

**Promotional Materials in Backpacks**

**Policy Guidelines**

Blessings in a Backpack is committed to its mission of providing weekend nutrition to children who might otherwise go hungry. Our program is about the kids and the nutrition they need. As a matter of policy, we do not allow promotional inserts in the children’s backpacks. We want the children to feel they are being taken care of because there are people in their community who genuinely care about them. Coupons for nutritionally appropriate products may be added to the backpacks provided there is no cost to the family. In accordance to the guidelines, Positive Note Cards may be included as well.