Back 2 School 2019 Program Launches
Help Us Raise Funds/Awareness

Dear Currency Exchange Owner/Store Manager:

The Back 2 School 2019 is about to get underway. You may have received the marketing materials already or they will arrive in the next 7 days. We are looking to provide a record number of children with school supplies to so that they can start off the school year with the tools they need to succeed in the classroom.

In order for us to reach our goal, we need your help. Inside this shipping tube you will find two posters, along with several collection canisters, collection container labels, and teller window signs. In order to maximize the success of the program we ask you put up the posters and teller window signs immediately, put the labels on the canisters and have them placed on the inside of the cage, so customers can see them. The sooner you start collecting money, the more money your store will be able to donate to the cause.

Our experience in years past has been that stores with tellers that make a real effort to ask customers for spare change, raised significantly more money. In fact, over 25 stores collected in excess of $1,000 last year! In total more than $70,000 was raised in 2018. Let's see if we can have another record breaking year – and help a record number of kids.

Help us reach our goal to help more unprivileged children than ever before. You should take pride in knowing you are part of the largest Back 2 School program in Illinois.

The Western Union Foundation is once again matching donations up to $75,000. However, due to changes in the program, we are now required to raise $2 for every $1 match. So, we need you to work harder this year so we can raise the necessary funds to get the full amount.

If you need additional posters, teller signs or collection canisters, contact the B2SI office at 847.268.3550 or email info@B2SI.org

Regards,

Matthew Kurtzman
CEO

6/14/19

To create and support educational opportunities that enrich the lives of Illinois children