



2025 BACK 2 SCHOOL STORE FACT SHEET

GOAL: To provide essential school items, clothing and more to children in financial need through an empowering shopping experience so they can return to school excited, confident and ready to learn.

DATE: Sunday, July 27, 2025

LOCATION: Livingston, NJ

CHILDREN AND THEIR FAMILIES BENEFIT FROM THE BACK 2 SCHOOL STORE

Approximately 1,000 children, grades K-5, receive a NEW and FREE outfit (shirt, pants, a winter jacket), underwear, socks, hat, gloves and sneakers. They also receive a new backpack, school supplies, personal care and hygiene items and books. At the same time, guardians visit the Gaellen Family Resource Center to access complimentary menstrual products and information about health care, career and family services, food resources, voting and other community programs. With food insecurity on the rise, a food gift card to a local grocery store will also be distributed to each family.

A DAY OF COLLABORATION AND SERVICE FOR VOLUNTEERS

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

THE MODEL

Children attend a one-day pop-up “department store” where they are guided by a Volunteer Personal Shopper as they “shop” for their own clothing and supplies. Most children attend the in-person Store, while a Mobile Store exists to serve vulnerable individuals for whom anonymity is critical. For these students, volunteers prepare customized kits tailored to each child’s unique preferences, which are then delivered to our partner agencies to distribute.

HOW CAN YOU HELP?

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

ADDITIONAL INFORMATION ON SPONSORSHIPS AND THE BACK 2 SCHOOL STORE

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

JOIN US AS A VOLUNTEER

Make a difference in a child’s life—volunteer at the Back 2 School Store! Volunteers at the in-person Store are required to complete a background screening. For more information, contact Jackie Davidson, NCJW/Essex Manager of Engagement & Community Impact
jdavidson@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/Essex 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. Visit www.ncjwessex.org to learn more.



SPONSOR THE NCJW/ESSEX 2025 BACK 2 SCHOOL STORE!

The Back 2 School Store empowers Essex County, NJ school children, grades K-5, in financial need with *free, brand-new* clothing, school supplies and other necessities. We create an empowering, real-world “shopping” experience that fosters excitement about learning, helping children to focus and succeed in school without concern about their family's ability to afford back-to-school items.

Back-to-school costs, averaging nearly \$900 per child, are often overlooked as a major expense, especially for those living in poverty. Approximately 17% of Essex County families are living below poverty level, and recent economic challenges are causing dramatic rises in the number of families whose most basic needs are not being met. The Back 2 School Store aims to make going back to school the joyful, exciting time it should be for children who are experiencing these challenges.

2025 marks the 17th year of this annual event. We have served more than 12,300 children, partnering with 40+ community and social service agencies each year to identify recipients who will benefit most. In July 2025, we plan to serve another 1,000 children. Hundreds of community volunteers will participate in this meaningful day of in-person direct service, alongside an all-volunteer committee that works year-round to prepare for and run the Store.

Each child shops for clothing (winter coat, shirt, pants, hat, gloves, socks, underwear, sneakers), a backpack filled with school supplies, age-appropriate books, personal care items such as dental kits and other necessities with the help of a trained Volunteer Personal Shopper. Our Mobile Store component delivers personalized packages tailored to the grade level, sizing, favorite colors and other preferences of each child unable to attend.

While the Back 2 School Store empowers children, it also uplifts their guardians. As children shop, caregivers visit the Gaelen Family Resource Center to receive critical information and community resources. The 2024 Center featured 15 exhibitors who shared resources including: onsite health screenings (blood pressure, diabetes, vision and hearing); complimentary menstrual products; information about area food services, voting registration and more. This year, we plan to provide each family with a food gift card to a local grocery store to help ease the increasing hunger in our community.

*When children have the materials they need, they are more likely to be excited about learning. By supplying school necessities, personal care items and community resources, students become more confident and better positioned to learn and to combat some of the hurdles poverty creates in achieving their academic potential. **Your sponsorship of the 2025 Back 2 School Store will help ensure students in need have the critical items necessary to thrive in the upcoming school year!***

Additional information on sponsorship opportunities is attached or you can visit www.ncjwessex.org to learn more. You may also contact Alison Haight, NCJW/Essex Director of Development, at 973-740-0588 or ahaight@ncjwessex.org.



2025 SPONSOR OPPORTUNITIES

Commit to making a difference. Help support more than 1,000 students and their families in your community with your sponsorship. All sponsors are recognized through a listing on the NCJW/Essex Back 2 School Store website and on event signage. All sponsors are invited to provide branded item(s) as giveaways for families. Sponsor and provide your logo by June 15 for inclusion on printed materials.

