

An orange backpack with a black zipper and a white tag attached to the top, resting on a pair of blue jeans. The tag has a green logo and the text "THE BACKPACK PROJECT".

# 2019: Year in Review

The Backpack Project, Inc. thanks you for your continued support.

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## Thank You from Our Chairman, Zack Leitz

Fellow Backpackers,

Thinking back to the early days of The Backpack Project, it becomes clear how far we have come. With over 2,834 backpacks delivered across 12 distributions in 3 cities, 2019 was easily our most impactful year.

We owe an enormous amount of gratitude to the organizations, partners and volunteers who contributed to our work and allowed us to be a part of theirs. As we fostered new and old relationships in 2019, we joined forces with people who are wise, loving and creative. I have complete faith that as our problems get more complex, so will our solutions, and these people will lead the charge.

As you look through this year-end review, I hope you see a team and a track record you are proud of. We are thankful to everyone who contributed to our work this year and devoted their time and energy towards supporting those in need. Our desire to take care of our communities inspires me and gives me hope for an even better year ahead.

Best regards,  
Zack



# Thank You to Our Corporate Partners

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**State Farm**



Mercedes-Benz



**State Farm®**  
**NEIGHBORHOODASSIST™**

# Thank You to Our In-Kind Donors





# Meet Our Staff

**“I love seeing our staff use their own personal passions and interests to fuel the mission of TBP, empowering our communities in Georgia as a result.”**

– Harrison Huang, Chief Executive Officer



**“Within the TBP Staff, I have been lucky enough to have the opportunity to meet incredible people invested in service to our community and to work with people I can now call close friends.”**

– Rachel Yuan, VP of Marketing



Harrison Huang  
Chief Executive Officer



William Ross  
Chief Operations Officer



Olivia Mandeville  
Chief of Staff

**“Serving The Backpack Project has been one of my greatest joys since coming to school in 2017. Watching this organization grow—whether in terms of backpacks or myself having the opportunity to serve as the first female executive team member—makes it even greater knowing we are setting up to help people in the long run.”**

– Olivia Mandeville, Chief of Staff

## Meet The Team: Our Newest Additions



**Elise Karinshak**

Marketing, Data Science

“I love our ability to engage in meaningful, hands-on service while helping alleviate homelessness on a larger scale.”



**Rachel Repke**

Accounting

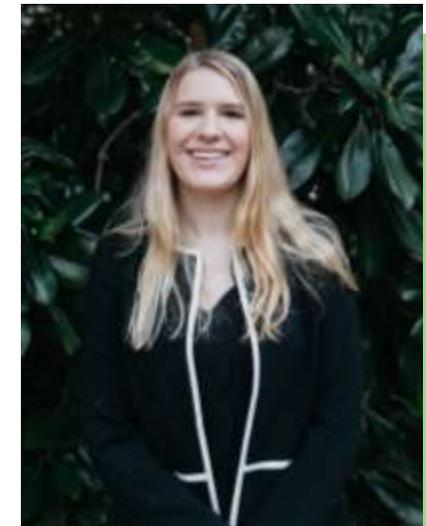
“My favorite part about TBP is the team I get to work alongside. They are so helpful, intelligent, compassionate, and they inspire me to challenge myself.”



