



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 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 school-aged children living in homeless shelters in New York City have backpacks filled with a full set of grade-specific school supplies** in time for the first day of school.

What began in 2003 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.**



31,000+ children
currently live in a NYC shelter

\$120 per child
is the average cost of a new backpack
and school supplies in 2025

Become a Sponsor

646-581-1051 | kpompey@voa-gny.org

	PRESENTING SPONSOR \$150,000+	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® 2025, presented by [Your Name Here]” 	—	—	—	—	—
Video	<ul style="list-style-type: none"> Post-campaign video exclusively featuring your company’s impact (as requested) 	—	—	—	—	—
Media/PR	<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* 			—	—	—
Event	<ul style="list-style-type: none"> Invitation to a backpack distribution event at one of our program sites (subject to availability) 	—	—	—	—	—
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 official OBP volunteer t-shirt* 			—	—	—
	<ul style="list-style-type: none"> Logo placement on marketing collateral* 				—	—
	<ul style="list-style-type: none"> Logo placement in our post-campaign “Thank You” video* 					—
Other Recognition	<ul style="list-style-type: none"> Customized social media posts featuring your company across VOA-GNY channels Listing in VOA-GNY 2025 Annual Report, plus select external newsletters 					—
	<ul style="list-style-type: none"> Listed as official OBP partner on VOA-GNY website 					
Volunteer	<ul style="list-style-type: none"> Up to 100 employees invited to exclusive in-person volunteer events in August 	<ul style="list-style-type: none"> Up to 50 employees invited to exclusive in-person volunteer events in August 	<ul style="list-style-type: none"> Up to 25 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

* 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.