



July Business Challenge



Backpack Friends Incorporated raises thousands

of dollars every year to feed at-risk school children in PflSD. **Heroes Against Hunger Day** (Saturday, July 3) kicks off our July Business Challenge in which we partner with Pflugerville businesses to help drive customers their way and to raise awareness of food insecurity among children in our city. Here's how it works:

- Beginning in late June, we distribute **thousands of challenge cards** with your business listed on it.
- We spend the next **30 days** promoting your participation via email and social media blitz.
- Customers have the **month of July** to present their challenge card when making a purchase.
- At the time of purchase the business will **initial their unique code**, showing their store/restaurant has been patronized.
- **All cards must be turned in by 1pm on July 31st.**
- Each business **donates 20% of challenge card purchases** made to Backpack Friends.
- **100%** of donated monies goes directly to purchase food items for children this fall.
- Prizes awarded at after-party to be held at



July Business Challenge

For the month of July, each business listed will MARK OFF their name when you make a purchase. Support a minimum of 25 businesses, then return your card to a location on the back for a chance to WIN amazing prizes!

The Growler Bar + Pizzeria	West Pecan Coffee + Beer	Zaxby's	Red's Hushpuppy Heaven	Ruffles and Rust
Moi Vietnamese	Broth and Basil	Torchy's	Five Below	Andy's Frozen Custard
Nothing Bundt Cakes	Upcycle or reuse old or secondhand clothing		Delton's	American Shaman
Food Truck	Sangiovanni Pizza	Wink Boutique	James Avery	Mod Pizza
Pflugerville Furniture	Trudy's Hallmark	Flour Shop Bakery	Kirkland's	Maurice's

Name:

Phone:

Email:

www.backpackfriends.com



*Image for illustration purposes.

Three Legged Goat (7-31).

*** Registration deadline: Friday, June 18th. ***

The parties to this agreement are **Backpack Friends Incorporated** (hereafter "Host") and _____ (hereafter "Vendor").

Whereas, Host is hosting an Event known as **JULY BUSINESS CHALLENGE** to occur on **July 1-31, 2021**, and

Whereas, Vendor desires to vend/represent _____ during the Event, both the Host and Vendor agree to the following terms by signature below:

1. The Event will run **July 1-31, 2021**
2. Vendor shall agree to be listed as a participant and represented on event materials, including but not limited to website, social media and challenge cards.
3. Backpack Friends will continue to promote the Vendor throughout the month of July via email and social media.
4. All cards must be turned in by 1pm on July 31, 2021.
5. Vendor shall document total purchases made by consumers who present a Backpack Friends July Business Challenge Card.
6. Vendor shall donate 20% of purchases mentioned above to Backpack Friends **via check or electronic disbursement by August 15, 2021.**

In witness to their agreement to the terms of this contract, the parties affix their signatures below:

Host: Backpack Friends, Inc Date: _____
Address: 3217 Hawks Swoop Trail
City, State, ZIP: Pflugerville TX 78660

Vendor: _____ Date: _____
Address: _____
City, State, ZIP: _____
Email: _____
Phone: _____



THANK YOU for your interest in our event! We want to do everything necessary to make sure you benefit from investing your time and energy in our event. If there is ANYTHING you need, or if you have any questions or concerns, please contact Backpack Friends at 512-965-3052 or email

www.backpackfriends.com

Backpack Friends

Wiping our weekend hunger one backpack at a time.



Thousands of kids in our area get free meals at school.

That's great during the week. *But what about the weekend?*

That's where **Backpack Friends** comes in, providing approximately **460,000 meals of nutritious food to children** who otherwise don't have anything to eat. We're constantly leveraging our resources to expand and do transformative work across Travis, Williamson, and Burnet Counties.



50,000+

Number of backpacks we've delivered, representing 400,000+ lbs of food!



1 IN 4 KIDS

School children in our community who battle hunger every weekend.



11,000+

Number of PFISD students receiving free school meals. (Pre-CoVid)



Children who face hunger... are more likely to repeat a grade.



Children who face hunger... have more social and behavioral problems.



Children who face hunger... experience developmental impairments.

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www.backpackfriends.com