**Christopher Rosselot**

International Affairs, LACS

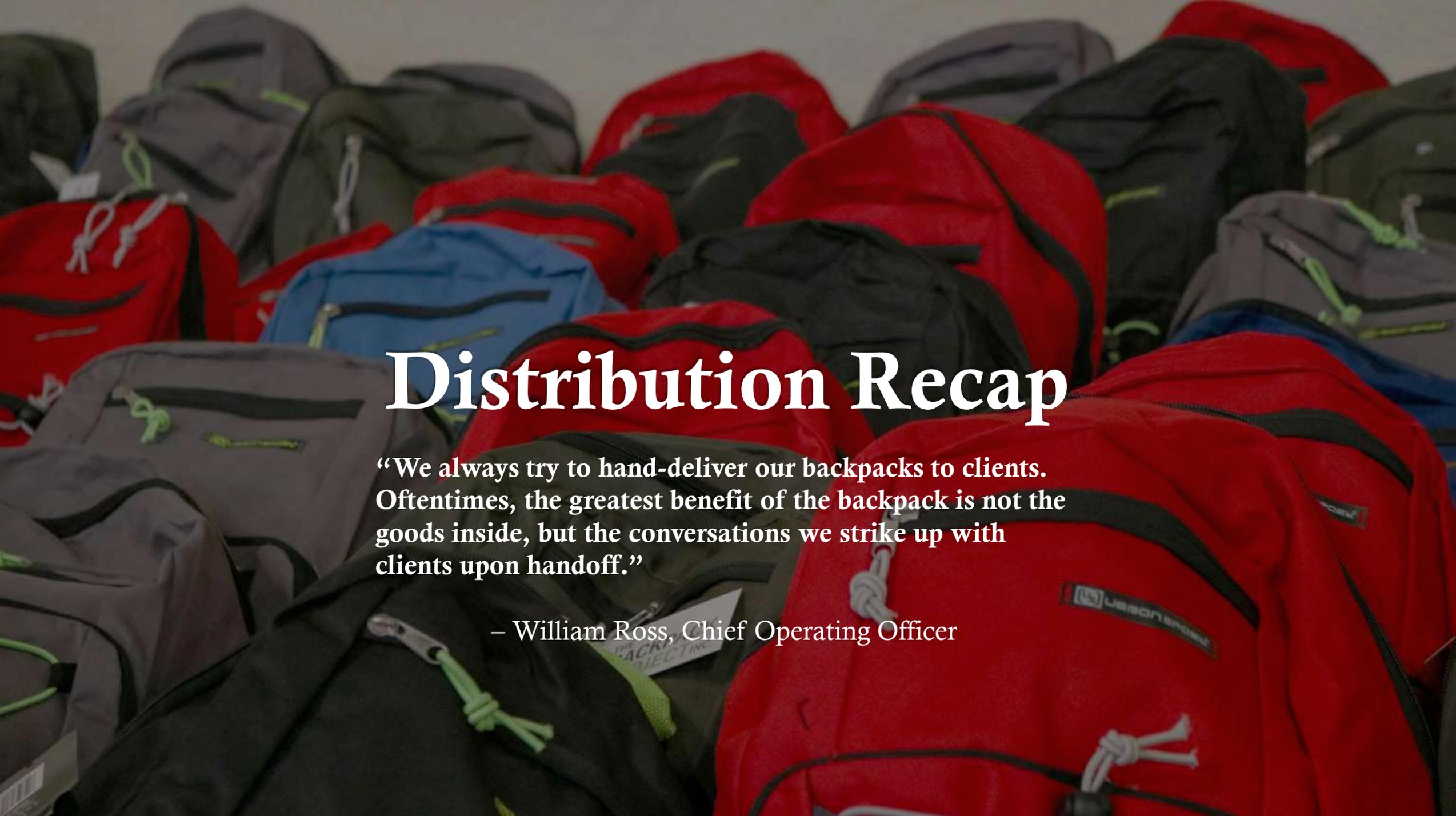
“I am energized by the sense of community that has been built and the possibilities that lie ahead in 2020.”



**Lauren Wilkes**

Data Science

“TBP has allowed me to give back to the homeless population in our local community and hear their stories.”



# Distribution Recap

**“We always try to hand-deliver our backpacks to clients. Oftentimes, the greatest benefit of the backpack is not the goods inside, but the conversations we strike up with clients upon handoff.”**

– William Ross, Chief Operating Officer

# Distribution Recap: Athens, Augusta, & Atlanta



Date	Backpacks Distributed	City
Jan. 9	125	ATL
Jan. 25	15	ATH
Feb. 16	150	AUG
Feb. 25	50	ATH
March 30	150	ATL
April 20	200	ATL
May 1	100	ATH
Aug. 24	113	ATL
Sep. 29	140	ATH
Oct. 5	250	AUG
Oct. 13	300	ATL
Nov. 8	1250	ATL

# Distribution Recap: Community Partners

## Athens



United Way of Northeast Georgia



## Atlanta



United Way of Metropolitan Atlanta



## Augusta



# Distribution Recap: Athens

## Athens

1

Conducted a research distribution in May at Our Daily Bread, helping us to verify our assumptions and improve our backpacks' utility



2

We distributed 355 backpacks in Athens in 2019.



