BOOKS, BUCKS & BACKPACKS

CHAMPIONED BY

AMERICAN EXPRESS

DELTA

HUDSON FAMILY FOUNDATION

Financial literacy education can change lives and inspire tomorrows.

Join Junior Achievement in a campaign to bring financial literacy education to children and families in their homes!

Let's change these statistics!

HOW – Prepare EVERY young person to earn, manage and grow their money

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 must address the financial literacy divide. One way to do that is to ensure that our children are equipped and empowered to deal with crises like today. We are bringing this education to many digitally and virtually, but we know we need to get it into their homes as well. Through the Books, Bucks & Backpacks campaign, children will receive backpacks with financial literacy materials and activities that engage the whole family.

It's not too late to prepare our children for the future. Let's get them ready!!!

To address literacy as a whole, JA has joined forces with healthcare and education partners to bring reading and health literacy information and education to our families as well.

INSPIRE AND INVEST IN TOMORROWS

Individual giving levels start at $100/Corporate giving levels start at $1,000

JOIN THE MOVEMENT by donating to the Inspiring Tomorrows Campaign, including the Books, Bucks & Backpacks financial literacy initiative.

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

Community Care Plan · City Furniture · Health Foundation of South Florida · Bank of America · Broward College · Broward Health · Early Learning Coalition of Broward County · GL Homes · TD Bank · First Horizon Foundation · Rick Case · Nova Southeastern University · NSU Florida · Broward County Florida · Chick-fil-A · Florida Panthers · jetBlue · Read to Learn Books for Free · Miami Book Fair · Electronic Components KEMET · BB&T | SunTrust Now Truist · PNC · e-Builder · Joe DiMaggio Children's Hospital · Citrix · Office Depot · FPL · Ultimate Software · CrewFacilities.com · Broward County Public Schools · Children's Services Council of Broward County · Feeding Florida · Dickinson Wright

DONATE NOW

www.JASouthFlorida.org/GivingtoLiteracy

Junior Achievement of South Florida | Inspiring Tomorrows™

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
- 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
- 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
- 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
- All items listed above in Needs Partner with an asterisk (*)

TOGETHER PARTNER - $2,500

- Recognition of Together Partner during campaign
- 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
- 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.

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DONATE NOW
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Junior Achievement® of South Florida | Inspiring Tomorrows™