



“Education is the most powerful weapon you can use to change the world.”  
-Nelson Mandela



## Sponsorship & Donation Opportunities





## THE NEED

114,000 local students in need.

Studies show that children living in poverty are **twice as likely** to:

- **Repeat a grade**
- Be suspended or **expelled**
- **Drop out of school**

Teachers often attempt to provide for their students in need:

- Starting salaries for teachers in Ohio are approximately \$37,000/year and less than \$34,000 in Kentucky
- On average, teachers spend between \$500 and \$1,000 of their own money on school supplies each year

When students have school supplies of their own:

- Classroom behavior, attendance, and grades all improve

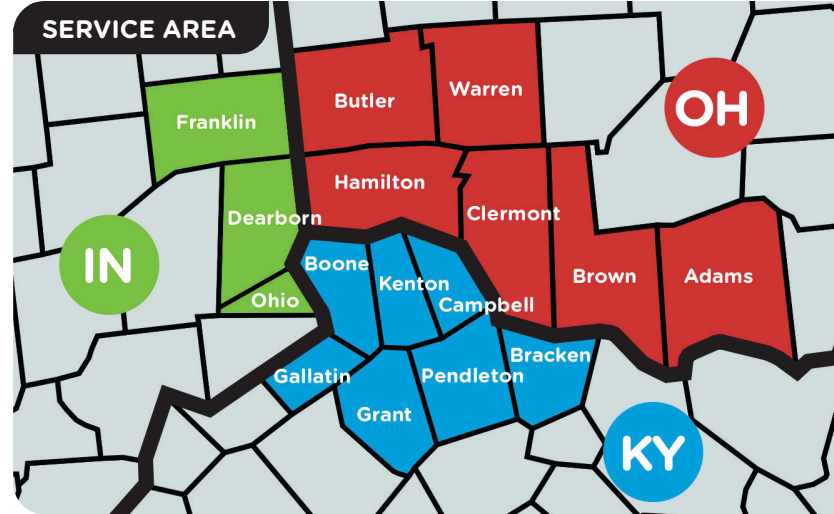
*Crayons to Computers exists to level the playing field in the classroom by ensuring that teachers can provide their students in need the tools to succeed in school.*



# MISSION & REACH

Founded in 1997, Crayons to Computers is driven to bridge the financial gap between families in need and education. Teachers in schools where 60% or more of the students are on the Free and Reduced Lunch Program are the conduit to those families in need. Beginning as a store for teachers, Crayons has so far distributed more than **\$192 million worth of free school supplies**, incentive and enhancement items thanks to our partnerships with individuals, foundations and corporations.

Last year, Crayons served **33,367 students** in **497 participating schools and preschool programs** in **16 counties**. Add in the number of unique teachers served and we would **nearly fill TQL Stadium one and a half times!**



# OUR IMPACT

## REPORT CARD (2022-23 School Year)



497

Participating Schools  
& Preschool Programs



\$5.2 Million

Total Supplies  
Distributed



33,367

Estimated # of  
Students Served



7,700

Volunteer Hours



575

Volunteers



\$511

Average "Shop"  
in Store



3,246

Unique Teachers



# OUR PROGRAMS

We serve teachers and students through a variety of distribution programs. Additionally, we make bulk distributions directly to schools and partner organizations with direct access to students in need.

## Teacher Resource Center

Weekday afternoons, as well as most 2nd and 4th Saturdays August through May, teachers with full shopping carts pass through the aisles of our Teacher Resource Center located on Tennessee Ave. Shelves are neatly stocked with a variety of supplies. Basic, core supplies like pencils, crayons, glue, and notebooks can be found alongside a wide assortment of important educational and incentive items such as books, puppets, binders, and manipulatives.



## Preschool and Early Childhood Participation

We recognize the value and crucial importance of early childhood education. Since many preschool programs and providers are not affiliated or located within accredited schools, Crayons partners with 4C for Children to help identify programs that could be included to shop at the Teacher Resource Center. Our partnership with 4C for Children enables us to better reach early childhood programs and family/home-care providers committed to improving their quality ratings in both Ohio and Northern Kentucky.



