

August 18, 2013

Ms. Karen Smith  
Executive Director  
Broomfield Community Foundation  
Attn: Grant Applications  
P. O. Box 2040  
Broomfield, CO 80038-2040

RE: FILL A BACKPACK PROGRAM

Dear Ms. Smith,

A Precious Child is pleased to present this proposal for your review and we look forward to partnering with you again to continue building our Fill a Backpack program. Colorado is steadily becoming one of the leading states in the union with children living at or below the poverty level. Since the beginning of the new millennium that number has increased 72%. The goal of the Fill a Backpack program is to reach out to those kids who are in need of the basic essentials and provide them with the necessary tools to be able to succeed in school.

Many kids who are disadvantaged or living in poverty are not properly prepared for school. They are lacking the supplies, clothes, and confidence that it takes to be successful. The Fill a Backpack program allows these children and their families access to what they would otherwise have to forgo. The program is designed to put together backpacks filled with pencils, markers, notebooks, calculators, paper, etc, that the kids can take with them. It provides them with a tangible item that is proof that they have not been forgotten and that there are people out there who care about them.

The past year was our inaugural event and it was a huge success that reached far outside the Broomfield community to communities across all of Colorado. We collected enough donations and funding to assemble 4,609 backpacks and were able to see immediate success in the sheer volume of children, families, and community resource centers who came seeking them. As well as in the schools where several of the students attended; their preparedness on a daily basis and the level at which they paid attention in class was vastly improved.

With this achievement we are excited to bring back our program and make the second year an even bigger success. Our proposal is requesting \$117,600.00 in funding to help bring in donations, cover the marketing and promotional strategies, provide necessary means to host fundraising events, and make up for the supplies that are not brought in through donations.

We greatly appreciate the Broomfield Community Foundation for taking the time to review our grant proposal and make an invested interest the communities disadvantaged youth. For further questions please contact me at (303) 902-1790 or through email [osgoodme@msu.edu](mailto:osgoodme@msu.edu).

Thank you,

Meagan Osgood  
A Precious Child  
1160 Larch Ct.  
Broomfield, CO 80020

## ***1. Cover Sheet/Proposal Summary***

A Precious Child is requesting your consideration for a continued partnership in the funding of a Fill a Backpack program in the amount of \$117,600.00. Your funding of the program will go towards providing poverty stricken children and children who find themselves in circumstances where they are unable to attain basic supplies and the proper school equipment for their upcoming academic year. This year our goal is to give away more than 6,000 backpacks.

Every year more and more children are finding themselves living in poverty. For the first time children have passed the elderly as the highest demographic living below the poverty line. These children are unable to properly take care of themselves and are dependent on the care of an adult, unfortunately too many children find themselves without a biological guardian or one who is able to provide basic needs. These children are facing everyday with a disadvantage and it takes a significant psychological toll on a young mind.

We began this event last year with the idea, "our young learners need you." Simple and to the point. This idea has allowed us to build a comprehensive program centered on community involvement and awareness of our growing problems facing children across Colorado.

Last year we were able to reach out to 4,609 children and make a positive impact in their life. The children and their respective families or guardianships are able to come directly to our center and pick them up themselves, or they can be collected through various church, school, or community center groups that take our backpacks with specific groups of children in mind.

Our intention with the backpacks is that they are tangible item that the children can take with them as a reminder that they are not forgotten, they are not alone, and that people do care about their well being. We are dependent upon the community for their kind contributions; in monetary form, supplies, and volunteer hours.

The additional funding of \$117,600.00 that would be received by the Broomfield Community Foundation would go to covering the cost of marketing, backpacks and supplies: pencils, pens, markers, trappers, notebooks, paper, etc. The in-kind donations fall short of being able to reach our goal of distributing 6,000 backpacks this year, and this will help ensure that every backpack holds up to our standard.

We hope that with our firm commitment to the community at large and the disadvantaged youth you will be able to partner with us to help in the fight against children in poverty. Your support will go a long way into helping provide a small gift that will help improve the entire school year of a child.

Thank you for your consideration.

## *2. Narrative*

### **Needs Statement**

The child poverty rate has grown faster in Colorado than anywhere else in the country over the past decade. According to the 2010 Kids Count in Colorado the number of children living at or below the poverty level, between the years 2000 and 2008, has grown 72%. In 2007 the number of children who were eligible to receive reduced lunches grew 38%.

