencils, backpacks that aren't falling apart — the basics that every student should have on the first day of school. But for many of the kids Phoenix Family serves — nearly all from families living below the poverty level — those supplies simply aren't in the budget.

Here's how you can help:

#### 1. Donate new supplies.

We're collecting wide-rule notebooks, pocket folders, binders, pencils, erasers, glue sticks, crayons, colored pencils, supply boxes, and more. (Basically everything you remember from your own back-to-school list!) You can shop local or order online.

#### 2. Spread the word.

The more people who join in, the more kids we can help. Share the drive with your friends, family, and anyone else who wants to make sure every child starts school with what they need.

Donation bins are located at:

[insert locations]

Donations accepted through:

[insert date]

#### Prefer to give a monetary donation?

Checks can be made out to *Phoenix Family* and given to [designated person].

**Our goal is simple:** make sure 1,000 kids head into the school year feeling prepared, included, and excited to learn. Your support helps make that happen.

If you have any questions or ideas, feel free to reach out to me.

Thanks for jumping in to make a difference!

[Your Name]

### A reminder as your drive wraps up:

**Suggested Subject Line:** Operation Backpack Deadline Is Coming Up!

Hey team,

We're getting close to the finish line for our Operation Backpack drive! Thanks to everyone who has already donated — but there's still time to help.

Phoenix Family's goal is to provide new backpacks and supplies to more than 1,000 local kids before school starts. Every notebook, pencil, and backpack we collect helps make sure kids walk into school ready to learn,

feel included, and start the year strong.

There's still time to:

- Drop off new school supplies — wide-rule notebooks, pocket folders, binders, pencils, erasers, glue sticks, crayons, colored pencils, supply boxes, and more.
- Share the drive with coworkers, friends, or neighbors who may want to help.
- Make a monetary donation (checks payable to Phoenix Family can be given to [designated person]).

Donation bins are located at:

[insert locations]

Donations accepted through:

[insert date]

Let's finish strong and help Phoenix Family get as many kids as possible ready for school!

If you have any questions, feel free to reach out.

Thanks again for being part of this!

[Your Name]

### **Thanking your team:**

**Suggested Subject Line:** You Helped 1,000 Kids Start School Strong!

Hey team,

I want to send a huge thank you to everyone who supported our Operation Backpack drive this year. Thanks to your generosity, Phoenix Family is able to provide backpacks filled with brand-new supplies to more than 1,000 kids right here in our community.

For many of these kids, new school supplies aren't always guaranteed. But because of your donations, they'll be able to walk into the first day of school feeling prepared, included, and excited to learn.

Every single backpack, notebook, and pencil you contributed made a real difference — and helped send a powerful message to these kids: you're ready for this, and your community cares.

Thank you for being part of this year's Operation Backpack and for helping kids start the school year strong!

[Your Name]

## Telling the story.

Expressing the need is key to reaching your community and getting people excited to help. Going back to school should be an exciting time, but for students who can't afford the required supplies, it's anything but. Some students will arrive with empty backpacks – no pencils, no paper, no crayons. And imagine the boy or girl who arrives well stocked with intelligence but with no backpack at all. A school supply drive can make the difference between success and failure in the classroom for those students.

Here are a couple ideas that you can use to promote your school supply drive:

When parents can barely afford rent and groceries each month, school supplies just can't be a priority. Help us level the playing field and ensure that all kids have what they need to succeed in the classroom.

School should be hard because of learning—not because you don't have a pencil. Help us make sure every kid shows up ready to learn on the first day. Donate to Operation Backpack today. #OperationBackpack #EducationForAll #SupportKids

A pack of crayons. A notebook. A folder. These might not seem like much—but for a child facing poverty, they mean the world. Help us give kids the tools to thrive. #OperationBackpack #SupportKids #EducationMatters

Education is a powerful tool for breaking the cycle of poverty. According to research conducted by Harris Education Research Center, access to proper resources significantly improves their chances of academic success. Join Operation Backpack and be a part of their journey! #EducationForAll #OperationBackpack #SupportKids

According to a study reported in the Elementary School Journal, access to free basic school supplies contributes significantly to improving children's classroom behavior and empowers them to overcome challenging situations at home. Let's make a difference by collecting school supplies to donate to kids in our community.

Research by Johnson Education Research Center shows that children who have new school supplies experience higher academic achievement. Join us in providing kids with the tools they need to succeed. Your support can transform their educational path. Donate today! #OperationBackpack #EducationEmpowers #SupportKids

## Thank you for your support!

If you have any questions or need more information, please contact us at [jmcnamara@phoenixfamily.org](mailto:jmcnamara@phoenixfamily.org) or 816.612.8844