



**BLESSINGS IN A
BACKPACK**

HISTORY

In 2005, Missy Hammerstrom was having lunch at a local elementary school in her hometown of Louisville, Ky., when a young girl approached her, asking for Missy's apple — not to eat for lunch, but to save to take home for the weekend. It was eye-opening to Hammerstrom; she realized kids were going to school hungry on Mondays because they lacked sufficient nutrition over the weekends. She immediately aspired to help, buying backpacks and food for students.

Hammerstrom worked with a Louisville philanthropist to start the first Blessings in a Backpack program at Roosevelt Perry Elementary School; a program that is still in existence today.

In 2008, Blessings in a Backpack became a 501(c)(3) charity organization and started its first program outside of Kentucky — feeding kids on the weekends at Normandie Elementary School in Los Angeles. Since then, Blessings has continued to grow across the country.

WHO WE ARE

Blessings in a Backpack is a 501(c)(3) nonprofit organization with over 1,100 volunteer-driven programs across the United States, located in 46 states and Washington, D.C. This school year, we will distribute more than 3 million bags of food to the kids who need us most.

Blessings also has eight regional chapters, located in Chicago; Florida's First Coast, Frederick, Md.; Louisville, Ky.; Northwest Oregon; Orlando, Fla.; Southwest Florida; and Waukesha County, Wis.

WHY WE DO IT

The consequences of hunger are significant. Not getting enough food can result in a weaker immune system, increased hospitalization, lower IQ, shorter attention spans, and lower academic achievement. Children are fed during the school week by federal government programs, but we want to make sure they're getting nutritional meals over the weekend, too.

OUR MISSION

Blessings in a Backpack mobilizes communities, individuals, and resources to provide food on the weekends for elementary school children across the United States who might otherwise go hungry.

OUR VISION

Every school-aged child in the U.S. has the nourishment needed to learn and grow. As a leader in the movement to end childhood hunger, Blessings in a Backpack strives to ensure children do not go hungry on the weekends by empowering individuals and communities to take action.

BLESSINGS IN A BACKPACK IMPACT

According to a national evaluation project led by Blessings in a Backpack in partnership with Quaker Oats and Ipsos, in addition to no longer feeling weekend hunger pangs, children fed by Blessings experience the following:

60% of kids have fewer behavioral issues.

78% of kids feel cared for by their community.

71% of kids feel that Blessings in a Backpack is helping their family.

78% of children report that their school attendance is better.

71% find it is easier to learn at school.

NOTABLE MENTIONS



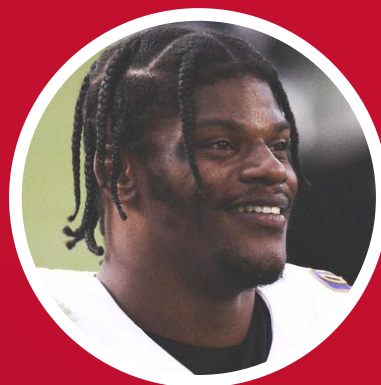
During an interview with USA Today, Vice President Kamala Harris highlights the work of Blessings in a Backpack.

PHOTO COURTESY: USA TODAY



Actress Chrissy Metz plays Celebrity Wheel of Fortune and donates winnings to Blessings in a Backpack.

PHOTO COURTESY: ABC



More than 18,450 Buffalo Bills fans raise \$553,000 as part of a viral donation campaign to support injured Baltimore Ravens quarterback, Lamar Jackson, and his favorite charity, Blessings in a Backpack.

PHOTO COURTESY: ESPN

NOTABLE MENTIONS



HLN's "Morning Express with Robin Meade" highlights the efforts of Blessings in a Backpack during a one-hour segment, "Champions for Change."

PHOTO COURTESY: CNN



Blessings in a Backpack team members ring the Nasdaq closing bell.

PHOTO COURTESY: NASDAQ



Vera Bradley partners with Blessings in a Backpack and donates \$136,000 to the nonprofit.

VERA BRADLEY

INFLUENCER PARTNERSHIPS

From 2018 to 2019, Blessings in a Backpack and Vera Bradley teamed up for a nationwide tour to help feed hungry children. At each city, a celebrity hosted the event that included a carnival for the elementary students and a giveaway of backpacks full of food.



Athlete Shaquille O'Neal packs Blessings in a Backpack bags in McDonough, Ga.

