

7TH ANNUAL

FILL THE BUS

2022 ENGAGEMENT INITIATIVE
SUPPORTING



A back to school campaign
helping kids living in poverty

AUGUST - SEPTEMBER 2022



Over the next 12 weeks, we will...



Prepare 115 closets to welcome students back



Fill 1,000 urgent orders during the last two weeks of August



Open 10 new closets

We will need

60,000 ITEMS

including clothing, school supplies, shoes, underwear and toiletries



That's enough to fill

12

school buses

Help us fill the bus to fill our closets.

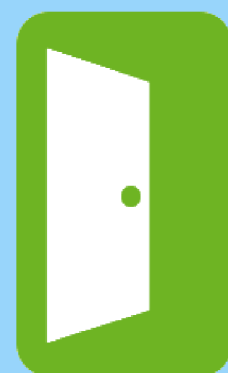
Together, we can bring local children back to school with access to critical resources.

The next 12 WEEKS are the most

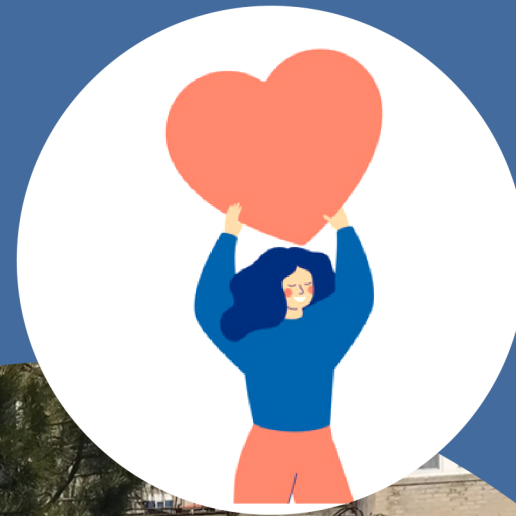
IMPORTANT

time of the year for

CATIE'S CLOSET



This year's Fill the Bus is our most important yet.



YOU CAN HELP STUDENTS FOCUS LESS ON THEIR STRUGGLES AND FOCUS MORE ON REACCLIMATING INTO SCHOOL, HARNESSING THEIR PASSIONS, FEELING COMFORTABLE AND CONFIDENT IN WHO THEY ARE, AND ACHIEVING THEIR GREATEST POTENTIAL.

Goal: Collect 60,000 basic needs items for students for the upcoming school year.

Help students accept what makes them unique and find the confidence to 'Be Me'



Your impact in their words.



"It's a really amazing place!"



"My favorite piece of clothing is a sweater that I got because now that I'm in 5th grade, the classes are near the windows and where mine is it has a lot of windows because I'm in the corner, and I get a sweater so I won't be that cold."

"Students that have all they need, have confidence in themselves and will come to school, believe in themselves and take chances."

"Thank you so much for helping me get clean clothes when I didn't have them."





HOW TO GET INVOLVED



Run it.



Give it.



Pack it.



Fund it.



RUN IT



Join us for our 3rd annual virtual 5K! Stay active and run, walk, bike or move together as a team!

COST: \$30 per participant, includes a digital bib and access to online support platform.

Each registration fee purchases a BRAND NEW PAIR OF SNEAKERS for a child in need this school year.



Run it.



RUN IT - As a Team



SPONSOR YOUR COMPANY'S TEAM

COST: Based on number of participants. Includes a digital bib and access to online support platform.

RECOGNITION: Company Team Feature

Register your company as a team and cover the registration costs for your employees to join in the fun and fundraising, helping you reach your goal of 100% company participation. **Each \$30 registration fee purchases a BRAND NEW PAIR OF SNEAKERS for a child in need this school year.**



Run it.



RUN IT - Walk in My Shoes Sponsor



**Walk in My Shoes
Sponsor**

COST: \$15,000

IMPACT: Funds the purchase of brand new sneakers for 500 students. We will promote you as our premier 5K sponsor, as well as a member of our Circle of Change.



Run it.



GIVE IT



Host a clothing
drive

COST: FREE

IMPACT: Achieve **100% company participation** by encouraging employees to repurpose new and gently used clothing from their home or shopping our Amazon Wish Lists.

Includes a custom company flyer, donation boxes, banner for photo opportunities, and pick up options.



Give it.



GIVE IT - By the Busload



**Bring a Bus to
your Company!**

COST: \$750. Includes the arrival of a school bus with your company banner.

