



CHAMPIONS FOR KIDS

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SIMPLE Giving FAQ and Best Practices September 21 – October 5 Fill the Cart for Kids

1. What is Champions for Kids?

Champions for Kids is a 501(c)(3) nonprofit organization based in Fayetteville, Arkansas. Our programs seek to make it simple for people everywhere to help kids in their own communities. Since our founding in 2004, we have helped provide resources like nutritious food, school supplies, and personal care items to over 5 million children across America.

2. What is a Community Champion?

Community Champions are passionate about improving the lives of children. They keep in contact with the CFK staff as they coordinate various local programs to help kids thrive.

3. What is SIMPLE Giving?

SIMPLE Giving is a Champions for Kids program that invites local communities to collect and donate items that children need. We encourage shoppers to donate items like nutritious foods, school supplies, and personal care items.

4. What is the Fill the Cart for Kids SIMPLE Giving opportunity?

From September 21 to October 5, customers at Walmart stores in the United States will have the opportunity to purchase and donate items to support local children. These donations will be collected by a Community Champion and distributed by a school or nonprofit organization to children in the area, so all of the donations will help children in the store's community.

Additionally, Champions for Kids will provide a total of \$90,000 in monetary awards, divided among school districts and 501(c)(3) youth-based organizations, for collecting the most donations. These awards could be used for needs associated with the program, but they are not restricted to any one need. Contest rules will be available at <http://championsforkids.org/simplegiving>.

5. How does a district or organization receive the monetary awards from Champions for Kids?

A full list of contest rules can be found at <http://championsforkids.org/simplegiving>, but the basic requirements are:

1. Gather the donations on October 6.
2. Count the donated items you receive. The award will be given to the school district or youth-based 501(c)(3) nonprofit organization that receives the highest total number of donations.

3. Take a photo of your donations.
4. Use the online reporting form, found at <http://championsforkids.org/share>, to submit your total and the photos to Champions for Kids by October 16. The form will also require basic information about your school or organization and your best estimate for the number of children whom these donations could help.

6. What does it cost?

It is totally free to participate!

7. Who else is participating?

Our **Fill the Cart for Kids** SIMPLE Giving Program will be running in 3,200 Walmart stores in 48 states.

8. What do I need to do to participate?

1. Rally the community around the program by raising awareness.
2. Collect item donations, cash donations, and gift cards to purchase items for kids.
3. Shop or collect donations during the promotional period, September 21–October 5, 2015.
4. Pick up the donations at the store(s) (*if applicable*) by October 6.
5. Count the total number of donations and take a photo of the items you purchased and that were donated. Keep this documentation handy.
6. Upload a photo to Facebook, Instagram, and Twitter with the hashtags #FillTheCart and #SIMPLEGiving. Share a few words about your project and your community's response. Photos must be uploaded by October 16.
7. Complete the reporting form at <http://championsforkids.org/share> to share all the details. You must submit the form by October 16, to be eligible for the awards.
8. Distribute the items to students at your school or organization. If possible, please take a photo of kids receiving the donations and share them with CFK.

9. What kinds of items can the community expect?

Our **Fill the Cart for Kids** program features breakfast foods, snacks, and personal care items. There will be signage from General Mills, Kettle Brand, Kraft Heinz, and Unilever with recommended donations, but Champions for Kids doesn't limit accepted donations to these items. While we can't control what shoppers choose to donate, you are welcome to sort and distribute donations appropriately for the children you serve.

10. What can the Community Champion do to raise awareness and generate more donations?

Greater awareness means more opportunities for people to participate! To that end, here are some tips to be successful:

- If your district/organization has a Community Relations or Communications department, ask them to take the lead on getting the word out.
- Post an announcement with the SIMPLE Giving [flyer](#) and [graphic](#) on the district/school or organization's website.
- Share the SIMPLE Giving flyer and graphic on your district's or organization's social media channels—Facebook, Pinterest, Twitter, etc.

- Visit Champions for Kids on [Facebook](#) and [Twitter](#), because we have stories that are easy to “share” with your close friends and community connections.
- Participate with social media by posting pictures with the hashtag [#FillTheCart](#) and [#SIMPLEGiving](#).
- Email or text parents, teachers, and coworkers about the program, attaching the [flyer](#) and [graphic](#) and sharing the SIMPLE Giving website URL: <http://championsforkids.org/simplegiving>.
- Print copies of the [flyer](#) and send them home with students in folders, parent newsletters, etc.
- Contact local radio and television stations, newspapers, and news sites to ask if they would be willing to support the program.
- Encourage school administrators or facility directors to share information about the program in daily announcements.
- Mention the program at school sporting events, assemblies, and performances.

Beyond raising awareness, try to engage your community:

- Ask local businesses and community organizations to display the SIMPLE Giving [flyer](#) or mention the program in their advertisements, social media posts, etc.
- Ask a local sign or billboard company to donate space for a SIMPLE Giving sign.
- Encourage your friends, neighbors, coworkers, community groups, or church groups to help coordinate or participate in the donation drive.
- Let your community know what struggles the children in your community face and the unmet needs they have.
- Recruit parents to help through PTA, PTO, or Parental Involvement.
- Reach out to other nonprofit organizations in your community about the program.
 - Examples include 4-H, Boys & Girls Club, Bright Futures, Communities in Schools, Head Start, Partners in Education, United Way, and YMCA.
 - These partnerships can improve most every aspect of the program.
 - Some may have established relationships with local retailers.
 - They can spread the word about issues in the community and the donation opportunity.
 - They can help coordinate the collection and distribution of donations.
 - They can be a recipient of donations or choose to contribute themselves.
 - Run a donation drive within the school or organization alongside the SIMPLE Giving program.
- Honor Society or other student-led groups can help facilitate collection, counting, and distribution of donations.

You can also engage your school:

- Work with your administration to host an event for students, such as paying \$1 to wear a hat or to have a no-uniform day. (Hint: if your school has a student council or service club, talk with the advisor about having the group spearhead Fill the Cart for Kids.)
- Involve students in a letter-writing campaign. Have each child write a letter to a different business in your community requesting cash donations that can be used to purchase supplies to help students in need.
- Have an in-class raffle, with all proceeds going to Fill the Cart for Kids. Students earn entries into the raffle by exhibiting positive behavior, and families can purchase entries as well. Consider raffling off homework passes, passes for lunch with the teacher, or passes to sit with a friend for a day.
- Have an art auction. Encourage students to create original pieces of art. Then invite families in to view the artwork. Award each piece to the highest bidder.

- Start a coin jar challenge. Give each class a jar and challenge them to fill it with coins. If the school meets a certain goal, reward students with a no-cost reward, such as extra recess or having the principal spend the day in a tutu (or any other crazy stunt).
- Have a collection container at the first PTO meeting of the year or set up a booth at your school's fall festival. Approach your PTO to request that a percentage of the money raised from your fall fundraiser go to Fill the Cart for Kids
- Hold an after-school dance or a movie night at your school. Take donations of items in need or cash to get in the door.

11. Contact Us

If you still have questions, please email us at simplegiving@championsforkids.org or call us at 1-888-727-1094.