Children who grow up disadvantaged in certain aspects of their life are more likely to suffer in the long run. Ensuring that children of all ages and demographics are properly equipped with the necessary tools to be successful in school will have a dramatic impact on their lives. It will foster a greater desire to learn and do well in school, and encourage higher levels of self-esteem; something that is commonly lacking in kids who feel inadequate next to their peers.

A Precious Child's main location is in Broomfield, Colorado and they have smaller locations scattered around in neighboring communities. However they reach beyond their local community and are aiming to make an impact all over the state. This past year A Precious Child began the program Fill a Backpack to provide children with the essential school supplies they needed. It is a drive that takes place during the summer months to create backpacks filled with basic school needs: notebooks, pencils, pens, erasers, books, calculators, paper, etc. In 2012 4,609 backpacks were filled and distributed. At a value of \$227,850.00. This year's goal is to provide more than 6,000 backpacks.

Every year with the growing poverty rate amongst the youngest people in the state, the supplies they receive are becoming less and less. Without these much needed tools and supplies they simply cannot start the school year off on good foot, "in many cases students were not coming to class simply because they did not have clothes or school supplies" (ESA through direct truancy officer), only forcing them to fall further and further behind.

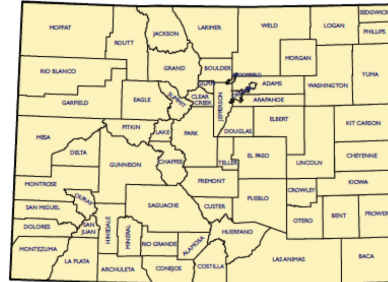
It is the goal of A Precious Child to positively affect and change the lives of these kids early on in the hopes that it will carry them through the rest of their lives. As well as encourage them to finish high school and continuing on to higher education. One of the most important factors in bringing children out of poverty is education and academic success.

A precious Child is highly involved within the community and receives large and small donations from families and community members. Both monetary funds and supplies are bought and donated, but it is not enough. No child should be left without basic supplies that most take for granted. We have the desire and power to make serious steps towards ending this problem, but

we do not have the resources we need to make it happen. Below are graphs from the *Colorado Cares, 2013 Kids Count!* That show the most current data on children's economic situations.

POPULATION	
2011 Total Population	5,118,526
2011 Child Population (Under 18)	1,233,982
2011 Child Population as a Percentage of Total Population (Under 18)	24.1%
2011 Young Child Population (Under 5)	340,993
2011 School-Aged Population (Ages 5-17)	892,990
VULNERABLE FAMILIES	
2011 Births to Single Women	24.0%
2011 Births to Women with Less Than 12 Years Education	16.4%
2011 Teen Births (rate per 1,000 female teens 15-19)	27.8
2011 Three Risk Factor Births	4.9%
2011 Out-of-Home Placements (rate per 1,000)	8.8
FY 11- 12 Students Served by the McKinney-Vento Homeless Ed. Program	23,680
FAMILY ECONOMICS AND SUPPORTS	
2012 Children Qualifying for Free or Reduced Price Lunch	41.6%
2012 Children Qualifying for Free Lunch	34.4%
2012 Children Qualifying for Reduced Price Lunch	7.2%
2011 Median Household Income	55,530
2011 Children (Under 18) in Poverty	17.7%
2011 School-Aged Children (Ages 5-17) in Poverty	15.9%
2011 Children Receiving TANF Basic Cash Assistance Payments	4.9%
2011 Children Receiving WIC Program Vouchers	36.8%
CHILD AND MATERNAL HEALTH	
2011 Low Weight Births	8.7%
2011 Early Prenatal Care	79.4%
2011 Women Smoking During Pregnancy	7.4%
2011 Child Abuse and Neglect (rate per 1,000)	8.3
2011 Infant Mortality (rate per 1,000)	5.6

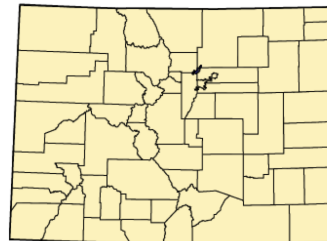
## STATE OF COLORADO



Graphs from Colorado Cares, 2013 Kids Count, representing the entire state percentage.