3

Engaging with passionate, high school servant-leaders via a packing event at the Athens Community Career Academy

# Distribution Recap: Augusta

## Augusta

1

Maintained our relationship working with the Bridge Ministry of the CRSA for our third joint event.



2

We distributed over 400 backpacks in Augusta in 2019.



3

Continuing to learn and understand our most recent hub city and their homeless community



## Atlanta

①

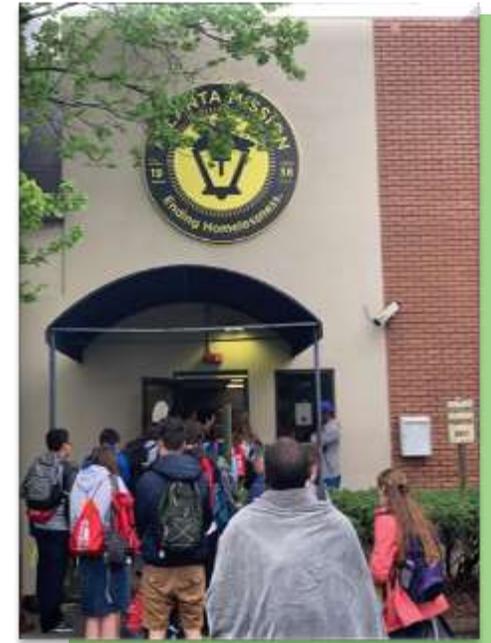
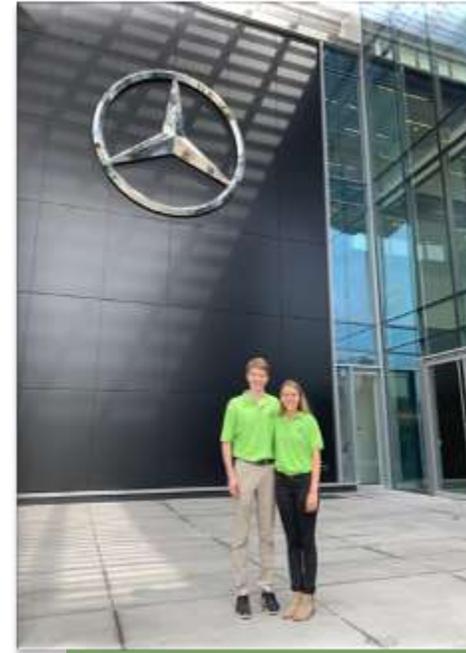
TBP, Inc. enjoyed creating new partnerships in Atlanta with Hope Thru Soap and Nicolas House

②

We distributed over 1,600 backpacks in Atlanta in 2019.

③

Hosted the 3<sup>rd</sup> annual Homeless Heroes Day inside of QTS' warehouse, distributing 1,250 backpacks throughout downtown Atlanta with an emphasis on aiding homeless veterans.



## TBP of Athens: Our New and Improved Chapter Organization

“The thing that struck me most about my work with TBP/ATH was how easily I could relate to our clients, and how similar our clients are to everyone else I’ve ever met.”

– Emmett Allen, Fundraising



## State of the Chapter from President, Luke Armao

Dear Backpackers,

The Backpack Project of Athens began this semester with an open mission- to ease the burden of homelessness in Athens. However, early in our executive board meetings, we realized how complicated a goal like this can be to strive towards- primarily because it is all too easy to assume “homelessness” is a homogeneous problem with one correct solution. Rather, people experiencing homelessness are as diverse and varied in situation and personality as the rest of the world (this should be obvious- there is nothing that sets us apart, after all!). We quickly realized that, if we wanted to productively do anything to help address problems faced by those experiencing homelessness in Athens, we had to directly ask them about their needs, and we had to make sure to continually change our approaches because times- and people- change.

To do this, we built relationships with multiple encampment communities in Athens, and visit them twice a week with different supplies, clothing, and food items that best address the needs currently being faced. This also gives us a chance to build relationships, help people connect to other resources, and continue inquiring into the changing needs of the people we serve. We have worked hard to address specifically the problems of water supply and trash removal in the encampment communities, and we were recently awarded a \$5,000 grant from the UGA office of sustainability to continue addressing these needs. We have also been working to build relationships in the community by becoming involved with the Athens Homeless Coalition. Furthermore, we are working with the 2020 Census to accurately count members of Athens so that resource funding can be maximized. In the coming semester, we plan to continue to address homelessness holistically and with sympathy- it is a diverse and changing problem like the people it affects, and like us all.

