

KIDS CARE/CCPD 2024 "Backing the Need" Backpack & School Supply Drive Impact Report



Overview

KIDS CARE and the Cobb County Police Department successfully hosted our 4th annual "Backing the Need" Backpack & School Supply Drive June 20 – July 20, 2024. The campaign was a resounding success, bringing together numerous local businesses, donors, volunteers, and nonprofits all to support Cobb County students in need.

Impact Highlights

Total Estimated Amount of School Supplies Donated: \$47,757.45

This year's total estimated value of donated school supplies is \$47,757.45. In-kind and financial donations were collected from the public from June 20th – July 20th, 2024. All money donated was used to purchase school supplies. Please see chart A for visual info. We're happy to report that 100% of the school supplies that we collected were donated right back into Cobb County students in need.

2024 Backpacks Donated: 589 Backpacks Collected & Donated

This year, we donated 546 backpacks filled with essential school supplies, plus an additional 43 empty backpacks to local nonprofits. These organizations have distributed the supplies to students who needed them the most, ensuring that they have the tools necessary for a successful school year. Please see chart B for visual info.

Total Funds Raised: \$4,300

Generous contributions from donors, including a \$3,000 donation from The Champion Firm, and \$700 from the Cobb EMC Foundation allowed us to purchase school supplies and ensure every backpack was fully equipped for the school year.

2024 TOTAL BACKPACKS WITH SUPPLIES GIFTED TO NONPROFITS	
Communities in Schools	171 bags
Ser Familia	168 bags
Center for Family Resources	50 bags
LiveSafe Resources	50 bags
Simple Needs of GA	50 bags
Cool Kids Committee	50 bags
Center for Children & Young Adults	50 bags
Total backpacks with supplies delivered in Cobb County to help students in need = 589 bags	



2024 SCHOOL SUPPLY DRIVE ESTIMATED VALUE DONATED			
GRADE LEVEL DONATED	# OF BAGS DONATED	AVERAGE COST WITH SUPPLIES	ESTIMATED VALUE
High School Backpacks	161 bags	@ \$123.78	\$19,928.58
Middle School Backpacks	139 bags	@ \$99.88	\$13,883.32
Elementary Backpacks	150 bags	@ \$85.73	\$12,859.50
Unpacked Backpacks	43 bags	@ \$8.00	\$344.00
Bulk Purchase	96 bags		\$742.05
TOTAL ESTIMATED VALUE: (Backpacks with School Supplies)			\$47,757.45

In-Kind Donations: Hundreds and hundreds of in-kind donations were received, including supplies purchased through our Amazon Wish List and Walmart Registry. Please see chart C.

Total Backpacks Donated 2021 –2024: 1,963 Backpacks Delivered

Our “Backing the Need” program has donated a grand total of 1,920 Backpacks packed with school supplies to Cobb County students in need, ensuring that they have the tools necessary for a successful school year. An additional 43 unpacked backpacks have been given as well, bringing the total number of backpacks donated in the past four years to 1,963.

Recipient's

589 backpacks with school supplies were given to the following local Cobb County Nonprofits: Communities in Schools, Ser Familia, the Center for Family Resources, LiveSafe Resources, Simple Needs GA, Cool Kids Committee, and The Center for Children and Young Adults. These local nonprofits delivered our in-kind donations to students/families in need.

Community Engagement

Partnerships: KIDS CARE and the Cobb County Police Department are deeply grateful for the collaboration and support of 18 local agencies and businesses that helped unite our community. Key partners like the Cobb Civic Center, The Champion Firm, Two Men & A Truck Marietta, the Cobb EMC Foundation and Keep Cobb Beautiful played an import role in creating a successful event by providing essential support and resources to maximize our impact.

Local businesses: Additional support came from the following partners who donated in-kind school supplies &/or financial donations to our school supply drive: Cobb Collaborative, School of Rock West Cobb, School of Rock Woodstock, Sterling Estates of West Cobb, Burn Boot Camp Marietta, Burn Boot Camp East Cobb, Building Strong Horizons, Mud Creek Market, CS Construction, ESI Inc, and RXO, The Cobb County District Attorney’s Office helped promote our event and brought their comfort dog, Rose to our event to connect with our volunteers.

