BOOKS, BUCKS & BACKPACKS

Join us in a campaign to bring Financial, Reading and Health Literacy to children and families in Broward County!

COVID19 Pandemic makes improving financial literacy more important than ever!

33% OF ADULTS HAVE ZERO SAVED FOR RETIREMENT
44% DON'T HAVE ENOUGH CASH TO COVER A $400 EMERGENCY
38% OF U.S. HOUSEHOLDS HAVE CREDIT CARD DEBT

Junior Achievement of South Florida believes we are all essential to the recovery of our community and our local economy. We're joining forces with our education, corporate and healthcare partners to spread literacy – **reading, financial and health** – to over 5,000 children and families in Broward County with backpacks filled with family financial educational materials and activities, books, healthcare information, food gift cards, snacks and other relevant items.

Financial education can change lives and we're doing something about it.
It's not too late to prepare our children for the future. Let's get them ready!!!

Join the movement by supporting Books, Bucks & Backpacks financial literacy campaign to help prepare children and families with knowledge they need to make it through times like these.

For more information on how you can support this critical education initiative contact:
Robyn Harper at **(954) 979-7124** or **Robyn@JASouthFlorida.org**

Generously Supported By

American Express · Hudson Family Foundation · Delta · Office Depot · BB&T | SunTrust Now Truist · Bank of America · Community Care Plan · CrewFacilities.com · e-Builder A Trimble Company · Dickinson Wright · Electronic Components KEMET · Rick Case · Broward County Public Schools · Broward County Florida · Early Learning Coalition of Broward County Inc. · Broward College · jetBlue

DONATE NOW
www.JASouthFlorida.org/GivingtoLiteracy

Junior Achievement® of South Florida

BOOKS, BUCKS & BACKPACKS

Join the movement by supporting Books, Bucks & Backpacks financial literacy campaign to help prepare children and families with knowledge they need to make it through times like these.

CHAMPION PARTNER $25,000 - EXCLUSIVE

- Recognition of exclusive Champion Partner during campaign
- Impacts 2,500 children / families
- Giveaway / collateral opportunity for backpacks
- Card in each backpack with note from you/company
- Opportunity for employee volunteers to distribute backpacks
- Opportunity to brand distribution station
- Logo included on signage
- Logo recognition on JASouthFlorida.org and event page
- Logo recognition on all event collateral recognizing as Champion Partner
- Recognition in JASF email blast (circ. 20,000)
- Recognition on JASF Social Media (Facebook, Instagram, Twitter)
- Special guest appearance on Recipe for Success

ESSENTIAL PARTNER $15,000 - EXCLUSIVE

- Recognition of exclusive Essential Partner during campaign
- Impacts 1,500 children / families
- Giveaway / collateral opportunity for backpacks
- Opportunity for employee volunteers to distribute backpacks
- Opportunity to brand distribution station
- Logo included on signage
- Logo recognition on JASouthFlorida.org and event page
- Logo recognition on all event collateral recognizing as Essential Partner
- Recognition in JASF email blast (circ. 20,000)
- Recognition on JASF Social Media (Facebook, Instagram, Twitter)
- Appearance on Recipe for Success

NEEDS PARTNER - $10,000

- Recognition of Needs Partner during campaign
- Impacts 1,000 children / families
- Giveaway / collateral opportunity for backpacks*
- Logo included on signage*
- Logo recognition on JASouthFlorida.org and event page*
- Logo recognition on all event collateral recognizing as Needs Sponsor*
- Recognition in JASF email blast (circ. 20,000)*
- Recognition on JASF Social Media (Facebook, Instagram, Twitter)*
- Appearance on Recipe for Success

COMMUNITY PARTNER - $5,000

- Recognition of Community Partner during campaign
- Impacts 500 children / families
- All items listed above in Needs Partner with an asterisk (*)

TOGETHER PARTNER - $2,500

- Recognition of Together Partner during campaign
- Impacts 250 children / families
- Text recognition included on signage*
- Text recognition on JASouthFlorida.org and event page*
- Text recognition on all event collateral recognizing as Together Partner*
- Recognition in JASF email blast (circ. 20,000)*
- Recognition on JASF Social Media (Facebook, Instagram, Twitter) *

UNITED PARTNER - $1,000

- Recognition of United Partner during campaign
- Impacts 100 children / families
- All items listed above in Together Partner with an asterisk (*)

IN-KIND COMMUNITY PARTNERSHIP OPPORTUNITIES:

Backpacks

Books

Gift Cards

Snacks

COVID related items: masks, hand sanitizers, wipes, etc.

For more information on how you can support this critical education initiative contact: Robyn Harper at **(954) 979-7124** or **Robyn@JASouthFlorida.org**

DONATE NOW
www.JASouthFlorida.org/GivingtoLiteracy

Junior Achievement® of South Florida