

2020: Year in Review

The Backpack Project, Inc. thanks you for your continued support.

Thank You from Our CEO, Harrison Huang

Dear Backpackers,

Like everybody else this year, we have struggled in navigating the pandemic, systemic racism, and countless other problems that seem to have arisen. Our clients, however, are the ones who have faced some of the most severe consequences, and the number of our neighbors experiencing homelessness will only continue to increase with the current and upcoming eviction and unemployment crisis. As a result, the work that we and our peers are doing is more important than ever.

That said, the support we've received from donors, volunteers, and partners has shown the solidarity of our communities. Homelessness is a complex and intersectional issue, and this year especially we have seen leaders across our cities and states step up and think about creative and effective tools to combat its effects. For that, we are incredibly proud, but we still need to press forward as we hope to make homelessness rare and brief.

This year-end review represents the culmination of 2020 which has been taxing and stressful but also demonstrative of passion and hard work. We hope that you come away with an appreciation for those who have put in their own energy, time, and money into fueling our mission of easing the burden of homelessness which has become unbearably heavy this year.

Best Regards,
Harrison



Distribution Recap: Athens, Augusta, & Atlanta



Date	Backpacks Distributed	City
Jan. 25	181	ATL
Feb. 16	50	ATH
Feb. 29	79	ATL
March 17	314	ATH
Sep. 20	80	ATH
Sep. 26	150	ATL
Oct. 24	165	GNV
Oct. 24	300	ATH
Nov. 20	240	ATH
Nov. 20	60	DUN
Nov. 21	75	ATH
Nov. 22	100	DUN
Dec. 8	40	ATH
Dec. 8	30	DUN
Dec. 10	10	ATH

Distribution Recap: Community Partners

Athens, GA



Atlanta, GA



Dunwoody, GA



Gainesville, GA



Columbia, SC



Meet The Team: 2020 Leadership Team



Harrison Huang
Chief Executive Officer



William Ross
Chief Operations Officer



Olivia Mandeville
Chief of Staff

Reflecting on 2020 with our COO, William Ross

Fellow Backpackers,

2020 held challenges for us all. The year started off strongly with over 624 backpacks distributed in Q1. At the onset of the pandemic, out of concern for our clients' safety, we shut down all operations. We recognize that many of our clients are immuno-compromised and uninsured. We simply could not risk transmitting COVID-19 to a client living in close-quarters with others in an encampment or at a shelter.

In August, a friend of TBP from Athens PBJ teasingly mentioned to me that friends living in an encampment he visited asked, "Where are those backpack people?" Realizing that strict shutdowns were net harmful to clients, we opted to reopen TBP in August with stringent safety precautions for staff.

Over the remainder of 2020, we packed and distributed 1,350 backpacks. We onboarded six fantastic staff members. We started a new chapter in Columbia, SC. TBP Athens became an active member of the Athens Homeless Coalition and cemented itself as a dependable advocate for encamped clients.

Given 2020's stresses, I am proud of what TBP accomplished, and I stand as a witness to the endurance of our organization.

Gratefully,
William



TBP of Athens: Growing into a Meaningful Role in the Athens Community

“In working with our clients, the any relationships I’ve built have led me to realize that we are more similar than most people imagine. The key factor that differentiates us from each other is almost always circumstances outside of our control.”

– Drayton Ellis, Street Outreach



Dear Reader,

Although 2020 presented TBP/ATH with quite a few challenges – the greatest of these being trying to keep our volunteers socially distanced & safe from Covid risks – it also presented us with many opportunities for growth and success.