## Hubbard's Cupboards

In partnership with the Sam Hubbard Foundation and Kroger, Hubbard's Cupboards serves as an on-site supplement in select schools to provide access to needed supplies "just in time." For example, when a student needs a new backpack in the middle of the school year or a healthy snack during a long day. Each cupboard is filled during the school year (customized to each school's needs) with core school supplies and hygiene products from Crayons to Computers, as well as healthy snacks.

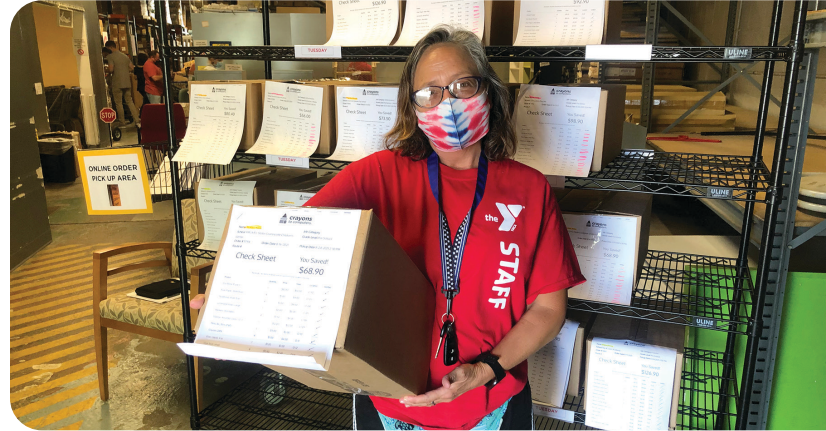




## OUR PROGRAMS (Cont.)

### e-Shop

Teachers may also shop online from a selection of 35+ of our most popular items. Orders may be picked up at our store location.



### Crafts with Conviction

Crafts with Conviction (CwC) is a partnership with the Ohio Department of Rehabilitation and Corrections (ODRC) and the Ohio Department of Youth Services (ODYS). Incarcerated men, women, and youth transform raw materials into valuable learning products for teacher and student use. A variety of donations, either in excessive quantities (400,000 bottle caps, anyone?) or typically considered discards (remnant fabric, empty tennis ball tubes) are reimagined and reinvented through this extraordinary community collaboration.



### Keep Our Kids Warm

Imagine it is winter and you are heading out to recess after moving your socks to your hands, or waiting for the bus with no hat or scarf. This is the unfortunate reality for many of the children we serve in the Greater Cincinnati area. Thanks to our wonderful volunteer, Martha Ewalt, who helps to coordinate this important program, local knitters and crocheters create beautiful pieces of winter clothing for our students. It is because of our incredible volunteer knitters throughout the Greater Cincinnati area that we are able to stock our shelves with these basic winter necessities! Teachers are able to "shop" for these items from roughly November-January each year, ensuring that they are able to provide these much-needed items to help keep their students warm during winter's bitter-cold months.





# 2024 PARTNERSHIP OPPORTUNITIES

## Signature Event Opportunity .....8

- Saved by the Bell (April)

## Periodic Event Sponsorship Opportunities .....10

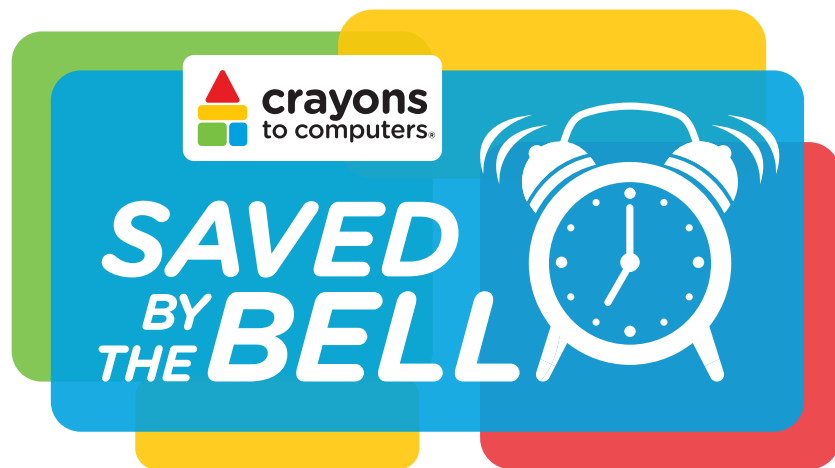
- Sponsor of the Month (school year)
- Class Reunion – Major Donor Society Recognition Reception
- Show & Tell Tours (4x per year)
- Volunteer Appreciation Month (April)
- Teacher Appreciation Week (May)

