

KIDS CARE & Cobb County Police Department "Backing the Need" Backpack & School Supply Drive 2025 Impact Report



Overview

KIDS CARE and the Cobb County Police Department successfully hosted our 5th annual "Backing the Need" Backpack & School Supply Drive June 19 – July 19, 2025. The campaign was an outstanding success, bringing together numerous local businesses, donors, volunteers, and nonprofits to support Cobb County students in need.

Impact Highlights

Total Estimated Amount of School Supplies Donated: \$110,233.16

Estimated value of our 2025 "Backing the Need" Backpack & School Supply Drive was \$110,233.16. In-kind and financial donations were collected from the public from June 19th – July 19th, 2025. All money donated was used to purchase school supplies. We're happy to report that 100% of the school supplies that we collected & purchased with donations were fully donated right back into Cobb County to support students in need. Please see chart A.

Backpacks Donated: 1,121 Backpacks Collected & Donated

In 2025, 1,121 backpacks along with essential school supplies were collected and donated to local nonprofits and organizations supporting students in need. These organizations then distributed the supplies to Cobb County students who needed them the most, ensuring that they have the tools necessary for a successful school year. Please see chart B.

Supportive Funding: \$5,353.59

KIDS CARE donated \$2,604.54 for the direct purchase of school supplies. Additional generosity came from Walmart Store #5275 who donated a \$2,000 grant. General funding from the public was at \$499.05. A \$250.00 gift card from Target T1165 was also donated. These combined gifts allowed us to purchase school supplies supporting our mission to deliver essential supplies to students for the 25/26 school year.



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.

Year to Date Backpacks Donated (2021 -2025): 3,084 Backpacks Delivered

Since 2021, our “Backing the Need” program has donated a grand total of 3,084 backpacks to Cobb County students in need of assistance and support. Of that total, 2,551 of those backpacks have been fully packed with school supplies. Additionally, 533 unpacked backpacks have been donated as well, bringing the total number of backpacks donated in the past four years to 3,084.

Recipient's

1,121 backpacks with school supplies were gifted to Cobb County nonprofits & organizations: Campbell Middle School, Center for Children and Young Adults, Center for Family Resources, Children's Calvery Home, Cobb County Police Department, Cobb Moms Helping Cobb, Communities in Schools Marietta, Individual Families, LiveSafe Resources, P.K.O.T.S, SafePath, Ser Familia, Simple Needs GA, and the Templo Mahanaim Adoracion Church. Please see chart B.

Community Engagement

38 Partners: KIDS CARE and the Cobb County Police Department are deeply grateful for the collaboration and support of 38 local agencies and businesses that helped unite our community. Key partners such as Chairwoman Cupid, the Cobb Civic Center, Two Men & A Truck Marietta, The Champion Firm, Walmart #5275, and Extra Space Storage played an import role in creating a successful event by providing essential support to maximize our impact.

Local businesses: Donations and support were received from Keep Cobb Beautiful, Cobb Collaborative, The Cobb County District Attorney’s Office, Gossett Photography, LGE Community Credit Union, Credit Union of GA, Kroger, Lidl, Walmart, SG Contracting, ESI Inc, Sterling Estates of West Cobb, Barnsley Construction Group, School of Rock West Cobb & Woodstock, Building Strong Horizons, Burn Boot Camp Sprayberry, CS Construction, The Artful Rabbit, Edward Jones Financial, STV Inc., thyssenkrupp Polysius, Johnny’s Pizza Austell, nMotion PT, Takavi Tutors, Lake Forrest HOA, Dunkin Donuts, and Tonia Kiser State Farm. For full list please see chart D.



Volunteer Engagement

113 Volunteers: 113 volunteers of all ages, including youth, families, and community members, came together to sort, organize, and pack the school supplies on our event day. In addition to event day volunteering, this program creates opportunities for youth to help prepare for the big collection day by working together to create collection boxes which are distributed throughout the community. In the days after the event, KIDS CARE volunteers also serve to finish packing and delivering the donated school supplies.