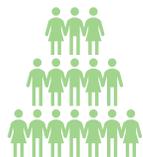
Thank you,

Luke Armao  
President  
TBP Athens



## Membership

- 1 TBP Athens began the semester with less than 10 members, but since then, it has grown to become a strong volunteer organization of more than 130 members.
- 2 Coordinating with local organizations such as Bigger Vision, Sparrow’s Nest, Advantage Behavioral Health Systems, and Family Promise, TBP Athens has presented Athens nonprofits with access to a large group of eager student volunteers.
- 3 By developing leadership committees, TBP Athens has given its members the opportunity to get involved in leadership, from coordinating with partners in the nonprofit community, to organizing new service events for students to participate in.



## Service

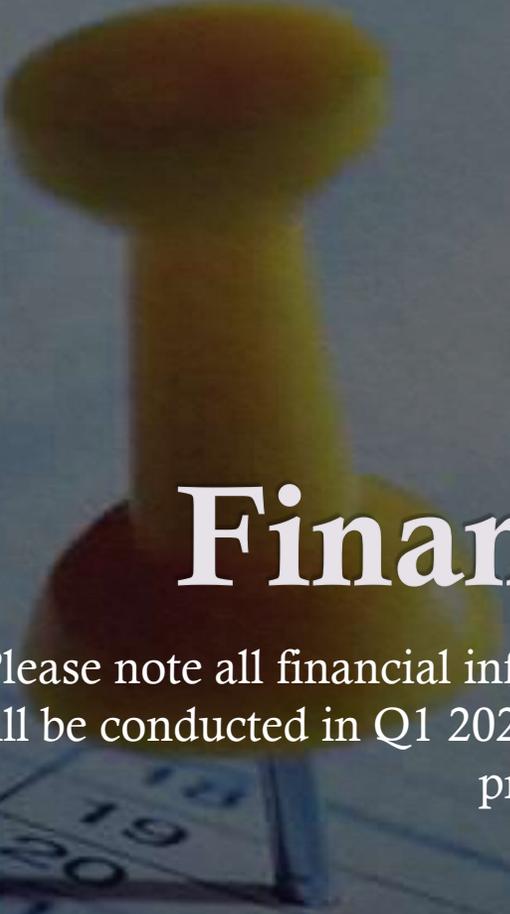
- 1 On a weekly basis, TBP Athens volunteers deliver necessities such as food, water, and clothing to people experiencing homelessness who live in encampment communities throughout Athens.
- 2 TBP Athens volunteers prepare and distribute hot meals to upwards of 80 clients every Saturday, both in downtown Athens and within the encampment communities it serves.
- 3 On a weekly basis, volunteers from TBP Athens partner with the Athens Area Homeless Shelter to provide tutoring and childcare services to families living in AAHS’s long-term housing program.



## Innovation

- 1 By providing food, water, and other necessities to encampment communities on a consistent basis, TBP Athens has developed a strong relationship with people experiencing homelessness within encampment communities and has become a liaison for other nonprofits and social workers in the area to these encampments.
- 2 At the end of 2019, TBP Athens received a \$5,000 grant from the UGA Office of Sustainability to develop a pilot program that will serve people experiencing unsheltered homelessness.
- 3 Working with the ACC government, The Office of Sustainability, and Professor of Social Work Mary Caplan, this pilot program will seek to develop long-term solutions to provide clean water, sanitation, and trash services to people experiencing unsheltered homelessness in Athens.



A yellow pushpin is pinned to a calendar grid. The calendar shows dates for the years 2018, 2019, and 2020. The pushpin is positioned over the date 19/20. The background is a soft, out-of-focus blue.

