

**Walmart Foundation**

**2016 Giving**

**Community Level Grant Template**

**Click** [**here**](http://www.cybergrants.com/pls/cybergrants/ao_login.login?x_gm_id=2797&x_proposal_type_id=22074) **to access Walmart’s online application system.**

**Contact Information**

**First Name:**

**Last Name:**

**Contact Title:** Volunteer Program Coordinator

**Address:**

**City:**

**State:**

**Zip:**

**Telephone:**

**Email:**

**Contact Type:**

**Organization Profile**

**Official Name:** Blessings in a Backpack, Inc.

**Legal Name**: Blessings in a Backpack

**AKA Name:** Blessings in a Backpack

**Address:** 4121 Shelbyville Road

**City:** Louisville

**ST:** KY **Zip:** 40207

**Telephone:** 312-893-5511 **Fax:**

**Web Address:** [www.blessingsinabackpack.org](http://www.blessingsinabackpack.org)

**Organization Mission,** Provide the organization’s mission statement, 2,000 characters *1,991*

Blessings in a Backpack (BIB) mobilizes communities, individuals and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry. Blessings envisions a world where every school-aged child in America has adequate nourishment to learn and grow. As a leader in the movement to end childhood hunger, Blessings strives to ensure children don't go hungry on the weekends by empowering individuals and communities to take action.

Incorporated in 2008 in Kentucky with a goal of providing weekend nutrition to children who face food insecurity, Blessings in a Backpack has grown to a national organization that, with the help of thousands of volunteers working at over 900 schools throughout the country, is distributing over 9.6 million pounds of food to more than 87,000 children. This equals over 3.2 million hunger-free weekends for children living with food insecurity. This food helps keep hunger at bay so these children can return to school on Monday, nourished and ready to learn.

But this work is not enough. Blessings is embarking on an exciting and ambitious period to solidify its position as a national leader in the effort to end childhood hunger. By 2020, Blessings aims to provide more than 17.5 million hunger-free weekends to 500,000 children. To reach this goal, Blessings is focusing on the following priorities:

\* Recruiting volunteers and new schools

\* Growing volunteer support services

\* Recruiting national/local board members

\* Implementing a chapter structure

\* Improving technology usage

\* Expanding its national presence through a corporate partnership program, athletic ambassador program and increased work with community leaders.

**Current Activity:** *Description of current programs, activities and accomplishments. 2,000 characters* Currently 1,938

BIB’s sole program is the distribution of bags full of food to children facing weekend hunger. Activities include:

\*Recruiting, training and retaining volunteers

\*Securing food, packing bags, and distributing bags full of food each school week to food insecure children

\*Completing program management and evaluation documents

\*Developing and managing strategic relationships with a myriad of partners, including schools, food providers, community groups, corporations and individuals

Organizational highlights include:

\* During the 2015-2016 school year, BIB provided more than 3.2 million hunger-free weekends to children facing food insecurity.

\* Northwestern University Dance Marathon selected BIB to be its 2016 beneficiary, resulting in the second largest gift of the event’s 42-year history of over $920,000.

\* A social media campaign fundraiser, spearheaded by NASCAR driver Dale Earnhardt, Jr. in the spring of 2016 resulted in a $160,000 donation to BIB.

\* BIB was recognized in national media outlets, including CNN, NBC, the Golf Channel, the Chicago Tribune, and the Atlanta Journal-Constitution, with total publicity value of nearly $3.2 million in 2014.

\* BIB received the prestigious 2016 Jefferson Award presented for outstanding community service engagement.

\* BIB was has been selected as the recipient of the National Association of Broadcasters’ public service campaign for 2017. This honor will involve a national PSA campaign in January 2017. Service to America Leadership Award honoree Actress Sharon Stone chose BIB as her charity of choice to receive recognition.

\* People Magazine: BIB was chosen by People Magazine to partner with them in the People First Help Feed a Child 2012 Charity of the Year initiative.

\* The United States Conference of Mayors passed a resolution declaring every third Thursday of September to be “Blessings in a Backpack Day.” Over 90 mayors have participated in the past two events.

**Facebook Site address,** 500 characters

https://www.facebook.com/BlessingsinaBackpack

**Twitter handle**, 500 characters

https://twitter.com/BlessInBackPack

**Web Address:** www.blessingsinabackpack.org

**Request History**

**Previous Funding Requests - All Locations**

*How many Walmart/Sam's Club/Logistics facilities have you applied to for funding this fiscal year? Note: Walmart's fiscal year begins February 1 and ends January 31.*

* N/A
* 1-5
* 6-10
* 11-20
* More than 20 - If you are submitting before 12/31/16, select this one. After December 31, 2016, please email Erin Kerr at [ErinKerr@BlessingsinaBackpack.org](mailto:ErinKerr@BlessingsinaBackpack.org) to see which one should be selected.