IMPACT: Enjoy a fun employee engagement opportunity while achieving **100% company participation**. Mark the occasion with an impactful photo for your annual report.



Give it.



PACK IT

Confidence packs are tailored to fulfill the clothing & toiletry needs of youth living in poverty during the year.



Choose your pack, then give in two ways:

1. Purchase the contents and assemble them with your company employees **OR**
2. Fund the purchase for a number of children and we will assemble them for you!



Pack it.



FUND IT



Fund
it.

| <p>Adopt A School Sponsor \$10,000</p> | <p>Back to School Sponsor \$5,000</p> | <p>{Item} Sponsor \$2,500</p> |
|--|---|--|
| <p>The spirit of Fill the Bus - ensure that every student in a school is prepared to learn by stocking an existing Closet for an entire school year.</p> | <p>Fills a Closet for the beginning months of the school year, ensuring every student that enters has what they need to start the year off strong!</p> | <p>Help support the purchase of the most highly requested items in our Closets with your sponsorship, which will cover the costs for an entire school year.</p> |
| <ul style="list-style-type: none"> • Listed as an event sponsor and Circle of Change partner • Featured in all print and digital materials throughout the year. • Name recognition in supported Closet • Option to have bus come to your company | <ul style="list-style-type: none"> • Listed as an event sponsor • Featured in all print and digital materials for Fill the Bus. • Custom back-to-school message in Closet of choice • Option to have bus come to your company | <ul style="list-style-type: none"> • Listed as an event sponsor • Featured in all print and digital materials for Fill the Bus. • Option to have bus come to your company |

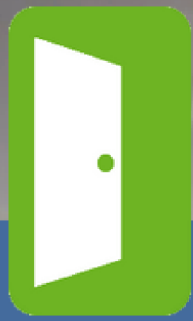


FUND IT



Fund
it.

| <p>Pack Sponsor \$1,500</p> | <p>Urgent Need Sponsor \$1,000</p> | <p>Event Sponsor \$500 and under</p> |
|--|--|---|
| <p>Our confidence packs are specifically designed to meet the most highly requested needs of our students. Your \$1,500 sponsorship can impact up to 250 students with one of our confidence pack options.</p> | <p>Your sponsorship will help fund the inventory needs required to support this part of our program. Your sponsorship will allow a child displaced by crisis to return to school immediately.</p> | <p>Support the overall Fill the Bus initiative. Purchases any emergency and urgent inventory needs throughout the school year.</p> |
| <ul style="list-style-type: none"> • Listed as an event sponsor • Featured in all print and digital materials for Fill the Bus. • Option to have bus come to your company | <ul style="list-style-type: none"> • Listed as an event sponsor • Featured in all print and digital materials for Fill the Bus. <p>Option to have bus come to your company</p> | <ul style="list-style-type: none"> • Listed as an event sponsor • Featured in all print and digital materials for Fill the Bus. |



Free access to life's basic necessities.

We give children free, discreet access to appropriate clothing, toiletries, schools supplies and more via a stocked closet right within their school, as well as our special delivery program that serves all youth in need throughout our communities.

With this resource, kids PreK-12 are able to focus on learning and not what they lack.



GOAL: Serve 100,000 students in 135 schools.



As our world evolves, our children grow and our organization expands, our needs are greater than ever.

That's why your back-to-school support is critical.

No matter how you choose to support Fill the Bus, you can meet students' most basic and immediate physical needs to help them feel good about themselves and re-engage in learning and growing.

[Read more about our need](#)
[and your impact here](#)



THANK YOU TO OUR SPONSORS

Your efforts to support our mission and commitment to help children in need within our communities makes a life-changing impact on our future generations.

tonneson+co

Certified Public Accountants & Consultants



JEANNE D'ARC
CREDIT UNION

we share a common thread

catie's closet

Opening a door to a
brighter future

Ready to help students go back to school with everything they need?

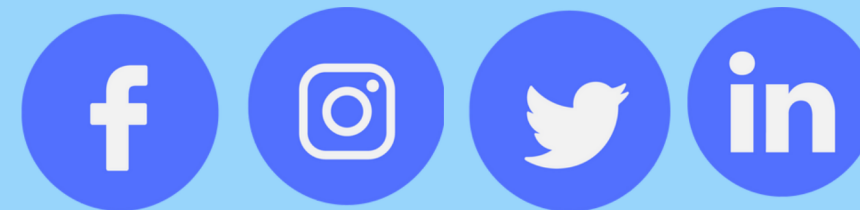
Contact us today

Mickey Cockrell
mickey@catiescloset.org

Bethany Welch
bethany@catiescloset.org

Learn more about Catie's Closet

www.catiescloset.org



Thank you to our sponsors:

tonneson + co
Certified Public Accountants & Consultants



THANK YOU!