434.25 Hours Served: On event day our volunteers logged 375.25 volunteer hours while an additional 59 hours were logged the week after, reaching a total of 434.25 hours served. This incredible number of hours served by our volunteers reflects the dedication and commitment of our community to Create Kindness for others, while lifting neighbors in need and finding joy in working together with community.

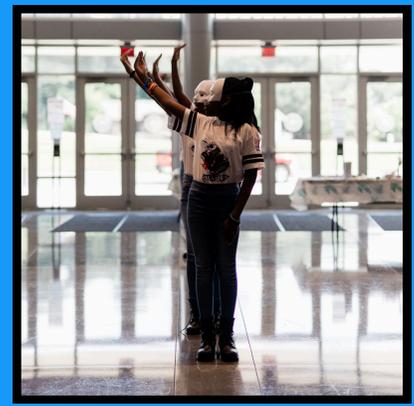
Ages Engaged:

KIDS CARE Volunteers ranged in age from two years old to seventy-nine years old. KIDS CARE encourages 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 alongside intergenerational volunteers, modeling for youth the powerful impact of giving back. The dedication of our volunteers fills this service with heart, as youth, families, and community members work together to honor both the generosity of donors and the dignity of those receiving support.

Life Experience Gained:

Volunteers of all ages gain valuable life experience while teaming up to for this extraordinary community service, reinforcing the importance of giving back while supporting others. Volunteers get hands on practice to develop and demonstrate both individual & teamwork skills.





Event Day Activities

Fun and Additional Community Engagement:

Volunteers and community members who donated to our event were able to enjoy various activities while stopping by the Cobb County Civic Center.

- Volunteers had a special time meeting and listening to Chairwoman Cupid speak about the importance of community giving and the value of volunteering.
- Meeting and bonding with Rose, Cobb County's Comfort Dog
- Watching two free performances by the Cobb PALS Step Team
- Free recycling offered by Keep Cobb Beautiful
- Meeting and interacting with Cobb County Police Officers and touring their patrol units.

Angela & 'Rose' the Comfort Dog: Offered by the Cobb County District Attorney's office, Angela and 'Rose' joined us for the second year in a row. This dynamic duo calmly meanders around engaging youth & family volunteers, community donors and business partners with their kind love. They are a very popular part of the event, creating smiles and gentle giggles throughout the day.

Cobb PALS Step Team: On event day, volunteers & donors were treated to two special performances by the Cobb County PALS Step Team. Led by Officer M. Mitchell, the youth step team practiced for weeks and culminated together to offer a rocking performance to our attendees.

Keep Cobb Beautiful (KCB): Recycling was offered free to volunteers on event day and KCB facilitated their pop-up recycling initiative to help KIDS CARE and the CCPD reduce the 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. Total amount of single stream recycling collected & converted was 480 pounds.





Looking Forward

KIDS CARE is committed to continuing our mission of empowering youth through community service, while also assisting neighbors in need. With the strong partnership of the Cobb County Police Department, we will continue to engage youth in service, provided essential school supplies to students in need, and build lasting relationships between community members.

The 6th annual “Backing the Need” School Supply Drive will be hosted Saturday, July 18th, 2026, at the Cobb County Civic Center.

Ongoing support from our community is crucial in helping us reach more students and create meaningful opportunities for young people to serve, while allowing community members and local business owners to shine their Kindness on us all.

Thank You

We extend our deepest gratitude to all our incredible volunteers, donors, and community partners. Their generosity and dedication have made a significant difference in the lives of thousands of students right here in Cobb County. Together, we are building a stronger, more compassionate community.