PLATINUM SPONSOR (1 Available)

\$25,000 and above

- EXCLUSIVE PRESENTING SPONSOR of the 2025 Back 2 School Store
- LOGO printed on vibrant tote bags for each child to use while shopping and beyond
- VOLUNTEERING: 10 reserved slots, with opportunity to register additional volunteers
- PHOTO of volunteers at Back 2 School Store for NCJW/Essex and Sponsor media purposes
- RECEIVE a post-event report, including pictures and testimonials from families served
- Promotional Benefits:
 - Primary placement in sponsorship listings (print and digital) and Step & Repeat
 - Recognition through NCJW/Essex social media
 - Verbal recognition at each Back 2 School Store Committee Meeting (46 members)
 - Recognition in post-event NCJW/Essex recap of Back 2 School Store (shared with approximately 1,500 contacts)
 - Press release and social media templates, upon request

GOLD SPONSOR (8 Available)

\$10,000 - \$24,999

- EXCLUSIVE SPONSOR OPPORTUNITIES with department or related signage:
 1. Shopper Welcome Area
 2. Food Cards (*each family receives a gift card to a local grocery store*)
 3. Backpack & School Supplies Department
 4. Coats Department
 5. Clothing Department - Shirts
 6. Clothing Department - Pants
 7. Sneaker Department
 8. Mobile Store (*includes logo printed on Mobile Store participants' bags*)
- VOLUNTEERING: 8 reserved slots, with opportunity to register additional volunteers
- PHOTO of volunteers at Back 2 School Store for NCJW/Essex and Sponsor media purposes
- Promotional Benefits:
 - Secondary placement in sponsorship listings (print and digital) and Step & Repeat
 - Recognition in post-event NCJW/Essex recap of Back 2 School Store (shared with approximately 1,500 contacts)
 - Press release and social media templates, upon request



2025 SPONSOR OPPORTUNITIES

SILVER SPONSOR (Unlimited)

\$5,000 - \$9,999

- NON-EXCLUSIVE SPONSOR OPPORTUNITIES with department or related signage:
 1. Hats and Gloves Department
 2. Underwear Department
 3. Child Pickup Room
 4. Picture Yourself... Ready for School! (*photo-taking station*)
- VOLUNTEERING: 6 reserved slots, with opportunity to register additional volunteers
- PHOTO of volunteers at Back 2 School Store
- Promotional Benefits:
 - Inclusion on Step & Repeat
 - Press release and social media templates, upon request

BLUE SPONSOR (Unlimited)

\$2,500 - \$4,999

- VOLUNTEERING: 4 reserved slots, with opportunity to register additional volunteers
- PHOTO of volunteers at Back 2 School Store
- Promotional Benefits:
 - Inclusion on Step & Repeat
 - Press release and social media templates, upon request

GREEN SPONSOR (Unlimited)

\$1,000 - \$2,499

- VOLUNTEERING: 2 reserved slots, with opportunity to register additional volunteers
- Promotional Benefits:
 - Inclusion on Step & Repeat
 - Press release and social media templates, upon request

*Should you wish to make an in-kind donation to the 2025 Back 2 School Store, please reach out to Alison Haight at ahaight@ncjwessex.org. **All in-kind donors are recognized on the NCJW/Essex Back 2 School Store website and on event signage.** Please provide your logo by June 15 for inclusion on printed materials.*

Gifts in any amount to the NCJW/Essex Back 2 School Store are deeply appreciated! Visit www.ncjwessex.org to make an individual donation.

On behalf of the children we serve, thank you!



2025 STEERING COMMITTEE

Andrea Rakitta Mintz, PRESIDENT
Caitlin Higgins Joy, EXECUTIVE DIRECTOR

CO-CHAIRS

Sherri Fendelman • Paula Green

AGENCY OUTREACH

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Rachel Meisel
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Tara Heyderman
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Janet Berger
Jill Sorkin Johnson
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SPANISH

Andrea Rakitta Mintz

SPONSORS

Lori Gelman
Lisa Santola

VOLUNTEERS

Monika Bartlett
Susie Botwinick
Jennie Goldsmith Rothman
Veronica Ross
Jennifer Zeligson



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

“The girls and I can't thank you and your team enough for the wonderful school supplies and clothes!!! [Child] loves her jacket, outfit, gloves, hat and bookbag! The school supplies are perfect, and [Child] is SO happy to be so well prepared to start school! This support is beyond helpful, saves me from some financial stressors, and is very much appreciated.”

Back 2 School Store Parent



“[To] see the children's faces when they finish their shopping melts my heart.”

Back 2 School Store Partner Agency



“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

“I am so appreciative of all the hard work you all put into ensuring children get the additional support needed in preparation for getting back to school. My families who attend were extremely grateful... The work you all put into this project is extreme dedication and love. Everything was well organized, and the family attendees had a wonderful time.”

Back 2 School Store Partner Agency

Additional information and sponsorship opportunities:
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