



SPONSOR THE 2024 BACK 2 SCHOOL STORE!

The annual NCJW/Essex Back 2 School Store (B2SS) provides more than 1,000 Essex County, NJ children (grades K-5) in financial need with essential items for the upcoming school year.

Back-to-school costs are often overlooked as a major expense that can exceed a family's budget. Scheduled to take place in July 2024, the B2SS creates an empowering, real-world shopping experience that fosters excitement about learning, helping children to succeed in school without concern about their family's ability to afford back-to-school items.

Over the past 16 years, the B2SS has served more than 11,000 children, partnering yearly with nearly 40 community and social service agencies to identify those who will benefit most. With the help of a trained volunteer, each child shops the pop-up store to choose their own items including brand new clothing (a winter coat, shirt, pants, hat, gloves, socks, and underwear), a backpack, age-appropriate books, school supplies, personal care items, and other necessities. Students who visit the in-person store will also receive a new pair of sneakers. For those unable to attend, Mobile Store volunteers create personalized packages of items for our partner agencies to distribute.

Through both the in-person and Mobile Store, caregivers receive a wealth of valuable information (in both English and Spanish) about child safety, food and healthcare resources, domestic violence, and many other resources from trusted community partners and government agencies.

Your sponsorship of the 2024 B2SS will help ensure students in need have the critical items necessary to thrive in the upcoming school year. Please contact Alison Haight, NCJW/Essex Director of Development, at 973-740-0588 or ahaight@ncjwessex.org to discuss sponsorship opportunities.

2024 NCJW/Essex Back 2 School Store Co-Chairs

Elizabeth Brandwein Cohen • Sherri Fendelman • Danielle Kurlander



Thank you for helping to create a strong start to a new school year!



What People Are Saying About the NCJW/Essex Back 2 School Store

“I am writing to express my deepest gratitude and heartfelt appreciation for the wonderful donations our family received at the Back to [sic] School Store event. Your generosity and support have made an incredible impact on our lives, and we cannot thank you enough.”
B2SS Parent



“As always, the B2SS is truly a blessing to help us serve our families. They are very grateful and appreciative. Thank you!”
FOCUS Hispanic Center for Community Development, Inc.



“I took pride in helping the children find outfits they would love because it was a special day for them... but what I didn't realize was how much it would be a special day for me.”
NCJW/Essex Volunteer

“On behalf of all the families we serve, we appreciate your kind efforts. We are thankful every day and feel fortunate to have friends in the community who are helping us to promote Family Success through the positive growth, development, and well-being of children, families, and communities.”
Center for Family Services

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