PHOTO COURTESY: GETTY IMAGES FOR VERA BRADLEY



Country singer, Jason Aldean, and his wife, Brittany, host a Vera Bradley x Blessings in a Backpack event in Nashville, Tenn.

PHOTO COURTESY: GETTY IMAGES FOR VERA BRADLEY



Musician Jason Derulo's Just For You Foundation hosts a bag packing event with Blessings in a Backpack and Vera Bradley in Los Angeles

PHOTO COURTESY: GETTY IMAGES FOR VERA BRADLEY



Musician Jennifer Hudson helps pack bags of food for Blessings in a Backpack.

PHOTO COURTESY: JENNIFER HUDSON'S INSTAGRAM

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Actress Sarah Michelle Gellar hosts a Blessings in a Backpack and Vera Bradley back-to-school tour event in Los Angeles.

PHOTO COURTESY: GETTY IMAGES FOR VERA BRADLEY



Olympic gold medalist gymnast, Shawn Johnson East, and her husband, NFL player Andrew East, host the event in Chicago for Blessings in a Backpack's 10th birthday.

PHOTO COURTESY: GETTY IMAGES FOR VERA BRADLEY



American ballet dancer Misty Copeland attends Vera Bradley x Blessings in a Backpack event in Brooklyn, N.Y.

PHOTO COURTESY: GETTY IMAGES FOR VERA BRADLEY



Country star Lauren Alaina and actress Bailee Madison distribute bags for Blessings in a Backpack in Nashville, Tenn.

PHOTO COURTESY: GETTY IMAGES FOR VERA BRADLEY

BLESSINGS IN A BACKPACK PARTNERSHIPS



Kim Kardashian and Kris Jenner create a KKW fragrance and donate 20% of profits to Blessings in a Backpack.

PHOTO: KIM KARDASHIAN'S INSTAGRAM



Vera Bradley and Olympic Gold Medalist Shawn Johnson East partner to create a limited-edition star-spangled line, with a portion of proceeds benefiting Blessings in a Backpack.

PHOTO: VERA BRADLEY



Fabletics donates 100% of its net profits from the children's clothing collection to Blessings in a Backpack.

PHOTO: FABLETICS



Vitamin Shoppe donates \$5 for every social media post on National Keto Day.

PHOTO: VITAMIN SHOPPE

BLESSINGS IN A BACKPACK PARTNERSHIPS



From 2011-2019, ALEX AND ANI donated the proceeds from five bangle designs, more than \$1 million, to help Blessings in a Backpack feed kids on the weekends.

PHOTO: ALEX AND ANI



25% of the purchase price from the sale of the Pura Vida Bracelet in Riptide is donated to Blessings in a Backpack.

PHOTO: PURA VIDA



For each purchase from the cookie company Partake Foods, the company donated to help feed kids through Blessings in a Backpack.

PHOTO: PARTAKE FOODS



Vera Bradley customers received a free backpack keychain with a minimum \$10 donation. From 2018 to 2019, Vera Bradley also donated 75,000 backpacks to Blessings in a Backpack.

PHOTO: VERA BRADLEY

BLESSINGS IN A BACKPACK PARTNERSHIPS



During back-to-school season, Name Bubbles donates \$1 to Blessings in a Backpack for every School Labels Pack purchased.

PHOTO: NAME BUBBLES



Kingmade Jerky donated 20% of its profits and \$100,000 worth of product to Blessings in a Backpack.

PHOTO: KINGMADE JERKY



No Kid Hungry donates \$100,000 to Blessings in a Backpack for its COVID-19 response.

PHOTO: NO KID HUNGRY



Together Rising donates \$250,000 to help Blessings in a Backpack continue to feed kids during COVID-19 school closures.