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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GRADE LEVEL DONATED	# OF BAGS DONATED	AVERAGE COST WITH SUPPLIES	ESTIMATED VALUE
High School Backpacks	175 bags	\$192.49	\$33,685.75
Middle School Backpacks	325 bags	\$124.01	\$40,303.25
Elementary Backpacks	200 bags	\$105.51	\$21,102.00
Pre-K Backpacks	38 bags	\$39.09	\$1,485.42
Unpacked Backpacks	383 bags	\$8.00	\$3,064
Surplus School Supplies			\$10,592.74
TOTAL ESTIMATED VALUE (Backpacks & School Supplies)			\$110,233.16

Chart A

2025 BACKPACK & SCHOOL SUPPLY RECIPIENTS	
Campbell Middle School	25
Center for Children and Young Adults	50
Center for Family Resources	50
Children's Calvery Home	30
Cobb County Police Department	75
Cobb Moms Helping Cobb	50
Communities in Schools Marietta	413
Individual Families	8
LiveSafe Resources	50
P.K.O.T.S	35
SafePath	35
Ser Familia	200
Simple Needs GA	50
Templo Mahanaim Adoracion Church	50

1,121 bags

Chart B

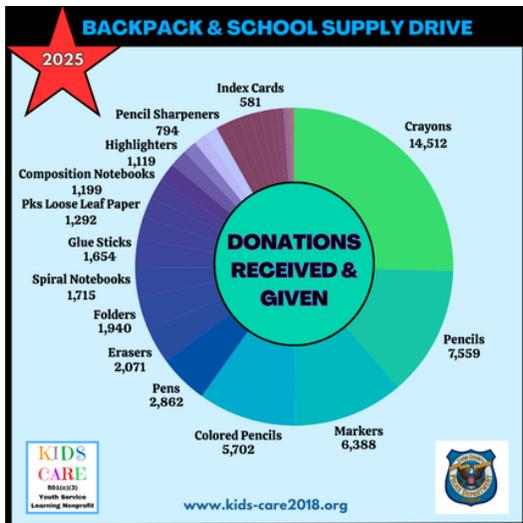


Chart C

2025 "Backing the Need" School Supply Drive Business Partners

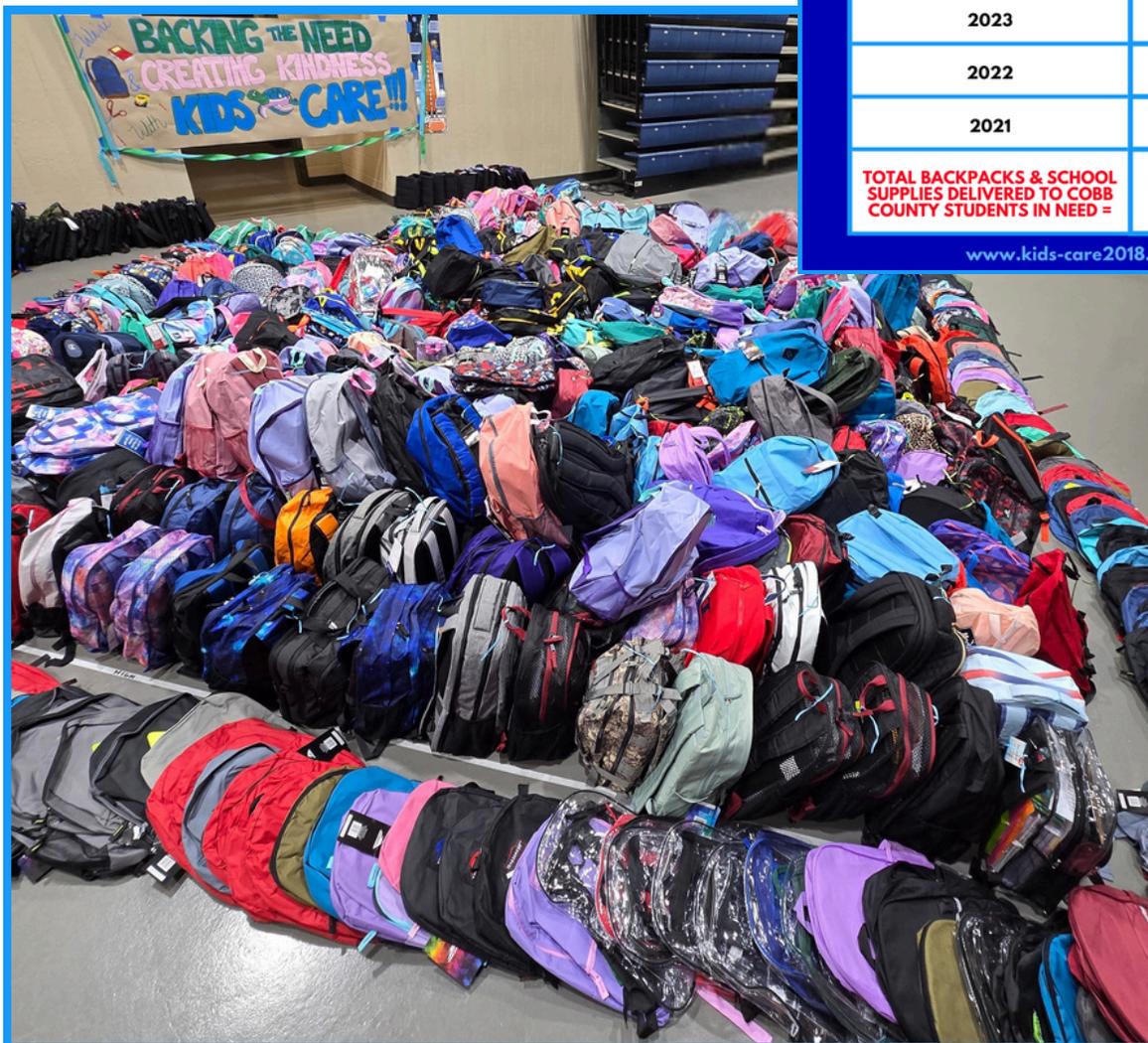
- Barnsley Construction Group * Building Strong Horizons
- Burn Boot Camp Sprayberry * Chairwoman Lisa Cupid
- Cobb Collaborative * Cobb County D.A.'s Office
- Cobb County Police Department * Cobb Parks/Rec