	BROOMFIELD	COLORADO
POPULATION		
2011 Total Population	57,305	5,118,526
2011 Child Population (Under 18)	14,784	1,233,982
2011 Child Population as a Percentage of Total Population (Under 18)	25.8%	24.1%
2011 Young Child Population (Under 5)	3,803	340,993
2011 School-Aged Population (Ages 5-17)	10,980	892,990
VULNERABLE FAMILIES		
2011 Births to Single Women	12.4%	24.0%
2011 Births to Women with Less Than 12 Years Education	5.0%	16.4%
2011 Teen Births (rate per 1,000 female teens 15-19)	12.6	27.8
2011 Three Risk Factor Births	1.8%	4.9%
2011 Out-of-Home Placements (rate per 1,000)	2.8	8.8
FY 11- 12 Students Served by the McKinney-Vento Homeless Ed. Program	N/A	23,680
FAMILY ECONOMICS AND SUPPORTS		
2012 Children Qualifying for Free or Reduced Price Lunch	N/A	41.6%
2012 Children Qualifying for Free Lunch	N/A	34.4%
2012 Children Qualifying for Reduced Price Lunch	N/A	7.2%
2011 Median Household Income	79,051	55,530
2011 Children (Under 18) in Poverty	7.8%	17.7%
2011 School-Aged Children (Ages 5-17) in Poverty	6.8%	15.9%
2011 Children Receiving TANF Basic Cash Assistance Payments	1.1%	4.9%
2011 Children Receiving WIC Program Vouchers	17.1%	36.8%
CHILD AND MATERNAL HEALTH		
2011 Low Weight Births	7.1%	8.7%
2011 Early Prenatal Care	87.3%	79.4%
2011 Women Smoking During Pregnancy	4.1%	7.4%

## BROOMFIELD COUNTY



Graphs from Colorado Cares, 2013 Kids Count, representing Broomfield County only.

## Goals & Objectives

### Goal:

A Precious Child is trying to reach out across the state of Colorado and help children to receive the basic needs that every child should have. We have built a specific focus around education and the needs that accompany that, and are seeking to make sure that disadvantaged children go to school prepared and ready to learn.

### Objectives:

1. Create over 6,000 backpacks filled with school supplies, each backpack is estimated to cost roughly \$30.00

This year we are increasing the number of backpacks that will be disrupted. Last year it was about 4,600, this year's target goal is to increase that by 76%. These backpacks will primarily target the children receiving them, but they will also need to be put together by volunteer staffers. The drive to get the supplies necessary will last 2-3 months beginning in late spring and going through until the end of summer.

2. Guide volunteers on putting together the backpacks properly.

Because of the large increase in the number of backpacks that we aim to create we will need to have more volunteers this year as well. The volunteers can range in age from early teens to old age, anyone willing and able to accomplish the tasks at hand. We will need volunteers for the duration of the drive. Both to receive the items donated and to put them together. All in all it will span 3-4 months.

3. Distribute backpacks to children in need.

This year we are going to reach out to more children in need and provide them with the school supplies that will make them successful in their academic surroundings. The target age range for these children is k-12 grade and we will be giving out the backpacks for 1-2 months right before the beginning of the school year (late Aug.-Sept.). There are many ways that the children can receive these backpacks; come in on their own with their families and pick them up, we will reach out to the school districts for any children who they know to be in need, reach out to foster families and children who are under the protection of the state, and contact local churches and community centers who work with underprivileged children.

4. Improve test scores and grades

It is the hope to improve the academic success of the children who receive these backpacks. Since children who are in poverty are not as prepared for school as some of their peers they typically do worse in school. By leveling the playing field of preparedness then the test grades should improve as well. Hopefully this will reach 100% of kids who received the backpacks, even if it is in a small way. This objective will not be as simple to determine the success of, however we still believe that it is an important aspiration to have. Simply supplying children with backpacks and school supplies can not be enough for us, there needs to be an improvement in the way that these children approach school as well. These supplies need to go towards something. By keeping in contact with a selected group of students we will be able to

observe their progress and improvements.

## **Methods**

*I now have to think about the needs of a 5 year old well before I think about my own needs. While the county helped some with a clothing allowance, I found that I used it up quickly on the essentials of underwear, socks, shoes, and clothing appropriate to 90 degree days. I teach full time, so I am well aware how important it is to send kids to school dressed properly and prepared for class. It is never OK to send a foster child to school looking like a foster child. They deserve the dignity of attending school looking like everyone else. They certainly don't need to stand out because of the things they don't have--foster children have seen enough trauma. My child is a blessing, she is wonderful, and I am thankful to have her... I was moved to my core by the kindness of your staff, the dignity I was treated with, and the generous help that I received while there.*

Kim, foster mother and teacher (Colorado Cares)

A Precious Child is run primarily on the hard work of the volunteer staff, almost 2,901 volunteers annually. The primary programs they host are run by their full time staff and board members, but to achieve the goals and objectives it is necessary to build a staff of full time volunteers that are dedicated and committed to the Fill a Backpack drive specifically. There needs to be one key supervising assistant that works in accordance with the directors of A Precious Child. This position will need to be hired by the executive director of APC and done sometime in the month of May 2013.