**Previous Funding – All locations**

*How many Walmart/Sam’s Club/Logistics facilities have you received funding from this fiscal year? Note: Walmart’s fiscal year begins February 1 and ends January 31.*

* N/A
* 1-5
* 6-10
* 11-20 – If you are submitting before 12/31/16, select this one. After December 31, 2016, please email Erin Kerr at [ErinKerr@BlessingsinaBackpack.org](mailto:ErinKerr@BlessingsinaBackpack.org) to see which one should be selected.
* More than 20

**Previous Funding – This Location -** *Has your organization received previous funding from the facility to which you are applying?* *Blessings internal note – answer this question based on your program site.*

SELECT YES OR NO

**Primary Focus Category** – Select HUNGER RELIEF AND HEALTHY LIVING

**Primary Subcategory** – Select MEAL DISTRIBUTION

**Sam’s Club Additional Category** *- If you are applying for funding from a Sam's Club facility, please choose all that apply. Please note: some answers may duplicate previously selected focus category/subcategory.*SELECT – HEALTH AND WELLNESS

**Area Served** - *Enter the county or counties served by proposed program one at a time and click the "Add to List" button after each entry. If the organization serves all counties in a state then simply enter "All counties".*

**People Served** - *Enter the projected number of unduplicated individuals served as a result of this funding request. An individual who receives more than one service should only be counted once for this question.*

**Gender** - *Enter the number of people in each gender type that the organization plans to serve as a result of this funding request. The total must equal the number entered in the People Served field above.*

* Male
* Female –
* Unknown/unreported – ENTER YOUR NUMBER OF PARTICIPANTS HERE

**Age Group** - *Enter the number of people in each age range that the organization plans to serve as a result of this funding request.* ***The total must equal the number entered in the People Served field above.***

**Children (0-12)**:

**Youth (13-18):**

**Ethic Background** - *Enter the number of people of each ethnic background that the organization plans to serve as a result of this funding request. The total must equal the number entered in the People Served field above.*

* African American
* American Indian or Alaskan Native
* Asian and Pacific American Islander
* Hispanic or Latino
* Multi-ethnic
* White
* Unknown/unreported – ENTER YOUR NUMBER OF PARTICIPANTS HERE

**Grant Type – Select** HUNGER OUTREACH GRANT

**Requested grant amount:** *Note, Walmart community grants range from $250 to $2,500.*

ENTER YOUR REQUEST AMOUNT

**Project Title:** Feeding the Future of ENTER TOWN/COUNTY/REGION HERE”

**Program Description:** *Briefly describe your program. 2,000 character maximum.*

According to the USDA’s “Household Food Security in the United States in 2013,” 15.8 million American children left school on Fridays, uncertain if they would have food to eat that weekend. In TOWN OR COUNTY NAME, ### children, or ##% of the child population, are income-eligible for nutrition assistance programs. During the school week, most of these children depend on the federal free and reduced price meal program their school offers. Sometimes, the meals at school are the only ones they get. When the school closes its doors on Friday afternoon, many of these children go home to empty cupboards and hunger pangs for 65 hours until they return to school on Monday morning. Who will feed them this weekend?

We will. “Feeding the Future of ENTER TOWN/COUNTY/REGION HERE”” will provide hunger-free weekends to ### children facing food insecurity during the coming school year. Program activities include:

\* Training, supporting and retaining volunteers as they work to purchase groceries and pack bags

\* Providing bags full of food to ### elementary students each week

\* Developing and managing relationships with partners, including schools, food providers, community groups, businesses, and volunteers

\* Engaging the community in BIB’S work through volunteer opportunities and funding partnerships

Each week during the school year, food is transported to the school where a volunteer team packs bags of food and gives them to the teachers to distribute discreetly on Friday. Menu items are child-appropriate and vary depending on each site’s food partner and the community being served. Examples include: oatmeal, granola bars, pasta, canned vegetables, raisins and fresh fruit when possible. On Monday mornings, after a hunger-free weekend, children return to school, ready to learn.

**Fund Use:** *Provide a brief summary of how the funds requested in this application will be used if this application is selected for funding. 250 character maximum* ***To determine the number of hunger-free weekends you program site provides each year, multiple the number of children served times the number of weeks you distribute bags in the school year.***

Walmart Foundation’s support would provide ### hunger-free weekends to ### children living with food insecurity in ENTER TOWN/COUNTY/REGION HERE during the 2016-2017 school year.

**Program Relevancy** - *Briefly describe how your proposed program will be used to meet the needs of the community within the service area of the facility to which you are applying for funds. 2,000 character maximum*

With the help of ## volunteers, this program will ensure XXX children facing food insecurity in ENTER TOWN/COUNTY/REGION HERE have access to weekend nutrition throughout the school year, filling a critical gap during which these children face 65 hours without consistent access to food. For a developing child, consistent nutrition is critical to leading a full, healthy life and succeeding at school. Children battling food insecurity face challenges that impact their health, social development, cognitive growth and general well being. These children face poorer overall health, increased hospitalizations, more behavioral issues, lower academic achievement and more anxiety than children with consistent access to food. The childhood hunger crisis is so alarming that the American Academy of Pediatrics issued a policy statement last year urging doctors to screen for food insecurity and refer parents to appropriate agencies so children do not go hungry.

The impact of the hunger-free weekends provided by Blessings in a Backpack and its dedicated volunteers and community partners goes beyond easing hunger pangs. Providing consistent nutrition to children allows them to come to school every Monday, focused and ready to learn, and fosters a feeling among the children served that their community cares about them. Consistent nutrition is necessary for children to participate at school. Better test scores, expanded reading skills, improved health and increased attendance have all been attributed to consistent childhood nutrition,such as what BIB helps provide. Without the burden of hunger, children can concentrate on the joys of childhood. In addition to no longer feeling weekend hunger, children fed by BIB have reported the following impact on their lives:

* 78% feel cared for by their community.
* 60% report improved school attendance and fewer behavioral issues.
* 59% find it is easier to learn at school.

**International Funding** – Select NO

**Agreement**

*Please read the Grant Agreement provided by clicking the link below. By submitting an application, you are agreeing that the organization will be bound by the terms of this agreement.*

**MOU Applicant’s Name –** *Enter your name, not Blessings in a Backpack*

**MOU Applicant’s Title:**

**Acknowledgement of Terms and Conditions** *– To signify your organization’s agreement and your authority to bind your organization, click “Agree.”*