



Boomerang Backpack Program Funding Gap Solutions Analysis

“Helping to fight childhood hunger one Boomerang Backpack at a time”

Problem – Cause - Solution



- Program Background and Funding Gap Concerns
- Funding Strategies and Marketing Solutions
- Community Impact and Next Steps
- Proposed Use of Prize Monetary Award



Program Background & Funding Gap Concerns



Program Background & Funding Gap Concerns

Core Mission: Addressing Childhood Hunger

The Boomerang Backpack Program's central mission is to alleviate childhood hunger by providing weekend food assistance to elementary school students who lack consistent access to adequate nutrition.

This mission recognizes that food insecurity can significantly hinder a child's development, academic performance, and overall well-being. By supplying nutritious, easy-to-prepare meals for the weekend, the program aims to bridge the gap between school-provided meals and ensure that children return to the classroom nourished and ready to learn.

Sufficient funding is essential to acquire and distribute these vital resources.

Program Background & Funding Gap Concerns

Program Goals and Funding Implications

- **Consistent Weekend Food Provision**
- **Reaching All Eligible Students**
- **Maintaining Program Quality**
- **Fostering Community Engagement**
- **Ensuring Long-Term Sustainability**



Funding Strategies & Marketing Solutions

Funding Strategies & Marketing Solutions



Goals

- Increase awareness of the program, educate the community about childhood food insecurity, and provide sustainable funding for the program.

Target Audiences

- Direct stakeholders, and community supporters.

Key Messages

- The problem, the solution, the impact, and the call to action.

Strategies and Channels

- Awareness strategies, and fundraising strategies.

Evaluation

- Key Performance Indicators, data collection methods, and reporting.

Sustainability

- Long-term funding, community ownership, and program growth.



Community Impact & Next Steps

Current Operation

- Each school district operates Independently
- Fundraising efforts are localized

Key Considerations

- Remaining part of the Fort Wayne group vs. consolidating under Kosciusko county
- How these choices will affect fundraising strategies



**TIPPECANOE VALLEY
SCHOOL CORPORATION**

Community Impact & Next Steps

Establishing a Centralized Donation Portal

- Collaboration with United Way
- Designed for large companies and individuals to contribute

Proposed Advisory Group

- One representative from each school district
- One community representative
- One representative from United Way



**Community Impact
and Next Steps**

Use of any Prize Money

- Donate to the Program
- Use towards an initial marketing campaign to raise awareness of the program and needs



Proposed use of Prize Monetary Award

Thank you



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