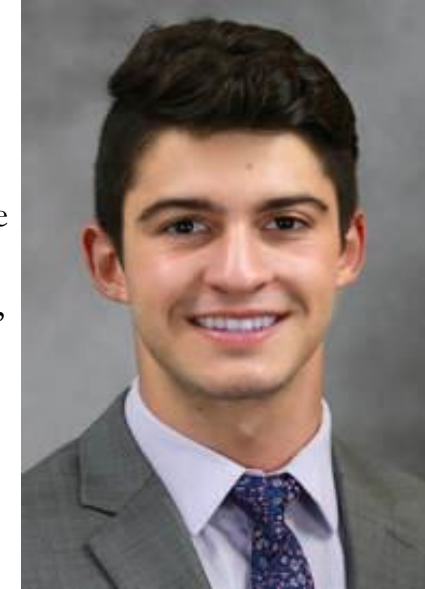
In fall 2020, our executive board added 6 new staff members, and our general body expanded to over 200 members. Although we had to limit the amount of volunteers we could accommodate for each event, we consistently had more people sign up than in 2019 (in fact, nearly all of our Saturday meal events had their volunteer slots completely filled within 24 hours of being announced as available). Thanks to generous donations from the Catholic Center, CHaRM, and ARC (as well as the Catholic Center's willingness to let us use their kitchen), we were able to distribute over 600 meals, 300 gallons of water, and hundreds of clothing/hygiene items while spending \$0 during the fall semester.

Our client base has also changed and expanded a great deal this year, as our continued presence in the Athens community has helped us find and build relationships with more encampment communities in the area. We regularly visit 6 different encampments, 5 of which have more than 5 residents. Although many of our clients have been displaced in the past few months (mostly by the Georgia Department of Transportation), we were able to help several clients move their belongings to new sites and made sure to maintain contact with them through their moves (so that we can continue to bring them meals and other necessities). Our increased contact with encampment communities in Athens was made possible by the expansion of our street outreach team, which now consists of 4 of our executive board members. We plan to continue this expansion in 2021 by allowing general body members to apply to the street outreach team (a non-executive position, but with higher distinction than the general body).

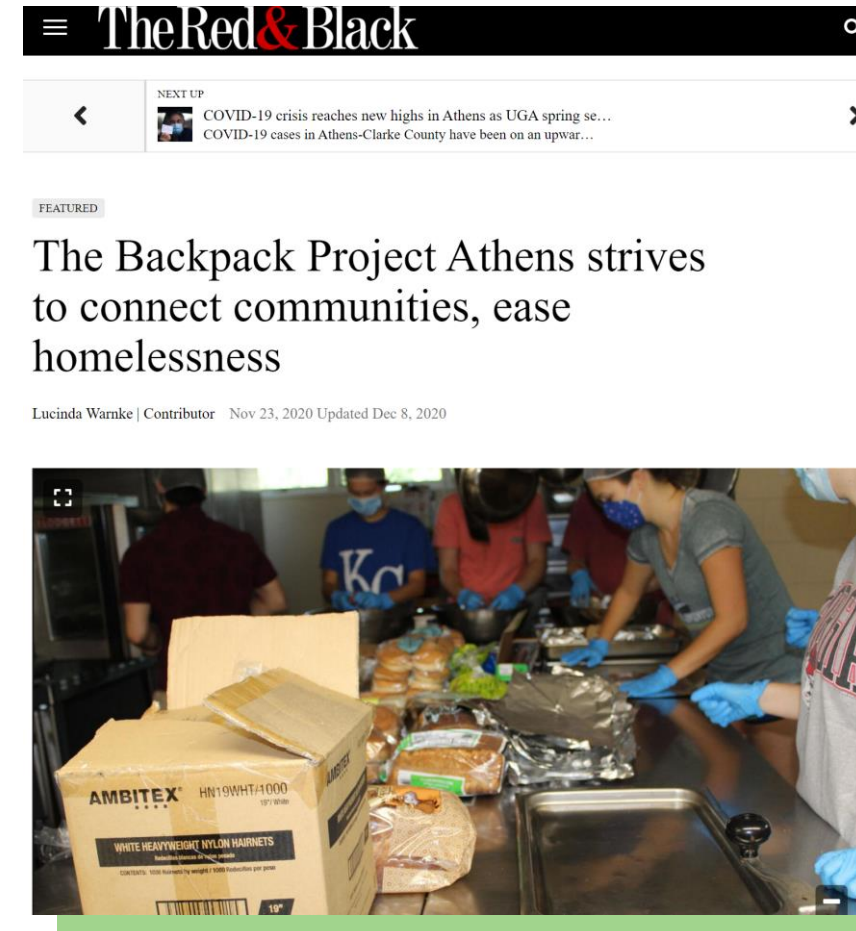
In 2021, we hope to continue expanding our volunteer services, while continuing to find ways to safely operate during the pandemic. Furthermore, we hope to continue finding greater publicity for TBP/ATH – both to bring attention to our mission and to continue striving to be one of UGA's premier service organizations.

