

Overview: The Preston Rotary Club is taking on the project for the fiscal of July 2020-2021. The initial goal is to provide backpacks to 5th grade children in need at Preston Elementary School district. The long-term goal is to make this an annual campaign with the goal of providing backpacks and supplies to any enrolled student in the PSD. There is also potential to be flexible to needs of technology changes for supplies (ex. The schools may need more laptops in one year).

It is recommended that backpacks do not have a Rotary Club logo or any permanent mark of Rotary. This will save on overall costs as we can buy off the shelf backpacks, and avoid any stigma for being seen as a child/family in need. The backpacks will have a note/card inside each that the donations were possible with the help of the Rotary Club.

Funding Goals and Sources: Initial goal for July 2020-2021 is \$4,000 in total. We don't expect more than 10% to be spent for operation or promotional costs (ex. Facebook ads, flyers, website).

Primary Fundraising/Rotary Allocations:

- \$2,000 Rotary club - fireworks and club funds
- \$2,000 Rotary District matching grant

Secondary Fundraising Ideas:

- Online donations
- Apply for other national grants
- Drive in movie night - July/August?

Current spending plan can be found [here](#).

Timeline: The timelines are based on the goal of having the first week of August (3-7) when backpacks and supplies are prepared.

Signing up to receive backpacks and supplies

An online form will be created to include:

- Child's name
- Child's grade
- Parent/Guardian name
- Parent/Guardian email or phone
- Total children in family
- Total family income

This is an anonymous sign up, meaning that only the Rotary and PEF will retain the list. It will not be published anywhere. The information for parent/guardian is so that we can reach out directly to notify that they will be getting a backpack. The income and total number of children in

a family is to help us determine eligibility in the case that we do not have enough backpacks to meet the demand of those that signed up.

Supplies

- Backpacks and if possible supplies (based on demand and funds available)
- Supplies based on the grade. The schools provide a list by grade.
- Removable tags for students name, grade and teacher. To be attached to the backpack
- Note from the Rotary and the PEF

Preparing and Delivery

- Rotarians (and possibly Interact kids and PEF) will prepare backpacks the first week of August during the weekly Rotary meeting.
- Backpacks will be delivered to school to each teacher's room. Packs will be staged at the teacher's desk for handing out.

Partnerships: We will leverage partnerships with other charitable groups to raise money and promote the initiative.

Preston Education Foundation (PEF): Currently the education foundations has a program to provide backpacks, school supplies and clothes to about 25 students in need.

While the PEF won't be able to help with funding the Rotary project, they are agreeable to cross-promotions and we may be able to utilize their tax-exempt status for fundraising efforts.

We will need to be careful on how we word promotions, as donations to the Preston Rotary club are NOT tax deductible.

****We believe there are three routes to consider for funds that are raised outside Rotary district grants.**

1. Rotary can purchase all items, give receipts to the PEF and the Rotary club receives a donation letter in kind. This may discourage larger donations.
2. All donations are made to the PEF. The PEF earmarks the donation amounts as part of the Rotary project. Rotary purchases items, then turns in receipts for reimbursement. For online donations, we need to hook in the PEF bank account numbers.
3. Per Ines Crespo, their club is in a similar situation. The work around is to get permission from Rotary District 5400 Charitable Programs, Inc to use the 501c3. Donations go to the 501c3 instead of the club, making them tax-deductible. The District keeps track of the funds that belong to each club, and we request them when we need them. There are some stipulations for getting the funds. Point of contact is: Nancy Koonce out of Twin Falls administers the Charitable Programs. nkoonce@idahocpa.com or 208-733-4730 (office).

Promotional and Operational Assets: Unless noted, all assets will be provided by the Rotary club.

- [Website](#) - Jeffers
- Payments
 - Online payment via website - Jeffers, will need PEF bank account
 - Venmo - potentially use the PEF or create new one
 - Cash - Handled by treasurer
 - Checks:Preston Rotary Club
 - Delivered to: PO BOX 66 Preston, Idaho 83263
 - Hand delivered to treasurer
 - Payment Receipts
 - Online will generate a receipt needed.
 - For cash or check- Treasurer decision needed, potential have a pre-printed receipt form.
- Social Media posts
 - Jeffers to create graphics and texts (for Rotary and personal facebook or social media)
 - ????? - to post
 - PEF to post on their social
- Article/Press release
 - Jeffers to write and post on website
 - PEF to post on their website
 - ????? - to send to Preston Citizen
- Print Promotion (also used digitally) - Jeffers

We have reviewed and approve the project overview, goals, and scope.

Irasema Jeffers
Grant Manager

Craig Conklin
Preston Club President 2019 - 2020

Rachelle Oliverson
Preston Club President 2020 - 2021

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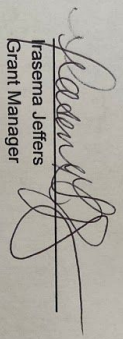
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