



## 2009 FACT SHEET

- SPONSOR:** National Council of Jewish Women - St. Louis Section
- GOAL:** To create positive self-esteem and enthusiasm for the coming school year so elementary school-aged children will be ready and able to focus on learning.
- A PROVEN HISTORY:** The concept began in 1993 in Green Bay, Wisconsin, sponsored by the Service League of Green Bay. In August 2001, NCJW brought the **Back-To-School! Store™** to St. Louis, inaugurating this annual event by providing 200 children in the St. Louis area with new clothing, shoes and school supplies to help them begin the school year with enthusiasm and the tools they need to be successful. 2009 marks the ninth year of the project.
- WHO BENEFITS:** In its first eight years, the **Back-To-School! Store™** has assisted over 4,100 elementary school children from low-income families in the St. Louis area. In 2009, we will serve 950 pre-selected children. This year, we will expand the project. Children who attended the event will receive additional school supplies for the second semester. Invitations to participate go to children whose needs are not being met by existing services. Social service agencies, churches and community service organizations help select the qualifying 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 set up like a department store. Each child is assigned an adult volunteer to help him or her shop for clothing and supplies in their favorite colors and styles. In collaboration with other community organizations, we provide programming in the areas of child safety, nutrition, vision screening, health issues, etc., for parents and children. The 2009 **Back-To-School! Store™** will be held at Central Reform Congregation in St. Louis on Sunday, July 26, 2009.
- ESTIMATED COST:** Based on the past eight years' events, the full cost of the project is estimated to be \$112,500, or \$150 per child served. The project budget for 2009 forecasts \$104,200 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-St. Louis 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 volunteer organization, inspired by Jewish values, that works through a program of research, education, advocacy and community service to improve the quality of life for women, children and families and strives to ensure individual rights and freedoms for all. 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