



## 2023 FACT SHEET

**GOAL:** To empower Essex County elementary school children in financial need with clothing, school supplies and other necessities as they begin a new school year.

**DATE:** Sunday, July 30, 2023 (in-person store)

**LOCATION:** 160 Millburn Ave, Millburn, NJ (Congregation B’nai Israel)

### KIDS AND VOLUNTEERS BENEFIT FROM THE B2SS

Approximately **1,000** children will receive a NEW and FREE outfit (shirt, pants, and winter jacket), underwear, socks, hat and gloves. They also receive a new backpack filled with school supplies, personal care items and books. Since 2008, the B2SS has served more than 10,000 children in Essex County.

Hundreds of **community volunteers** participate in a meaningful day of in-person direct service, alongside an all-volunteer committee that works year-round to shop, prepare and run the store.

### INTRODUCING A HYBRID MODEL IN 2023

#### IN-PERSON EXPERIENCE

Volunteers guide each child through the store as they shop for their own items. Caregivers attend the Gaelen Family Resource Center highlighting health care, career, education, and other community programs.

#### MOBILE EXPERIENCE

For children who are not able to shop in-person, our shoppers will prepare personalized packages to be distributed by our partners.

### HOW CAN YOU HELP?

NCJW/Essex seeks monetary donations, merchandise, in-kind donations and support from local and national companies, foundations, community service groups and individuals.

### DO YOU WANT TO VOLUNTEER?

Angie Benedict, NCJW/Essex Manager of Membership and Volunteers  
 abenedict@ncjwessex.org or 973-740-0588.

### ADDITIONAL INFORMATION ON SPONSORSHIPS AND THE B2SS

Alison Haight, NCJW/Essex Director of Development  
 ahaight@ncjwessex.org or 973-740-0588

The National Council of Jewish Women (NCJW) 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 and 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. [www.ncjwessex.org](http://www.ncjwessex.org)

## BE PART OF THE 2023 BACK 2 SCHOOL STORE!

This year, the NCJW/Essex Back 2 School Store (B2SS) celebrates its 15<sup>th</sup> year of helping children in Essex County. Scheduled to take place in July 2023, this marks the welcome return to our in-person shopping experience after three years of a mobile-only store due to the pandemic.

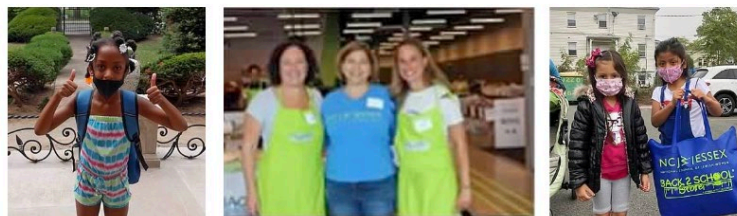
Children grades K-5 are invited to visit our pop-up store for a shopping excursion where they are empowered to choose their own items for school. With the help of a volunteer personal shopper, they shop for clothing, school supplies, personal care items and other necessities.

Each child leaves with a winter coat, shirt, pants, hat, gloves, socks, underwear, and an age-appropriate book, along with a new backpack full of school supplies and personal care items. While the children are shopping, caregivers visit the Gaelen Family Resource Center to receive information about child safety, nutrition, domestic violence, and voter registration, among other resources.

NCJW/Essex partners with dozens of community and social service agencies to identify families whose children will benefit most. Over the past 15 years, we have served more than 10,000 children in Essex County.

**Your sponsorship of the 2023 B2SS will help ensure Essex County students have what they need to thrive in the upcoming school year.** More information on sponsorships is attached or you can visit our website, [www.ncjwessex.org](http://www.ncjwessex.org). You may also contact Alison Haight, NCJW/Essex Director of Development, at 973-740-0588 or at [ahaight@ncjwessex.org](mailto:ahaight@ncjwessex.org).