Thank you,

Luke



- 1 Distribution of over 600 meals, 300 gallons of water, and hundreds of clothing & hygiene items while spending \$0 during the fall 2020 semester
- 2 Raised \$375 through a sweepstakes with a Kirby Smart-signed football as its grand prize
- 3 Received a \$3,600 donation from Jessica Greene, the owner of the Grit and Ted's Most Best (restaurants in Athens).
- 4 Received \$1,500 from the UGA Phi Kappa Psi fraternity for the packing of 75 backpacks
- 5 Red and Black published an article about TBP / ATH, driving multiple new requests for volunteer opportunities from other campus organizations. We hope to follow through on these requests in 2021.
- 6 Expansion of street outreach team to 4 team members.



TBP of Columbia: Welcome to Our Newest Chapter

“TBP of Columbia delivered hope to backpack recipients. Many homeless service providers and public meeting spaces were severely impacted by COVID-19, limiting service access or suspending access entirely. TBP of Columbia's work helped restore confidence in the provider network and empowered individuals to access housing and services.”

- MIRCI, Inc., a Columbia, SC service provider which invited TBP / Columbia to participate in outreach



State of the Chapter from President, Whitney Westbrook

Dear Reader,

The conversations that founded The Backpack Project Columbia (TBP / Columbia) have been a long time coming. Back in March 2020, I began coordinating with The Backpack Project, Inc. to lay the foundations for a chapter in Columbia, South Carolina. I also began speaking with numerous service providers in the Columbia area to begin to get a sense of the nature of homelessness in the city. While these relationships have proven to be invaluable, my best sense of what it is like to be homeless in Columbia came from the conversations that I was able to have with individuals experiencing homelessness themselves. Backpacks have proven to be great conversation starters, and both myself and my team have learned a lot about the specific needs of this community that also calls Columbia home.

This semester, we were able to serve 100+ clients in the city of Columbia through a close partnership with a service provider called MIRCI. In the coming semester, we are aiming to double our impact by serving at least 200 clients, while continuing to build and strengthen relationships with both service providers as well as individuals experiencing homelessness in the area.

I am working on making TBP / Columbia an official student organization at the University of South Carolina to begin attracting interested and dedicated individuals from the entire student body. I hope to put together a core leadership team of passionate students from the university who will help to ensure that TBP / Columbia has the greatest impact that it can. Most importantly, though, as we turn our attention to the coming semester, I aim to continue to foster conversation between TBP / Columbia and individuals experiencing homelessness. These needs are diverse and changing, and only by listening will we be best able to serve them.