## Engagement Opportunities.....11

- School Supply Drives:
  - o Push 4 Pencils (July – September)
  - o Virtual Push 4 Pencils (Year Round)
- In-person Volunteering (Year Round)
- Employee engagement – School supply kit building activities!

All annual corporate donations of \$5,000 or higher provide the following additional benefits:

- Company name on digital signage within the Teacher Resource Center
- Invitation for two (2) to attend our Major Donor Society Recognition Reception



A NIGHT OF TRIVIA TO BENEFIT  
CRAYONS TO COMPUTERS

## Saved by the Bell April 27, 2024 @ The Bell Event Center

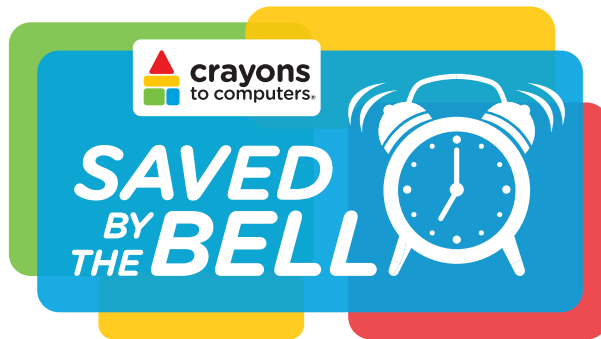
Evening highlights:

- Reception, Silent & Live Auction
- Dinner & Drinks
- And TRIVIA!

Sponsorship provides you the opportunity to reach a high-profile audience with the visibility and recognition of partnering with a well-respected charitable organization while promoting your company through advertising and promotional efforts within the community. Sponsors will be featured in event-related promotional and informational materials, advertisements and event slides, as well as have the opportunity to attend the event. We offer a variety of sponsorship levels to fit your budget. Different levels of sponsorship give your company varied levels of exposure.

*Please see the chart on the next page for full details. >>*





A NIGHT OF TRIVIA TO BENEFIT  
CRAYONS TO COMPUTERS

# Sponsorship Opportunities

	Principal \$10,000	Teachers' Pet \$5,000	Coach \$2,500	Honor Roll \$1,500
Logo on Crayons' website	✓			
Shoutouts on Facebook & Instagram	✓			
Inclusion in the Sharpener e-newsletter	Logo 3 Issues	Name 1 Issue		
Inclusion in the Teacher e-newsletter	Logo 3 Issues	Name 1 Issue		
Thank you letters from teachers and students	✓	✓	✓	✓
Number of seats provided at event	8	8	6	4
Company Logo on all collateral event materials	✓			
Company Name on all collateral event materials		✓	✓	✓
Company Name/Logo on social media	✓ Logo	✓ Name	✓ Name	✓ Name
Exclusivity in category	✓			
Opportunity to sponsor a trivia category	✓	✓		

**Event Ticket: \$100**

**Includes:** Event entry, drinks, appetizers, dinner, dessert, complimentary valet parking, and trivia.

# PERIODIC EVENT SPONSORSHIP OPPORTUNITIES

Crayons to Computers relies on the support and dedication of the local community for the success of programs that serve teachers and students in more than 500 schools and preK programs in our region. In addition to the thousands of hours that our volunteers contribute, Crayons to Computers needs financial support to underwrite our small program staff and other program-related costs.



## Teacher Resource Center Sponsor of the Month

August - May (monthly sponsor)

Crayons to Computers' Teacher Resource Center is our flagship program and the heart of our mission. Teachers from more than 500 qualifying schools and pre-K programs shop for free school supplies for their students in need. Since opening in 1997, we have distributed more than \$192 million in free supplies.