Last years Fill a Backpack drive gave out 4,609 backpacks at a value of \$227,850.00, in order to reach this years goal of giving out around \$6,000 the estimated value reaches \$294,000.00. Last year the donations provided for \$138,000.00, but in order to meet the standard that we require of a backpack \$90,000.00 more dollars were needed. Based on this information and ratios of 60% filled by donations and 40% filled with money from funders, this year's drive will need and estimated \$117,600.00 more dollars to fill the backpacks. This amount is what we are seeking in grant money from The Broomfield Community Grant Foundation. This monetary amount will be needed to have by no later than early July 2013.

Because 60% of our program is funded by the donations of community members, we organize several community outreach events to draw attention to the program and get people involved. These events need to be planned and orchestrated by our full time volunteer staff workers and the executive director. It will be necessary to establish a list of possible resources and places

within the community who could possibly fill our needs and assist us. Once that is completed it will be up to the full time volunteer staff to call and arrange donation drives with these places. A key aspect to this will be making the drives all different in some way; target different audiences, different items to be donated, different places within the community, and make sure that they are fun and engaging for all ages.

These events will all take place between June and the beginning of August. 2013. Some examples of some of these outreach events include sending out notices to families with children who will be shopping for their own school supplies and ask that they buy a few extra to donate, going to the local stores (Target or Walmart) and set up booths to supply shoppers with information about our program and give them the option to buy some stuff while inside and give it over right away to us. That way they do not have to worry about where to take it and what to do with it; it is a more convenient way for them.

Another aspect of building attention around our program is to get the other local community groups involved. Working with the fire department, police department, city council, churches, schools, and recreational centers are important to establishing new networks. Plus they are a great source to use during our events.

Social media is a tool that we will use to show what we are doing, when we are doing it, and try to get as many people involved as possible. Throughout the whole process there will be a full time volunteer staffer in charge of documenting the work done on social media outlets; facebook and twitter. They will post info about upcoming events as well as real time information and photos during the events, information on where and how kids can get a backpack, and highlights of the program once it is completed that year.

Once all the donations have been made the backpacks need to be assembled. This requires more than the full time staff of volunteers and the directors, in addition to the usual volunteers we must push to receive a higher influx of volunteer work in the month of August. The assembling of the backpack will be an assembly line production, with one person assigned to specific item, and others to check and make sure each backpack has all the necessary supplies.

Once they are all assembled then it is time to distribute them to the children. This will require the same higher number of volunteers until they have all been given out.

## **Evaluation**

There is a multifaceted evaluation to if A Precious Child's Fill a Backpack program is successful.

It is an annual program that takes place every summer to provide children in need with school supplies. In the short term it will be far more apparent if the objective of distribution 6,000+ backpacks is reached. Our volunteer staff will know how many backpacks were created and in turn how many were given out.

It is important to track how many backpacks are given out each year and if the program is making the necessary adjustments to keep up with the demand. Many of the children that receive them come back year after year to receive another one.

As children come to get a backpack there will be a list that is collected with all of their contact information. In addition to the basic information that is collected it is important to know where the children are going to school that year and where they went the previous year if it is a different school, and who their teacher will be. These lists will let us know exactly how many individual children received backpacks, how many families came to get backpacks, and how many community groups came with kids to get backpacks. This information will also serve useful in evaluating the other objectives of the program.

The second part of the Fill a Backpack objective is to ensure that the kids who receive these are improving in school, that these tools and supplies are going to good use and not being wasted. This is more difficult than counting the number of backpacks but it is not impossible.

The full time volunteer staff that was hired to organize events will stay on afterwards to track children throughout the year periodically. Based on the information that we received from the children when they signed up for a backpack it will be easier for us to manage how we keep track of them. From the beginning we can also request that the caretaker of the child keeps in touch with A Precious Child and supply us with the various progress that the child is making, or not making.

