



Volunteers of America®

GREATER NEW YORK

Thank you to everyone who has contributed to the 2018 Operation Backpack® campaign so far! We couldn't do it each year without your support.



Pictured above clockwise from left: "The Bird" donated by OUTFRONT Media, Willowbrook Mall Digital Signage donated by GGP, and the NASDAQ building donated by Branded Cities.

This month, we're particularly grateful for the support of official sponsor **OOH Pitch** and our dedicated Media Partners who have donated ad space throughout New York City and New Jersey on phone kiosks, in malls, in taxis, in movie theaters, and in the middle of Times Square throughout New York City and New Jersey! Thanks to **Adspace Networks, Branded Cities, Captivate, City Outdoor, Creative Mobile Technologies, Curb Media, EYE Corp Media, GGP, Intersection, NCM, New Tradition, OUTFRONT Media, and Superior Digital Displays.**

This is our fourth year working with our friends at OOH Pitch, and we're thrilled with the exposure they've been able to secure us with for such an important cause.



Watch our PSA that is currently appearing on CMT Taxi TV



their city and its most vulnerable children!

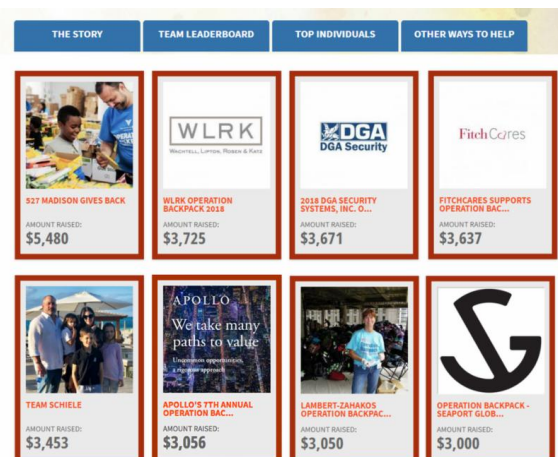
This Thursday, July 26, the **New York Yankees** have invited Volunteers of America-Greater New York to attend their game against the Kansas City Royals and participate in a special home plate ceremony recognizing Operation Backpack®! Thank you to The Yankees for donating new backpacks to the drive this year, and for continuing to serve



We're so grateful to have **over 200 partners** (and counting) join us for this year's Operation Backpack® campaign as official sponsors, drop locations, in-kind donors, and more, making this a truly citywide endeavor.

If you have creative ways that you've been promoting Operation Backpack® to your employees, tenants, friends, or

family, we'd love to hear about it! Please feel free to share them with Andrew at azibell@voa-gny.org.



There's still time to fundraise for Operation Backpack®! The amazing teams highlighted to the left are only a fraction of the incredible companies, individuals, families, offices, and residential buildings who have donated so far. Last year we raised \$187,000 via these fundraising teams alone. Help us surpass that amount this year! **Start here.**

You may not have access to a Times Square billboard, but you can still be an effective ambassador for Operation Backpack®!

Let your friends, family and coworkers know how they can help New York City's homeless students succeed. Connect with us on **Facebook**, **Twitter**, or **Instagram**. Don't forget to use the hashtag **#OperationBackpackNYC**.

[Donate Now](#)