## Class Reunion Major Donor Recognition Reception

(1x per year)

Major donors and past board members attend this private, invitation-only reception, that is held each year to recognize our most loyal donors.



## Show & Tell Luncheon and Facility Tours

Year Round

These quarterly events provide guests and new donors a comprehensive tour and in-depth look into Crayons to Computers' mission and operation.



## Volunteer Appreciation Month

April

During National Volunteer month in April, Crayons to Computers honors all volunteers that support our mission through their time and hard work.



## Teacher Appreciation Week

May

During National Teacher Appreciation Week in May, Crayons to Computers honors all teachers for their dedication and hard work.



# PERIODIC EVENT ENGAGEMENT OPPORTUNITIES



## Push 4 Pencils

(July - September)

Imagine ... you are eight years old. You report to homeroom on your first day of school only to see kids opening their new backpacks full of notebooks, pencils, markers, scissors and crayons—laughing and comparing supplies. You showed up with nothing because your family couldn't afford school supplies. How would you feel?

That's why Crayons to Computers is dedicated to providing students the supplies they need to succeed in school, the first step to success in life. It's so simple, yet so critical. At Crayons to Computers, we believe that education is key to breaking the cycle of poverty.

Organizations can participate in the Push 4 Pencils Campaign in three ways—traditional or virtual supply drives or monetary donations.

Crayons to Computers will arm you with all the information you need to conduct a successful school supply drive. You will receive regular emails that include tips, tricks, information about school supply sales, as well as updates and other important information regarding the campaign.

## Virtual School Supply Drive (Year Round)

Create a virtual school supply drive, complete with your own fundraising webpage / online store front. Register your organization, your company, or yourself as an individual. You can also create teams within your company to compete against each other.

# PERIODIC EVENT ENGAGEMENT OPPORTUNITIES



## Volunteering Opportunities

### In-person Volunteers

Crayons to Computers has a robust volunteer program that supports the work in our Teacher Resource Center and warehouse. Each year, more than 2,400 volunteers contribute thousands of hours to Crayons to Computers. Volunteer opportunities for individuals and groups range from one-time events to ongoing programs.

Examples include:

- Store stocking
- Teacher shopping support
- Picking online orders
- Counting/sorting supplies
- Serving on a Committee or Board of Directors



## Backpacks & Beyond

### Employee Engagement – school supply kit building activities!

Nearly 1 in 5 students in our local area live in poverty. You can help level the playing field in the classroom for these students while engaging your group in a meaningful activity. Each kit your company creates will enable a child to have the basic tools they need to be successful in school.

### It's easy as 1-2-3!

1. Your group purchases the materials through Crayons to Computers wholesale partner, saving you hundreds of dollars compared to retail pricing. (Visit [www.crayons2computers.org/backpacks-beyond](http://www.crayons2computers.org/backpacks-beyond).)
2. The items are shipped to the location of your choice where you host an event and assemble the kits.
3. Drop off completed kits at Crayons to Computers to be distributed to students through our Teacher Resource Center!



# Periodic Event Sponsorship Opportunities

	Sponsor of the Month—Store \$10,000/mo.	Class Reunion Major Donor Reception \$5,000	Teacher Appreciation Week \$5,000	Volunteer Appreciation Month \$2,000	Show & Tell \$2,500
Company name on Crayons' website (during month/week/day of sponsorship)	✓	✓	✓	✓	✓
Logo on Teacher Resource Center digital donor board (during month/week/day of sponsorship)	✓	✓	✓	✓	✓
Company logo on teacher sheets	✓				
Shoutouts on Facebook & Instagram	✓	✓	✓	✓	✓
Inclusion in The Sharpener e-newsletter	Logo 1 Issue	Name 1 Issue	Name 1 Issue	Name 1 Issue	Name 1 Issue
Opportunity to build employee motivation and pride by including your staff in volunteering	✓	✓	✓	✓	✓
Opportunity for product sampling, display or demonstration	✓		✓	✓	
Invitation to attend the event and network with guests		✓	✓		
Company name on electronic invitation		✓			

Questions: Please contact Betsy Wilson at [bwilson@crayons2computers.org](mailto:bwilson@crayons2computers.org).

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