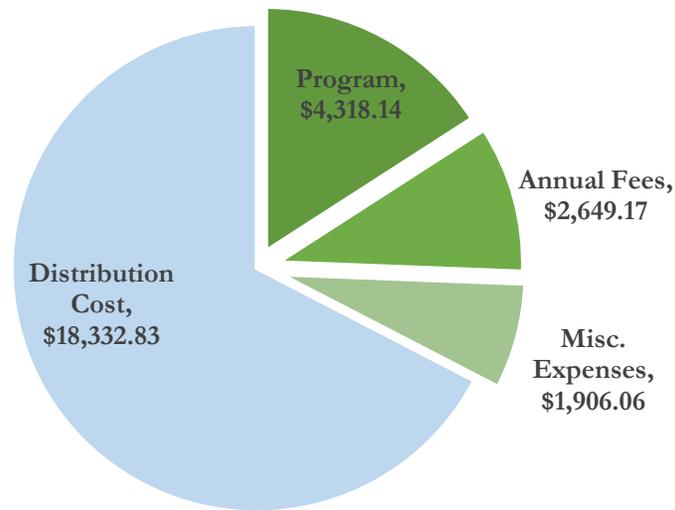
# Financials Overview

Please note all financial information reflected in this report is not reviewed. A review will be conducted in Q1 2020 by a GA CPA license holder and made publicly available promptly following its completion.

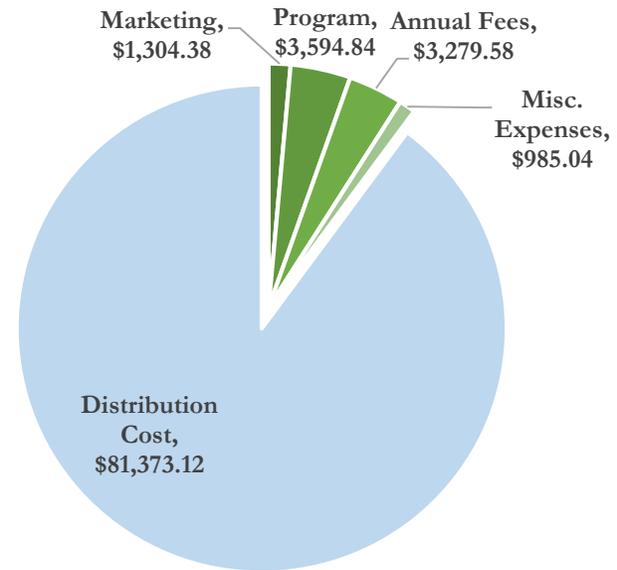
We put your donation, **straight into our backpacks**, not into our overhead.

As The Backpack Project, Inc. continues to grow, overhead costs have remained constant in dollar terms. From TBP, Inc.’s inception in 2016, overhead costs as a percentage of total donations has decreased from 32% to 10%.

### FY16 Cost Breakdown



### FY19 Cost Breakdown



We owe a special **thank you to State Farm** for its \$25,000 grant and to the voters online who helped us place within the Top 40 causes nationally.



### Easing the Burden of Homelessness in Georgia

Easing the burden of homelessness, one backpack at a time.

Homelessness is a major public health issue that goes largely unaddressed, and almost all homeless people are (1) Suffering from a mental disability, (2) Dealing with substance or alcohol abuse issues, or (3) Dealing with a catastrophic financial setback (just a job, incurred large medical bills, etc.). Regardless of which of these three groups they may fall in, every homeless person is truly in need of support. The Backpack Project (TBP) services members from all three groups, and works to combat and redress the reality that homeless people categorically receive minimal representation and assistance from our communities.

The Backpack Project - a student-founded and student-run 501(c)(3) organization - would use the \$25,000 to assemble and hand-deliver more than 1,650 backpacks filled with food, clothes and toiletries to the homeless in both Athens and Atlanta, Georgia. The backpacks are made for less than \$20 each and contain more than 35 essential supplies. In addition to offering much-needed provisions, TBP's staff strives to develop personal relationships with the homeless when hand-delivering each backpack. The Backpack Project is run entirely by students at the University of Georgia who donate their time and are passionate about serving those less fortunate in their communities. TBP measures its impact through the 1,150 people who have already received homeless care backpacks from TBP and by how effectively the individual needs of each person who receives a backpack are met. If awarded this grant, the homeless in Georgia will be the beneficiaries.



