



BEYOND THE BACKPACK SPONSORSHIP OPPORTUNITIES

Beyond Housing is hosting our annual Beyond the Backpack back-to-school event on August 10 hosted in partnership with the Normandy Schools Collaborative. This annual event welcomes over 3,000 students and families each year providing students with all the necessities they need for back to school while removing any financial barriers parents and caregivers might be facing. These items include backpacks, school supplies, shoes, haircuts, physicals, immunizations, and dental and vision screenings—all at no cost to the family.

Beyond the Backpack provides students and families a chance to meet their new teachers, principals, and Family Engagement Liaisons—getting them excited for the new school year. Local organizations also host resource tables at the event for families to connect with Beyond Housing partners like Parents as Teachers, Operation Food Search, St. Louis Diaper Bank, and more that can assist them with basic and educational needs throughout the year.

Over the years Beyond Housing has worked closely with the Normandy Schools Collaborative to create a successful learning environment for students. Beyond Housing provides educational and family support through various programs like Viking Advantage, a matched savings program that helps students save for college, our Family Engagement Liaisons, staff embedded within each school to help families with basic needs to remove barriers to academic performances, and our wrap-around service coordination, a holistic approach to reduce barriers in education. This year to date, our Education department has provided these services to 1,988 students within the district.



To send one student back to school with all the necessities to succeed it costs \$125. Beyond the Backpack provides backpacks (\$20), school supplies (\$25), shoes (\$60), and haircuts (\$20) for students, in addition to other back to school needs like physicals, immunizations, and vision/dental screenings through our partnership with Affinia Healthcare, located in the 24:1 footprint. To continue this support throughout the school year, Family Engagement Liaisons stock seven closets throughout the school district with basic needs and uniforms.

To set our students up for success this school year we need the support of our community partners. We hope you will come alongside Beyond Housing and the Normandy Schools Collaborative to sponsor a successful year for students either financially or with an in-kind sponsorship at any one of the levels listed.



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\$10,000 – Viking

Send **80** students back to school with the items they need for a year of academic success! Your presenting sponsorship is eligible for Missouri NAP tax credits and includes:

- Premium event recognition on printed materials including the welcome banner
- Presenting sponsor listing on Beyond Housing website
- A minimum of 4 social media postings

\$5,000 – Junior

Send **40** students back to school with the items they need for a year of academic success! Your sponsorship is eligible for Missouri NAP tax credits and includes:

- Event recognition on printed materials
- Sponsor listing on the Beyond Housing website
- A minimum of 2 social media postings

\$2,500 – Sophomore

Send **20** students back to school with the items they need for a year of academic success! Your sponsorship is eligible for Missouri NAP tax credits and includes:

- Event recognition on printed materials
- Sponsor listing on the Beyond Housing website

\$1,000 – Freshman

Send **8** students back to school with the items they need for a year of academic success! Your sponsorship includes:

- Event recognition on printed materials
- Sponsor listing on the Beyond Housing website



For sponsorship and volunteer opportunities related to Beyond the Backpack contact the Development department:

development@beyondhousing.org

314.376.5801

SPONSOR FORM

If you are interested in donating specific items please check out our Amazon wish list for additional school supplies.

beyondhousing.org/schoolwishlist

TAX CREDITS AVAILABLE

Neighborhood Assistance Program (NAP) tax credits allow you to claim up to 50% of your contribution to Beyond Housing on your Missouri taxes. Sponsorships of \$2,500 or more are eligible for NAP tax credits.