

We're Back to School in this edition of the Blessings Broadcast!



## Welcome Back!

We hope you had a restful and relaxing summer and are geared up and ready for an exciting program year. For nearly 93,000 children, 5,000 volunteers, and 1,032 school sites, the 2017-2018 school year has officially begun.

During the summer, the Blessings in a Backpack (BIB) team has been busy designing new resources and services you need to make a difference in the lives of children and their families in your community. For example, you will now be able to access your financial reports online at your convenience. Whether you're new to BIB or an experienced PC, the Program Coordinator Operating Manual is full of practical ideas, tools, and resources to spark or reignite your passion for feeding children in your community.

We are excited to partner with you to prevent weekend hunger by feeding children across the United States. With your help, we look forward to feeding even more children this year.



**Blessings in a Backpack Week, September 25-30, 2017**, is a new national initiative presented by Cigna. The goal is to bring awareness to childhood hunger in America and the mission of BIB -- to provide food on the weekends for elementary school children across America who might otherwise go hungry.

During the week, various activities and events will take place to engage the community, businesses, and donors to make even more hunger-free weekends possible for children who need it most. This includes packing events, fundraising campaigns, and, of course, National Blessings in a Backpack Day!

[Click here to download](#) a list of the week's daily focuses.

*Need BIB swag for National BIB Day? For a limited time, you can buy the logo tee for only \$5, plus shipping. Order by 9/19/17 to get your shirt in time! [Click here](#) and use promo code BIBWEEK.*



### Volunteer Spotlight: Heidi Wagman, Chicago, Ill.

Today we meet Heidi Wagman, PC of the BIB program at Jenner Academy of the Arts in Chicago, Ill. [Click here to read](#) about how she got involved with BIB and what makes her program unique.

### Fundraising Flair

As we get into the groove of the school



year, now is a good time to begin scheduling key fundraising activities for the upcoming year. [Click here](#) for tips on **how to create a fundraising plan for your program**.

**New password for the PC Toolkit coming soon!**  
Starting 10/2/17, the password to the PC Toolkit will be: **mealsthisweekend!**

### What's New in the PC Toolkit:

#### Online Financial Reports

You can now access your BIB program fund financial report by yourself, 24 hours a day, 7 days a week! This self-service, online access will allow you to no longer be dependent on your program managers or managing director to run your reports. If you haven't already, sign-up for one of our webinar sessions to learn what you need to know!

- [Sept. 17 at 4p ET](#)
- [Sept. 19 at 10:30a ET](#)
- [Sept. 20 at 7p ET](#)
- [Sept. 23 at 11:30a ET](#)

*If you miss a webinar, they will be recorded and added to the PC Toolkit.*

#### The Program Coordinator Essentials

[This operating manual](#) is located in the the PC Toolkit > Managing Your Program. Equipped with many tools and references to help successfully guide you as a program coordinator, this manual provides:

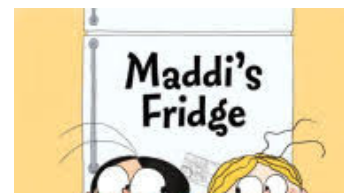
- A step-by-step guide for creating and sustaining a backpack program
- Tips and tools to secure financial resources and community support

### Tip of the Month:

#### Using *Maddi's Fridge* to Promote Your Program

On the PC Facebook page we saw a thread about using the children's book *Maddi's Fridge* to promote your program. We loved the ideas and want to share them with all of you! (Thank you, Amanda Emmerich, Hermine Bernstein, and Jannie Davis!)

1. Ask older students to read the book to younger students in the school. It's impactful for students



- to hear the story from their peers.
2. Donate the book to your local library. Put a sticker with information about your program on the inside front cover of the book. Ask a local celebrity to read the book at story time.
  3. The book includes a call-to-action section with six effective ways for children to help fight hunger. Activities to do at school or home are on the publisher's website - [click here](#).

[Click here to order a copy of Maddi's Fridge](#). Use promo code FRIDGE to save \$5.



## NUDM Funding is Still Available!

In 2016, [Blessings in a Backpack was the primary beneficiary of the Northwestern University Dance Marathon \(NUDM\)](#). More than \$920k was raised to provide general support to the BIB and hunger-free weekends for 2,200 children per year for three years. During the 2016-17 school year, funds were used to start or expand 45 programs!

Appx. \$175k will be disbursed during the 2017-18 school year with priority given to schools in the Midwest, especially those wishing to increase the number children being served by local programs. If you're interested in applying for NUDM funding for your program, please contact your Program Manager or Managing Director for the application.

STAY CONNECTED:



Blessings in a Backpack, 4121 Shelbyville Rd, Louisville, KY 40207

SafeUnsubscribe™ {recipient's email}

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [info@blessingsinabackpack.org](mailto:info@blessingsinabackpack.org) in collaboration with



Try it free today