With a limited number of resources and volunteers electronic communication between A Precious Child and the kids is crucial. There are several avenues that we can approach them through; their families, their teachers, and their councilors.

Success for the Fill a Backpack program is then measured in the number of volunteer hours that are pledged vs. actually recorded and the number of donations both in goods and monetary that are provided. Most importantly however it will be measured by the number of children who receive backpacks and the future success they have because of those backpacks.



### 3. Budget & Funding Requirements

<b>Expenses</b>	
Supplies	\$200,000.00
Executive Director	\$31,258.00
Events & Volunteer Coordinator	\$22,505.00
Fringe Benefits	\$11,290.00
Postage (.42x3,000)	\$1,260.00
Marketing	\$3,000.00
Technology	\$2,000.00
<b>In Direct Costs</b>	
Building/Insurance/Utilities/Garbage	\$20,838.00
<b>Revenue</b>	
Foundation 1	\$12,595.00
Government	\$3,167.00
*Supervising Volunteer (\$7.78x40hr)	\$3,000.00
*Volunteer (\$7.78x20hrx180ppl)	\$28,008.00
*Donations & Fundraising	\$150,000.00
*Professional Services	\$15,000.00
<b>Seeking from Broomfield Community Foundation</b>	<b>\$117,600.00</b>

\*=In Kind Donations

#### **4. Qualifications**

Carina Martin has dedicated the last 15 years of her life to working within her community to help those who were unable to help themselves. She is a mother who saw first hand the negative impact of neglect and poverty in a child's life. With her background in business management she set out to do what she could to give back to children. In 2009 she established A Precious Child, a non profit that is devoted to making a positive impact in the lives of disadvantaged and displaced children and families in Colorado by improving their quality of life.

Located in Broomfield Colorado our vision has been to serve as a resource in collaboration with schools, organizations, social services, fire and police departments, churches and shelters to ensure that all children in the State of Colorado have their basic needs met. For the past 3 years we have been committed to establishing programs that are geared at targeting all aspects of children's lives, from infancy all the way through their teen years. Through the integration of these programs over 40,000 children and their families have been helped.

A Precious Child is committed to our core values:

**Ethics and Integrity-** We hold ourselves to the highest ethical and professional standard in our work and relationships. We are conscientious stewards of the resources entrusted to us. We honor the public faith placed in us, by managing our endeavors with the highest level of integrity.

**Honesty and Transparency-** We provide truthful information about our mission, program activities, use of donations, and finances. We are accessible and responsive to members of the public who express an interest in the affairs of our organization.

**Accountability-** Being mission-focused, producing measurable outcomes, conducting program evaluations and developing and maintaining sound financial management are important elements of our accountability. At A Precious Child we measure success by tracking the amount of lives we have positively impacted as a result of their work.

**Collaboration-** We recognize the importance of collaboration with organizations and communities to make the most impact. We understand that more can be accomplished if we work together and have respect for each other.

**Compassion-** A Precious Child treats clients with compassion and understanding without casting judgment. It is imperative that we act in kindness and treat others with dignity.

Inclusiveness and Diversity- A Precious Child promotes inclusiveness by seeking staff, board members, and volunteers who enrich our programmatic effectiveness through diversity of experience, skills, cultures, and backgrounds. We do not discriminate in hiring, retention, promotion, board recruitment, partnerships, and communities and clients served.

Excellence and Commitment- A Precious Child supports and encourages visionary governance, exemplary management, excellent service and program delivery, and exceptional staff. We are committed to generating positive change in the lives of those in need.

A Precious Child, in our short time has become a vital member of the Broomfield community. We have fostered a new commitment of other organizations to take action against the growing problem of displaced and disadvantaged children in our own backyards.

## ***5. Conclusion***

At A Precious Child we believe strongly that our program is doing good and will continue to do good in the lives of disadvantaged children across Colorado. We are making huge strides to bring education to the forefront of these kids futures. As it has been shown in the lives of kids who are living in poverty or have a lack of parental guidance/structure that education tends to fall by the wayside.

The Fill a Backpack program was established to help these children change their lives beyond the single school year. To reach further than that and inspire them to work hard in school and do what they can to better their lives. The rise of children living at the poverty level from 2000 to 2008 by 72% is disheartening and is something that needs to be addressed seriously. Our program is a small step towards tackling this problem. The additional 76% increase in backpack production will reach at least 2,000 more children across the state. We have partnered with several other local organizations and partnering with the Broomfield Community Foundation will only further our goals and community ties.