- Cobb Police Athletic League
- CS Construction Specialties
- Credit Union of GA
- Dunkin Donuts #307688
- Edward Jones Financial (Kennesaw)
- ESI of Tennessee
- Extra Space Storage
- Gossett Photography
- Johnny's Pizza Austell
- Keep Cobb Beautiful
- Kroger (Mableton)
- Lake Forrest HOA (East Cobb)
- LGE Community Credit Union
- LIDL (Mableton)
- Marietta Daily Journal
- nMotion Physical Therapy
- School of Rock West Cobb
- School of Rock Woodstock
- SG Contracting
- Sterling Estates of West Cobb
- STV Inc.
- Takavi Tutors
- Target Store #1165
- The Artful Rabbit
- The Champion Firm
- thyssenkrupp Polysius
- Tonia Kiser State Farm * Two Men and a Truck Marietta/Cobb
- Walmart (Austell) * Walmart Store #5275 * Walmart Store #5815

Thank you

Chart D

KIDS CARE & Cobb County Police Department “Backing the Need” Backpack & School Supply Drive 2025 Impact Report

“Alone we can do so little;
 together we can do so much.”
 — Helen Keller





**KIDS CARE & COBB COUNTY
 POLICE DEPARTMENT**



**YEAR TO DATE DONATIONS
 (BACKPACKS WITH SCHOOL SUPPLIES)**

2025	1121 bags
2024	589 bags
2023	755 bags
2022	336 bags
2021	283 bags

**TOTAL BACKPACKS & SCHOOL
 SUPPLIES DELIVERED TO COBB
 COUNTY STUDENTS IN NEED =**



**3,084
bags**

www.kids-care2018.org

Report created by: Amie Burke, KIDS CARE