City/State: Atlanta, GA  
 Type of Cause: Community Development  
 Submitted By: Nick Fitrell

[Read more.](#)



### 2019 Snapshot

Here are some interesting facts about this year's program:

<b>How many votes were cast?</b> <b>4,421,925</b>	<b>What types of causes won?</b>			
	 Education  Safety  Community Development			
	<table border="1"> <tr> <td>22.5%</td> <td>7.5%</td> <td>70%</td> </tr> </table>	22.5%	7.5%	70%
22.5%	7.5%	70%		

## Statement of Activities

Donations	
QTS	\$4,625.00
State Farm	\$3,000.00
USHA - Giannotti Office	\$3,865.00
LexisNexis	\$5,000.00
Mercedes-Benz	\$10,000.00
<b>Total Donations</b>	<b>\$26,490.00</b>

**Change in Net Assets \$4,199.65**

**All HHD excess revenues are devoted to TBP, Inc. projects in Athens, Augusta, and Atlanta.**

## COGD

Cost of Goods Distributed		
Source	Subtotal	Total
Bags-in-Bulk	\$6,042.00	\$6,579.74
Buck	\$863.30	\$940.13
Eros	\$1,959.12	\$2,100.37
Pricemaster	\$2,325.60	\$2,529.60
Dollar Days	\$2,858.72	\$2,975.14
Amazon	\$1,170.05	\$1,483.50
Sam's Club	\$1,761.98	\$1,889.88
Maximart	\$372.00	\$372.00
Webstaurant	\$220.44	\$294.22
<b>Total</b>	<b>\$17,573.21</b>	<b>\$19,164.58</b>

## Other Expenses

Equipment & Misc.		
Source	Projected	Actual
We Rent Atlanta	\$1,000.00	\$1,100.78
U-Haul	\$160.00	\$160.00
Nuci's Space	\$60.00	\$90.00
Hosts	\$400.00	\$500.00
Food/Drink	\$150.00	\$399.19
Printing	\$625.00	\$622.32
Supplies	\$400.00	\$400.00
Misc. Expenses	\$300.00	\$413.48
Tablecloths	\$65.00	\$63.96
Trash Bins	\$55.00	\$55.44
<b>Total Misc.</b>	<b>\$3,215.00</b>	<b>\$3,805.17</b>



**1250 Backpacks Packed & Distributed  
Average Cost: \$15.33 per Backpack**



## Variable Costs

Year	Summer	Winter
2016	\$15.95	\$19.17
2017	\$20.41	\$21.78
2018	\$18.69	\$19.90
2019	\$18.24	\$20.17



## Output

Year	Revenue	# Backpacks
2015	\$9,630	282
2016	\$86,166	739
2017	\$155,500	1,482
2018	\$137,060	2,781
2019	\$75,071	2,843

## Items Included

Socks, Rain Poncho, Hats, Toothbrush, Dental supply kits, TB Holder, Toothpaste, Floss, Deodorant, Soap Bar, Soap Box, Wet Wipes, Razors, Comb, Microfiber Towel, Toilet Paper, Tissues, Foot Powder, Band-Aids, Sunscreen, Petroleum Jelly, Feminine Hygiene Supplies, Peanut Butter, Breakfast Bars, Trail Mix, PB Crackers, Beef Jerky, Sporks, Ziploc Bags, Rain Bag, Water Bottle, EMG Blanket, Can Opener, Playing Cards, Emergen-C, Nail Files, Chewing Gum, Beanies\*, Scarves\*, Gloves\*, Thermal Socks\*

**2,843 Backpacks Packed & Distributed**  
**Average Cost: \$19.21 per Backpack**



\*Winter Only

A close-up photograph of several microphones on stands, with a black text box overlaid on the left side. The microphones are of various types, including several with black foam covers and one with a silver mesh grille. The background is blurred, showing what appears to be a public event or press conference.

## **Talking Dog Agency:**

**A welcome source of  
public relations,  
graphic design, and  
photography expertise.**

# Talking Dog: About The Team

In August 2019, TBP, Inc. signed a contract with Talking Dog Agency (TDA). TDA is UGA’s premier student-run PR and advertising agency. Past clients have included both large corporations like Porsche and Coca-Cola as well as other nonprofits like Second Helpings in Atlanta.

In 2019, their team helped our nonprofit with photography, videography, strategic PR planning, social media management, and the redesign of our logo. We’ve enjoyed working with their team thus far and look forward to what we will accomplish together in Spring 2020!



## “12 Days of TBP” Holiday Campaign



## HHD Marketing



## Logo Redesign





Follow us for updates and visit our [website](#) to donate or sponsor an event.



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