



BACK-TO-SCHOOL DRIVE TOOLKIT

Services for the UnderServed (S:US) is going back to school! This drive provides critical support to children living in our supportive housing and shelter programs across New York City and Long Island. **By donating school supplies, you can help students start the school year with the materials they need to succeed in the classroom.**

This toolkit contains everything you need to organize a collection drive, donate supplies, and spread the word in your community.

Join us in supporting NYC students!

For more information:

volunteer@sus.org | 646-864-7365

📍 463 7th Avenue, 17th Floor
New York, NY 10018

🌐 www.sus.org

Follow us!



HOW TO USE THIS TOOLKIT

- **How To Donate**

Learn about the different ways you can support our drive.

- **How to Organize a Drive**

Step-by-step guide for hosting your own drive.

- **Most Needed Items**

A list of items most needed.

- **Donation Flyers**

Customize with your collection dates and drop-off location.

- **Collection Sheet**

Please fill out and attach to your donation.

- **Outreach Letter**

A template you can use to reach out to your community.

- **Amazon Wish List QR Code Flyer**

A quick and easy way to purchase needed items.

- **Social Media Kit**

Ready-to-use materials to share with your network.

- **Did You Know?**

Helpful facts to share while organizing your drive.

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HOW TO DONATE



DONATE ITEMS DIRECTLY

- Check out our Most Needed Items List and purchase items on your own.
- Deliver by mail: 463 7th Ave, 17th Floor, New York City, NY, 10018.
- For in-person drop-off, please email volunteer@sus.org.



PURCHASE FROM AMAZON WISH LIST

- Get involved in a quick and easy way.
- Purchase items directly off of our [Amazon Wish List](#).



MAKE A MONETARY DONATION

- Give a financial contribution and we will do the shopping.
- Donate through our [Back-To-School Donation Page](#).



ORGANIZE A DONATION DRIVE

- Use our toolkit to organize a collection drive at your workplace, school, apartment building, or community space.
- Spread the word and join hands with your neighbors, coworkers, or family.

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HOW TO ORGANIZE A DRIVE



FIND A LOCATION

- Chose a high-traffic and easily accessible location.
- Examples: Schools, workplaces, apartment buildings, places of worship, or coffee shops.



SELECT A START AND END DATE

- Donation drives typically run for about one month.
- All donations are due by August 5.
- Build in time for delivery.



SPREAD THE WORD

- Decorate your collection box to catch people's eyes.
- Share on social media, send emails, post flyer, and ask friends and family to participate.



COLLECT DONATIONS

- Continue promoting throughout the drive.
- Use the Collection Sheet to record items received.
- Check and organize items regularly to keep the space tidy.



DELIVER DONATIONS

- Mail donations to: 463 7th Ave, 17th Floor, New York City, NY, 10018.
- For in-person drop-off, please contact volunteer@sus.org to coordinate.

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**DONATE
TODAY, MAKE
A DIFFERENCE
TOMORROW**

MOST NEEDED ITEMS



#1 Backpacks & School Essentials

Backpacks, lunch boxes, water bottles, hand sanitizers



#2 Paper & Notebooks

College ruled spiral notebooks, composition books



#3 Stationery & Writing Tools

Pens, pencils, crayons, colored pencils, erasers



#4 Miscellaneous Items

Binders, folders, calculators, menstrual products



Items NOT Accepted:

Used or damaged items



Learn more

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BACK-TO-SCHOOL DRIVE

DATES:

Donations are due by August 5

DROP OFF LOCATION:

463 7th Ave, 17th Floor
New York, NY, 10018

Help students in supportive housing and shelter programs start the school year with the supplies they need to succeed in the classroom.

ITEMS NEEDED:

- Backpacks (12" and larger)
- Spiral notebooks
- Composition notebooks
- Pens & pencils
- Folders
- Colored pencils or crayons
- Hand sanitizers
- Lunch boxes
- Water bottles
- Erasers
- Binders

Please donate new items only.



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Learn more

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Learn more



BACK-TO-SCHOOL COLLECTION SHEET

Item	Quantity
Backpacks for Children (12-15 inches)	
Backpacks for Teens (15-28 inches)	
Spiral Notebooks (College Ruled)	
Composition Notebooks	
Pens	
Pencils	
Folders	
Crayons	
Colored Pencils	
Hand Sanitizers	
Water Bottles	
Lunch Boxes	
Erasers	
Binders	
Loose Leaf Paper	
Menstrual Products	
Other:	
Other #2:	
TOTAL	

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SAMPLE OUTREACH LETTER

Hello,

I am inviting you to support Services for the UnderServed (S:US) and their Back-to-School Drive.

S:US serves over 750 children living in supportive housing and shelter programs across New York City and Long Island. These children from ages 4 to 18 are experiencing homelessness, living in poverty, and/or have survived domestic violence. The programs at S:US work hard to provide stability: housing, mental health care, nutritious food, and more.

The Back-to-School Drive helps ensure children have access to the school supplies they need. For children and youth living in difficult circumstances, even something as small as a new backpack can go a long way toward helping them feel supported and confident as they enter a new classroom. S:US needs your help to ensure families have everything they need to truly thrive.

Here are four ways you can help:

- Join our drive for S:US.
- Host your own donation drive: All materials are available in the toolkit on the [Back-to-School Drive Page](#).
- Make a monetary donation [here](#).
- Purchase needed school supplies directly from [their Amazon Wish List](#).

Thank you so much for considering supporting this effort.

Best wishes,

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BACK-TO-SCHOOL WISH LIST

Help students in supportive housing and shelter programs start the school year with the supplies they need to succeed in the classroom.



Scan Here

DONATE TODAY!

[Click here](#) to visit
Services for the UnderServed's
Amazon Wish List.

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SHARE ON SOCIAL MEDIA



One of the most effective ways to support the donation drive is by spreading the word. Share the drive on social media to raise awareness and encourage donations from your network.

Click here to view our Social Media Kit with ready-to-use graphics and messaging, like the example below.



Feel free to share these materials and tag S:US in your posts:

- Facebook: [@ServicesfortheUnderServed](#)
- Twitter (X): [@sus_org](#)
- Instagram: [@sus_org](#)
- LinkedIn: [@services-for-the-underserved](#)
- TikTok: [@sus_org](#)
- Threads: [@sus_org](#)
- Bluesky: [@sus-org.bsky.social](#)
- YouTube: [@servicesfortheunderserved](#)

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DID YOU KNOW?

- Nearly 1 in 7 NYC students, over 154,000 children, experienced homelessness during the 2024-2025 school year, a record high and the 10th consecutive year above 100,000.
- For NYC students in temporary housing, having a stocked backpack with grade-appropriate supplies is linked to better homework completion, class participation, and academic progress.
- Meeting basic needs like school supplies can reduce stress and support students' social-emotional well-being and academic achievement.
- About 1 in 4 NYC children live below the city's poverty threshold, which was \$47,190 for a family of four renting in 2023.
- In 2024, school supplies cost over \$140 per household on average.
- In one of our supportive housing programs, families are navigating daily life on an average monthly income of \$1,062.



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