



FACT SHEET

- SPONSOR:** National Council of Jewish Women-St. Louis Section
- GOAL:** To boost self-esteem and enthusiasm for the school year by giving elementary school children the tools they need—clothing and supplies—to focus on learning.
- A PROVEN HISTORY:** The concept began in 1993 in Green Bay, Wis., sponsored by the Service League of Green Bay. In August 2001, NCJW brought the **Back-To-School! Store™** to St. Louis, providing 200 children with new clothing, shoes and school supplies to help them start the school year on a positive note.
- WHO BENEFITS:** In its first seven years, the **Back-To-School! Store™** has helped over 3,300 elementary school children from low-income families in the St. Louis area. In 2008, NCJW will serve 875 pre-selected children. Our goal is to increase that number every year. Invitations to participate are sent to qualifying children whose needs are not being met by existing services. Social service agencies, churches and community service organizations help select qualified children.
- EACH CHILD RECEIVES:** A new outfit of clothing, underwear, socks, shoes, winter coat, gloves, hats, school supplies, backpack, personal care items and a book.
- HOW IT WORKS:** The **Back-To-School! Store™** is a one-day event modeled on a department store set-up. Each child has an adult volunteer “personal shopper” to help him or her shop for clothing and supplies in their favorite colors and styles. On-site programming in the areas of child health, safety, nutrition and vision screening is provided for parents and siblings in the “Family Resource Center.” The 2008 **Back-To-School! Store™** will be held at Central Reform Congregation on Sunday, July 27.
- ESTIMATED COST:** Based on the past years’ events, the full cost of the project is estimated to be \$112,000, or \$150 per child served. The project budget for 2008 forecasts **\$75,000** in cash donations and the remainder in merchandise donations and discounts.
- FUNDING SOURCES:** **The Back-To-School! Store™** is a project of the National Council of Jewish Women-St. Louis Section. NCJW will provide volunteers and seeks cash gifts, merchandise, in-kind donations and support from local companies, foundations, synagogues and churches, service groups and individuals.

The National Council of Jewish Women (NCJW)-St. Louis Section, is a grassroots organization of volunteers and advocates who turn progressive ideals into action. Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children and families by safeguarding individual rights and freedoms. NCJW is a 501(c)(3) corporation; all contributions are tax-deductible to the full extent of the law.



National Council of Jewish Women
St. Louis Section