



## Champions for Kids SIMPLE Giving Program

# Fill the Cart for Kids September 21 - October 5

Join the conversation #FillTheCart



One in every five children lives in poverty. This will have a dramatic influence on the rest of his/her life. Poverty is the single greatest threat to children's well-being. Champions for Kids works to change this statistic by conducting SIMPLE Giving programs that invite communities to collect and donate items that local children need to thrive.

From **September 21 to October 5**, participants can purchase and donate items to local schools or nonprofit organizations and help them win up to **\$25,000** to support their work.

Champions for Kids, General Mills, Kettle Brand Chips, Kraft Heinz, and Unilever will provide six awards totaling \$90,000, to school districts and participating organizations based on the number of donated items collected.

Go to <http://championsforkids.org/simplegiving> for more information and ideas on how to help kids in your community. *(See Terms and Conditions for contest details.)*

Champions for Kids makes it simple to give kids in your community the resources they need to thrive.  
Champions for Kids, 26 West Center, Suite 215 Fayetteville, AR 72701/ 888.727.1094