



How to Set Up Your CrowdRise Team Page

Step 1: Go to [DonateOperationBackpackNYC.org](https://www.donateoperationbackpacknyc.org)

The screenshot shows a web browser displaying a CrowdRise campaign page. The URL in the address bar is <https://www.crowdrise.com/o/en/campaign/operationbackpacknyc2019>. The page features the Volunteers of America Greater New York logo in the top left. In the top right, there are social media sharing buttons for Facebook (Share), Twitter (Tweet), and a red 'Donate' button. The main content area is a large image of a smiling young boy surrounded by school backpacks. Overlaid on the image is the text '\$2,690' and three buttons: 'Donate', 'Form a Team', and 'Share'. Below the image, there is a 'STORY' section with a red underline. The text in the story reads: 'Operation Backpack® is New York City's back-to-school campaign that provides new, top quality backpacks and grade-specific school supplies to children living in NYC's homeless and domestic violence shelters. Last year, thanks to the generosity of those who work, live'.

OPERATION BACKPACK

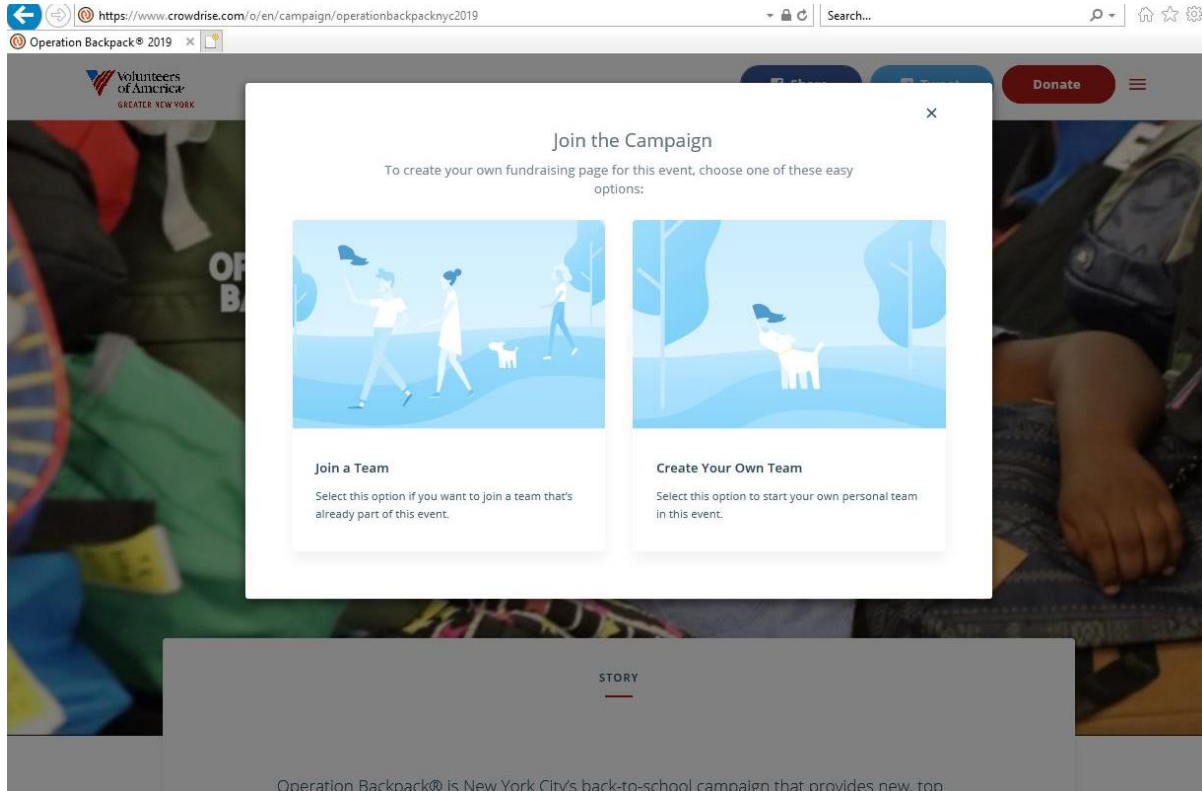
 **Volunteers
of America®**
GREATER NEW YORK

OperationBackpackNYC.org

Volunteers of America—Greater New York
135 West 50th Street, 9th Floor
New York, NY 10020
212-496-4305 | www.voa-gny.org



Step 2: Click on **'Form a Team'**. From there you will select **'Create Your Own Team'**.



Step 3: Provide your name, email address, and password to complete your page registration.

Step 4: Create a **Team Name** and share your Operation Backpack® story so your friends and family understand how important this cause is to you.

Step 4: Select a Team Photo. This photo can be a **company logo** or Operation Backpack® related.

Step 5: You are ready to fundraise and help children residing in NYC homeless and domestic violence shelters start school more confident and prepared!

If you have any additional questions please contact: [Andrew Zibell](mailto:azibell@voa-gny.org) - azibell@voa-gny.org

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OPERATION BACKPACK

YOU CAN HELP 18,000+ HOMELESS NYC CHILDREN

GO BACK TO SCHOOL CONFIDENT & PREPARED

OperationBackpackNYC.org



\$191,784
MONEY RAISED

DONATE NOW

SET UP
A TEAM

GOLD LEVEL
CORPORATE SPONSORSHIPS

THE STORY

TEAM LEADERBOARD

TOP INDIVIDUALS

OTHER WAYS TO HELP



Volunteers of America
GREATER NEW YORK

VOA OPERATION BACKPACK MAIN TEAM

AMOUNT RAISED:
\$52,133



WLRK
WINCHELL, LIPTON, FROSEN & KATZ

WLRK OPERATION BACKPACK 2018

AMOUNT RAISED:
\$15,500



APOLLO
We take many paths to value
Disruptive innovation, a disruptive approach


APOLLO'S 7TH ANNUAL OPERATION BACKPACK

AMOUNT RAISED:
\$8,522




527 MADISON GIVES BACK

AMOUNT RAISED:
\$6,205



DELOITTE OPERATION BACKPACK 2018

AMOUNT RAISED:
\$6,030



COHEN & STEERS

OPERATION BACKPACK-2018

AMOUNT RAISED:
\$5,620



OPERATION BACKPACK - SEAPORT GLOB...

AMOUNT RAISED:
\$4,905



ACG FOR OPERATION BACKPACK

AMOUNT RAISED:
\$4,100



FITCHCARES SUPPORTS OPERATION BACKPACK

AMOUNT RAISED:
\$3,927



2018 DGA SECURITY SYSTEMS, INC. O...

AMOUNT RAISED:
\$3,671



TEAM SCHIELE

AMOUNT RAISED:
\$3,553



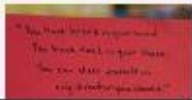
MOVABLE INK'S OPERATION BACKPACK

AMOUNT RAISED:
\$3,409





OUTFRONT



"We took time to support our community. We took time to give back. We took time to make a difference."