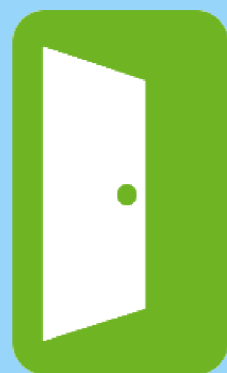
catie's closet 8TH ANNUAL

FILL THE BUS

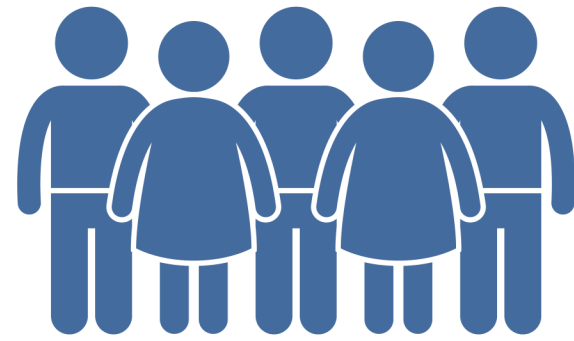
A back to school campaign
helping kids living in poverty



The current child poverty crisis means more students than ever do not have their most basic needs met.

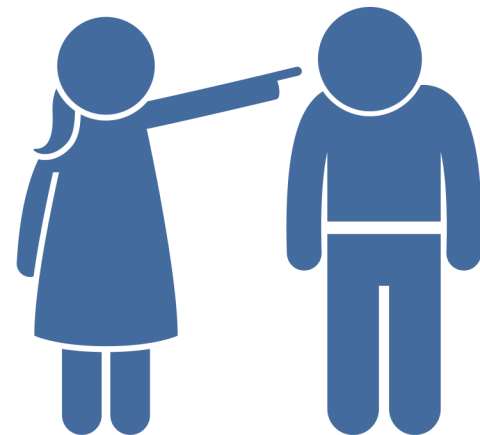


1



Today, 1 in 6 children live in poverty across the US.

3



Feeling accepted and valued is harder to achieve than ever before.

2



Loneliness and Isolation have made it hard for kids to access their needs.



4



We need 2.5 million units of clothing, toiletries & more to meet our local students' needs this upcoming school year.

Help us to fill our closets.

Together, we can bring local children back to school with access to critical resources.

THANK YOU!

YOUR PARTICIPATION IN THIS YEAR'S FILL THE BUS IS CRITICAL TO GETTING OUR KIDS BACK ON TRACK THIS UPCOMING SCHOOL YEAR.

To get involved today, visit our website by clicking below:

[VISIT THE WEBSITE](#)

Further Questions? Email us.

Mickey Cockrell
mickey@catiescloset.org

Bethany Welch
bethany@catiescloset.org



GIVE IT - Back to School Sponsor

Fund Urgent Needs

COST: \$5,000

IMPACT: Provide funding for critical items such as underwear, uniforms, hygiene products, gym clothing and school supplies for 200+ students.



Give it.



FUND IT - Peer to Peer

SPREAD THE WORD AND FUNDRAISE AMONG YOUR CO-WORKERS, FRIENDS AND FAMILY!

COST: FREE - Use our new Peer to Peer fundraising platform to help us purchase brand new clothing and toiletries in preparation for the upcoming school year. Share your “why” or use our pre-crafted message and imagery to spread the word via text, email or social media channels. We recommend a \$500 goal, but you can customize it to what fits for your community.





GIVE IT - Peer to Peer

SHOP OUR AMAZON WISH LISTS TO PURCHASE BRAND NEW CLOTHING ITEMS TO OUR CLOSETS!



COST: Varies. Our Amazon Wish Lists include our most urgent needs. Simply select the region you would like to support, fill your cart, and ship to the listed Distribution Center location at checkout. **BONUS:** Log in using Amazon Smile, select Catie's Closet as your charity of choice, and a portion of your monetary purchase is donated to to us!

SHOP
MERRIMACK
VALLEY



SHOP
SPRINGFIELD



SHOP
BOSTON



SHOP
NEW
HAMPSHIRE





PACK IT - SHOP OUR LIST

SHOP OUR AMAZON WISH LISTS TO PURCHASE BRAND NEW CLOTHING ITEMS TO OUR CLOSETS!



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