PHOTO: TOGETHER RISING

PRESS RELEASES

THE KATE AND JUSTIN ROSE FOUNDATION

The Kate and Justin Rose Foundation donates \$1 million to Blessings in a Backpack's Orlando Chapter.

blessingsinabackpack.org/rose-foundation-donates-1-million/

BUFFALO BILLS VS KANSAS CITY CHIEFS

Buffalo Bills fans challenge Kansas City Chief fans to donate to Blessings in a Backpack following a viral donation campaign to support injured Baltimore Ravens quarterback, Lamar Jackson.

blessingsinabackpack.org/bills-mafia-challenging-chiefs-kingdom/

SPARTAN KIDS FOUNDATION

Blessings in a Backpack partners with Spartan Kids Foundation to recognize warriors who have gone above and beyond for children during the pandemic.

blessingsinabackpack.org/warrior-for-kids/

AS SEEN ON

The
Washington
Post

**Sports
Illustrated**

BUSTLE

POPSUGAR

ESPN

Forbes

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HUFFPOST

U.S. News & WORLD REPORT

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 **USA TODAY**

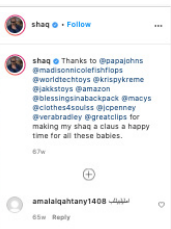
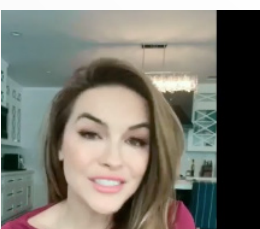


People

The New York Times



AS SEEN ON



AWARDS



SINCE 2016

GuideStar Platinum Seal of Transparency



2012

People Magazine's
Charity of Choice



SINCE 2016

Charity Navigator
Four Star Charity

GIVING TUESDAY CASE STUDY

CHALLENGE: As closures caused by COVID-19 lead to a rise in unemployment and poverty, 18 million American children were experiencing food insecurity. Blessings in a Backpack continued feeding kids — on weekends and while schools were closed — and extended its programming over the summer. During this time, volunteers distributed more than 640,000 bags of weekend food despite the challenges of the pandemic.

OBJECTIVES: Blessings had a fundraising goal of raising \$100,000 on Giving Tuesday, a global day of giving to nonprofits. Through this support, the nonprofit would meet its projection of providing more than 3 million hunger-free weekends to kids during the 2020-2021 school year.

SOLUTION: In partnership with the Spartan Kids Foundation, the nonprofits teamed up for the Giving Tuesday campaign, “Warrior for Kids.” This digital campaign encouraged people to be a “Warrior for Kids” by donating to Blessings. This initiative also included a nationwide contest to highlight individuals — teachers, volunteers, and health care workers — who went above and beyond for hungry kids during the pandemic, as well as a \$50K match from the Spartan Kids Foundation.

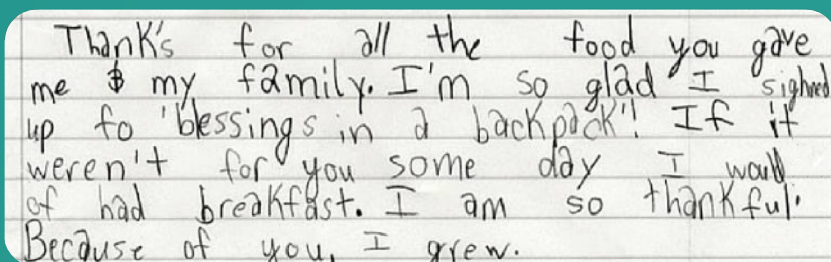
RESULTS: Blessings in a Backpack surpassed its Giving Tuesday goal and raised more than \$184,000, the single biggest fundraising day in the nonprofit’s history.

TO LEARN MORE, VISIT

blessingsinabackpack.org/giving-tuesday-2020-thank-you/.

BLESSINGS IN A BACKPACK IMPACT

Here are just a few ways that Blessings in a Backpack is making a difference to families:



“I was pulled aside at food drop-off yesterday by a teacher who knew me only as the ‘Backpack Lady.’ She wanted me to know that one of her kindergarten students came to school skipping into the classroom — the happiest she ever saw her. When the teacher commented to the student that she looked happy, the girl replied she got to have the backpack breakfast this morning and her belly didn’t hurt.”

—Volunteer, Blessings in a Backpack in Coopersville, Pa.

“My child being a beneficiary of Blessings in a Backpack makes me feel good that there are people who care for our children in cases where we as parents cannot. I am truly thankful.”

—Parent of a Blessings in a Backpack recipient in Jefferson, Maine.

“Blessings is like their security blanket. Kids are less anxious when they get it.”

—School Counselor

“I feel very privileged to be a part of Blessings in a Backpack and seeing the smile on their faces, knowing that my students are safe through the weekend.”

—Teacher at a school distribution location for Blessings in a Backpack in Louisville, Ky.

**FOR MORE
INFORMATION,
PLEASE
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