2023 NCJW/Essex Back to School Store Co-Chairs  
Susie Botwinick • Elizabeth Cohen • Danielle Kurlander



**BE AN IMPORTANT PART  
in a strong start to a new school year!**

## 2023 B2SS SPONSOR OPPORTUNITIES

*Provide critical support to approximately 1,000 students in our community as they start the school year by participating as a 2023 Back 2 School Store Sponsor.*

### PLATINUM SPONSOR

*\$25,000 and above*

- NAMING OPPORTUNITIES:
  - Reflection Zone (*mirror walls*)
  - Backpack and School Supplies Department
- LOGO will be printed on colorful, practical laundry bags each child receives filled with their new items
- PRIORITY VOLUNTEERING: invite up to 10 people to have early access to volunteer registration
- PHOTO of corporate leadership at B2SS
- Promotional Benefits:
  - Post-event NCJW/Essex press release
  - Listing on main NCJW/Essex B2SS website and volunteer registration page
  - NCJW/Essex social media posts
  - Press release and social media templates

### GOLD SPONSOR

*\$10,000 - \$24,999*

- NAMING OPPORTUNITIES:
  - Coats Department
  - Clothing Department
  - Shopper Welcome Area
  - Selfie Station
- PRIORITY VOLUNTEERING: invite up to 8 people to have early access to volunteer registration
- PHOTO of corporate leadership at B2SS
- Promotional Benefits:
  - Listing on NCJW/Essex website
  - NCJW/Essex social media posts

*Should you wish to make an in-kind donation to the 2023 B2SS, please reach out to Elizabeth Brandwein Cohen at [elizabethcohen49@gmail.com](mailto:elizabethcohen49@gmail.com).*

## 2023 B2SS SPONSOR OPPORTUNITIES

### SILVER SPONSOR

\$5,000 - \$9,999

- NAMING OPPORTUNITIES:
  - Hats & Gloves Department
  - Underwear Department
- VOLUNTEERING: invite up to 6 people to have early access to volunteer registration
- PHOTO of corporate leadership at B2SS
- Promotional Benefits:
  - Listing on NCJW/Essex website
  - NCJW/Essex social media posts

### BLUE SPONSOR

\$2,500 - \$4,999

- VOLUNTEERING: invite up to 4 people to have early access to volunteer registration
- PHOTO of corporate leadership at B2SS
- Promotional Benefits:
  - Listing on NCJW/Essex website
  - NCJW/Essex social media posts
  - Event signage

### GREEN SPONSOR

\$1,000 - \$2,499

- VOLUNTEERING: invite up to 2 people to have early access to volunteer registration.
- Promotional Benefits:
  - Listing on NCJW/Essex website
  - Event Signage

Did you know **\$180** covers B2SS expenses for one child? Visit [www.ncjwessex.org](http://www.ncjwessex.org) to make an individual donation. Gifts in any amount to the NCJW/Essex Back 2 School Store are deeply appreciated. All donors will be recognized on our website. Thank you!

Should you wish to make an in-kind donation to the 2023 B2SS, please reach out to Elizabeth Brandwein Cohen at [elizabethcohen49@gmail.com](mailto:elizabethcohen49@gmail.com).

## INTRODUCING A NEW 2023 B2SS SPONSOR OPPORTUNITY

A 2023 B2SS Mobile Store Sponsorship is a unique, exclusive opportunity to sponsor a critical aspect of this hybrid event. The Mobile B2SS allows us to **reach families who are unable to visit the store in person** (due to lack of transportation, work demands or other issues), and **increase our impact in the community**.

