MEDIA SCHEDULE: 4th Annual Zip Code 38126 School Supply Drive, The Re-Up: Two schools, 100 Volunteers, Nearly 1000 backpacks

It's the 25-year anniversary of the Women's Foundation for a Greater Memphis, and we are starting the festivities with more than 100 volunteers that will fill nearly 1000 backpacks for distribution to students at Booker T. Washington School (BTW) and LaRose Elementary School during the 4th Annual Zip Code 38126 School Supply Drive.

“As we celebrate our 25-year anniversary as an organization, we are reflecting on how far we’ve come through our foundations of philanthropy, leadership and collaboration. We invite the community to invest either their time, talent or treasure to make Memphis a more equitable place for women and girls,” Ruby Bright, President and CEO of the Women’s Foundation for a Greater Memphis said.

The Zip Code 38126 School Supply Drive will begin Friday, January 24, 2020 at Booker T. Washington School (BTW), 715 S. Lauderdale St., from 9:00 a.m. to 1:30 p.m. and then move to LaRose Elementary, 864 Willoughby St., from 2:00-3:00 p.m.

This event will replenish school supplies for students and resources for parents to ensure success throughout the rest of the school year. Each backpack will include school supplies and a resource packet for parents and guardians to connect them to health and wellness amenities, financial literacy programs, and many other services provided by Women’s Foundation for a Greater Memphis (WFGM) grantee and community partners in zip code 38126.

PHOTO/INTERVIEW OPPS JANUARY 24

Booker T. Washington School  
715 S Lauderdale St, Memphis, TN 38126  
8:30-11:30 a.m. 100 Volunteers fill backpacks  
11:45 a.m.-12:15 p.m. FedEx Truck arrives for loading of 400 backpacks to go to LaRose Elementary  
12:30-1:00 p.m. Students receive backpacks. (They line up while music plays and high five volunteers as they receive the backpacks.)

LaRose Elementary School  
864 Willoughby St, Memphis, TN 38126  
2:00-3:00 p.m. Students receive backpacks  
(They line up while music plays and high five volunteers as they receive the backpacks.)

The following organizations will have representatives during the program:  
The Zip Code 38126 Back to School Supply Drive also aligns with the five goals of the Vision 2020 Strategic Plan to reduce poverty by five percent in zip code 38126, the poorest area in the city of Memphis. WFGM is in the fourth year of Vision 2020, and has invested millions in case management, employment training, early childhood education, youth development, and financial literacy for the residents of zip code 38126.

The WFGM Zip Code 38126 School Supply Drive presenting sponsor is FedEx. Supporting sponsors are Memphis Housing Authority, National Oral Health Conference, School Seed, Score CDC, Shelby County Schools, Tennessee Department of Human Services and Urban Strategies, Inc.

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For 25 years, The Women’s Foundation for a Greater Memphis (WFGM) has played a major role as a backbone organization aligning people, resources, and coordinating community-based services through the two-generation approach. WFGM is an organization of women helping women break the cycle of poverty through philanthropy, leadership and collaboration.