Volunteers: 70 volunteers of all ages, including youth, families, and community members, came together to sort, organize, and pack the school supplies.



Volunteer Engagement

Hours Served: 228 volunteer hours were logged on the day of the event, and an additional 25 hours were logged the week after, reaching a total of 253 hours served. This high number of hours given by our volunteers reflects the dedication and commitment of our community to Create Kindness for others, while lifting neighbors in need.

Ages Engaged:

KIDS CARE Volunteers ranged in age from two years old to seventy eight years old. KIDS CARE loves to encourage volunteers of all ages to come together to serve in ways that are bigger than oneself. “Backing the Need” provides our highly motivated community with an opportunity to serve with intergenerational aged volunteers.

Life Experience Gained:

Volunteers gained valuable experience in organization, teamwork, and community service, reinforcing the importance of giving back and supporting others. All volunteers sense of service was heightened by three guest speakers that we had during our drive. A representative from Ser Familia, The Center for Family Resources and Simple Needs of GA (all beneficiaries of our program) came to reiterate the importance of the donations and of the volunteers service hours. In addition to the students learning from this, many adults gained valuable insight into the needs of local nonprofits who support underserved communities and the importance of volunteer service.

Event Day Activities

Keep Cobb Beautiful (KCB): On event day, KCB facilitated a recycling initiative to help KIDS CARE and the CCPD reduce their environmental impact of the “Backing the Need” Program. Keep Cobb Beautiful was on site for the duration of the event to help manage our waste generated from hundreds of donations. Cardboard boxes, plastic bags, plastic drink bottles, hard to recycle materials and aluminum cans were collected and brought to the recycling center. All aluminum cans collected from the day helped to raise funds for Habitat for Humanity.



Fun and Additional Community Engagement:

Volunteers and community members enjoyed various activities, including meeting Rose, Cobb County's Comfort Dog, and playing a round of mini-golf with free admission for those who donated.

Looking Forward

KIDS CARE is committed to continuing our mission of empowering youth through community service, while also assisting neighbors in need. We are already planning for next year's school supply drive and are also exploring new ways to expand our impact. Ongoing support from our community is crucial in helping us reach more students and create meaningful opportunities for young people to serve, while allowing local business owners to shine their Kindness on us all.

Thank You

We extend our deepest gratitude to all our volunteers, donors, and partners. Their generosity and dedication has made a significant difference in the lives of many students and families in Cobb County. Together, we are building a stronger, more compassionate community. For more information or to get involved in future events,

Summary

This report reflects the collective effort of our Cobb County community and the powerful impact we can achieve when we come together with a common goal. Thank you for being a part of KIDS CARE & the Cobb County Police Department's "Backing the Need" Backpack & School Supply Drive.

For more information or to get involved in future events, please visit KIDS CARE website: www.kids-care2018.org or contact Cobb County Police at www.cobbcounty.org/police.



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Chart A

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Chart B

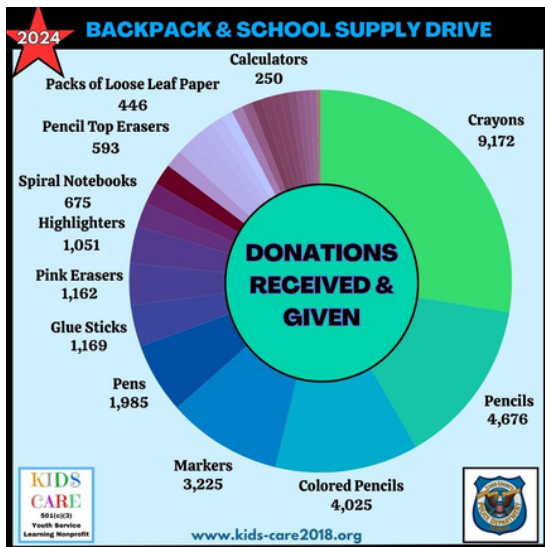


Chart C

Video Recap: Volunteers
<https://youtu.be/tz3THDNWK5I>

Video Recap: Backpacks:
<https://youtu.be/4HUIvZZDD6Y>