### MOBILE STORE SPONSOR

\$35,000

- EXCLUSIVE NAMING of the 2023 B2SS Mobile Experience
- SIGNAGE at B2SS site during Mobile Store set up
- LOGO will be printed on colorful, practical laundry bags each child receives full of their new items
- PRIORITY VOLUNTEERING: Speak to us about creating a custom teambuilding B2SS volunteer experience with NCJW/Essex
- DELIVER: Join us to deliver clothing and school supplies directly to children at one of our agencies, with a photo opportunity
- Promotional Benefits:
  - Post-event NCJW/Essex press release
  - Listing on main NCJW/Essex B2SS website and volunteer registration page
  - NCJW/Essex social media posts
  - Press release and social media templates

*The NCJW/Essex mobile B2SS started in 2020 due to the pandemic and the increased need to support our community's children. The Mobile Store will remain an important component of our 2023 B2SS.*

*We estimate 20 agencies (400-600 children) will participate in our Mobile Store in 2023. Up to 100 volunteers will shop for each child based on information provided to us about their age, grade, size, color and style preferences. These packages will be distributed, along with information about useful community resources, to each student in cooperation with our partner agencies.*

*Should you wish to make an in-kind donation to the 2023 B2SS, please reach out to Elizabeth Brandwein Cohen at [elizabethcohen49@gmail.com](mailto:elizabethcohen49@gmail.com).*

## 2023 STEERING COMMITTEE

### CO-CHAIRS

Susie Botwinick

Elizabeth Brandwein Cohen

Danielle Kurlander

### AGENCY OUTREACH

Sherri Fendelman  
Stacy Gold  
Bess Oransky

### BOOKS

Phyllis Jacobs  
Judy Tabak

### CLOTHING

Jodi Arsht  
Melissa Berger  
Jenn Dany  
Erica Facktor  
Gabrielle Herman  
Lori Rosenbaum  
Mara Silber

### COATS

Deb Eckstein  
Marisa Fishman

### HATS, GLOVES, SOCKS & UNDERWEAR

Stacey Rudbart  
Helaine Wallach

### GAELEN FAMILY RESOURCE CENTER

Jordyn Blackburn  
Sandy Katz

### HOSPITALITY

TBD

### PERSONAL CARE

TBD

### SCHOOL SUPPLIES & BACKPACKS

Michelle Sachs

### SPANISH

Andrea Mintz

### SITE

Sydra Miller  
Dina Forster

### SPONSORS

Lisa Santola

### STORE OPERATIONS

Melissa Berger  
Julie Cohen  
Robin Feldman  
Tara Heyderman

### TREASURER

Laurie Shuftan

### VOLUNTEERS

Phyllis Jacobs  
Abby Levinson

NCJW/Essex PRESIDENT  
Jennie Goldsmith Rothman

EXECUTIVE DIRECTOR  
Caitlin Higgins Joy

## What People Are Saying About the Back 2 School Store

"B2SS is a day of joy for the children, families, and volunteers, and the joy is contagious. You cannot help but smile. NCJW/Essex recognizes that helping and being helped are part of one continuum - and that during our lives, everyone needs both."

*NCJW/Essex Volunteer*

"We are thankful every day and feel fortunate to have friends in the community who are helping us to promote growth, development, and well-being of children, families and communities. We are so lucky to have NCJW/Essex as a community partner."

*Family Intervention Services*



"This was the most rewarding volunteer 'job' I have ever had. The whole process was seamless, professional, and generally amazing."

*NCJW/Essex Volunteer*

"Your organization is **AMAZING** how you came through for the families during these difficult times. It's folks like you that will help keep us afloat in these uncertain times and see us through to the end of this storm."

*Ironbound Community Corp  
 Family Success Center*

"As a Spanish speaker, I was thrilled to help Spanish-speaking children communicate and help translate for their parents. The children were endearing, sweet and grateful. This was an extremely rewarding experience - I feel I received more than I gave."

*NCJW/Essex Volunteer*

"Thank you so much for partnering with our organization in helping continue the mission of erasing poverty as a whole for our youth."

*East Orange CDC*

Additional information and sponsorship opportunities:  
 Alison Haight, NCJW/Essex Director of Development  
 973-740-0588 or [ahaight@ncjwessex.org](mailto:ahaight@ncjwessex.org)