



Volunteers of America®
GREATER NEW YORK

OPERATION BACKPACK®

Volunteers of America-Greater New York (VOA-GNY) is an anti-poverty organization working to end homelessness in the New York area by 2050 by providing housing, health and wealth-building services to individuals experiencing, or at risk of, homelessness. Our 70+ programs span across New York City, Westchester County and Northern New Jersey.

For more than 20 years, VOA-GNY has been impacting the lives of tens of thousands of children in New York City with the help of supporters like you through our signature community service campaign, Operation Backpack®.

We know that helping children succeed in school is critical to breaking the cycle of intergenerational poverty. We also know that having a full complement of school supplies plays a role in higher rates of homework completion, class participation and, ultimately, graduation. Through this campaign, we **ensure that every child living in any homeless shelter in New York City has a backpack and a full complement of grade-specific school supplies** in time for the first day of school.

What began two decades ago as a small effort to collect school supplies for the children living in our own shelters, has grown to become NYC's largest back-to-school drive. Each year, we rely on the support of corporate partners, foundations, and community organizations to make it happen through financial contributions, in-kind donations and employees volunteering their time.

Family homelessness in New York City is increasing rapidly, with children making up over a third of those currently living in shelter. Homelessness significantly disrupts a child's education, which can have a devastating impact on their future. **Our city's children need your support.**



32,000+ children
currently live in a NYC shelter

\$100 per child
is the average cost of a new backpack
and school supplies

\$250,000 has been cut
from the NYC Department of Education
budget for Operation Backpack®

Become a Sponsor

212-496-4389 | eantoine@voa-gny.org

	PRESENTING SPONSOR \$75,000+	PENCIL PATRON \$50,000+	BACKBACK BUDDY \$25,000+	CRAYON CHAMPION \$15,000+	PAPER PAL \$10,000+	BINDER BACKER \$5,000+
Naming Opportunity	<ul style="list-style-type: none"> Campaign branded as Operation Backpack® 2024, presented by [Your Name Here] 	–	–	–	–	–
Sort Week	<ul style="list-style-type: none"> Up to 50 employees invited to exclusive in-person volunteer event in August 	<ul style="list-style-type: none"> Up to 30 employees invited to exclusive in-person volunteer event in August 	<ul style="list-style-type: none"> Up to 20 employees invited to exclusive in-person volunteer event in August 	<ul style="list-style-type: none"> Up to 15 employees invited to exclusive in-person volunteer event in August 	<ul style="list-style-type: none"> Up to 10 employees invited to in-person volunteer event in August 	<ul style="list-style-type: none"> Up to 5 employees invited to in-person volunteer event in August
	<ul style="list-style-type: none"> Invitation to exclusive packing event alongside students from one of our programs 	–	–	–	–	–
Media Opportunities	<ul style="list-style-type: none"> Exclusive press release announcing partnership Invitation to mainstream media events (i.e. NYSE Opening Bell)* 	<ul style="list-style-type: none"> Exclusive press release announcing partnership Invitation to mainstream media events (i.e. NYSE Opening Bell)* 	–	–	–	–
	<ul style="list-style-type: none"> Inclusion in pre- and post-campaign press release* 	–	–	–	–	–
Video	<ul style="list-style-type: none"> Post-campaign video produced by VOA-GNY featuring your company’s OBP involvement 	–	–	–	–	–
Logo Placement	<ul style="list-style-type: none"> Logo placement in widely-distributed PSAs and ads (i.e. Wall Street Journal, Taxi TV, Oculus digital screens)* 	–	–	–	–	–
	<ul style="list-style-type: none"> Logo placement on all marketing collateral including official OBP volunteer t-shirt* 	–	–	–	–	–
	<ul style="list-style-type: none"> Logo placement in our post-campaign video* 	–	–	–	–	–
Other	<ul style="list-style-type: none"> Customized social media posts featuring your company across VOA-GNY channels Listing in VOA-GNY 2024 Annual Report, plus internal and external newsletters 	–	–	–	–	–
	<ul style="list-style-type: none"> Listed as official OBP partner on VOA-GNY website 	–	–	–	–	–
Gala	<ul style="list-style-type: none"> 1 complimentary table for 10 guests at annual gala 	<ul style="list-style-type: none"> 1 complimentary table for 10 guests at annual gala 	<ul style="list-style-type: none"> 5 complimentary tickets to annual gala 	–	–	–

* Ad space is secured on a pro bono basis. Past success does not guarantee the same donation of space this year. Inclusion in/on all press releases, ads, t-shirts and other collateral depends on the timing of sponsor pledging support.