Thank you,

Whitney



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Financials Overview

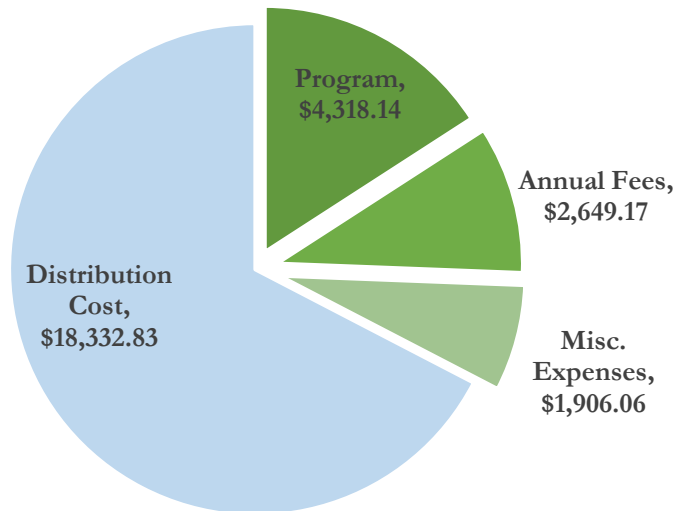
Please note all financial information reflected in this report is non-audited.

Financials Overview: Scaling Our Cause, Not Our Expenses

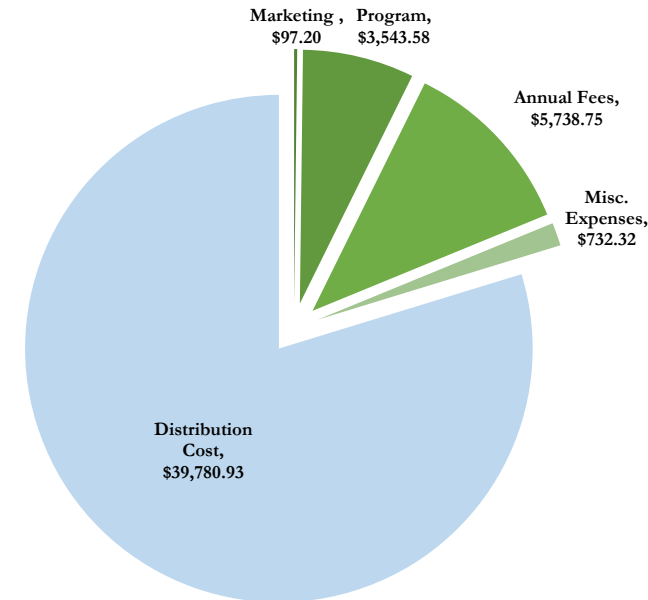
Your donation contributes **to our clients**, not to our overhead.

As The Backpack Project, Inc. continues to grow, overhead costs have remained constant in dollar terms. Overhead costs as a percentage of total donations decreased from 38% during TBP's inception in 2015 to 10% in 2019. During 2020, our overhead expense increased to 25% of total donations due to lower volume operations in response to the Covid-19 pandemic. We anticipate a significantly lower overhead cost in 2021 as we return to normal and strive to pack 3,000 backpacks.

FY16 Cost Breakdown



FY20 Cost Breakdown



Cost per Backpack

Year	Summer	Winter
2015	\$12.54	NA
2016	\$15.95	\$19.17
2017	\$20.41	\$21.78
2018	\$18.69	\$19.90
2019	\$18.24	\$20.17
2020	\$18.59	\$20.37



Output

Year	Revenue	# Backpacks
2015	\$9,630	282
2016	\$86,166	739
2017	\$155,500	1,482
2018	\$137,060	2,781
2019	\$75,071	2,843
2020	\$68,719	1,974

Items Included

Bombas Socks, Rain Poncho, Hat, Toothbrush, Dental Supply Kit, TB Holder, Toothpaste, Floss, Cheeky Maiden Deodorant, Soap Bar, Soap Box, Wet Wipes, Razor, Comb, Microfiber Towel, Toilet Paper, Tissues, Foot Powder, Band-aids, Sunscreen, Petroleum Jelly, Feminine Hygiene Supplies, Peanut Butter, Breakfast Bar, Trail Mix, PB Crackers, Beef Jerky, Spork, Ziploc Bags, Rain Bag, Water Bottle, EMG Blanket, Can Opener, Playing Cards, Emergen-c, Nail File, Chewing Gum, Beanies*, Scarves*, Gloves*, Thermal Socks*

1,974 Backpacks Packed & Distributed
Average Cost: \$19.48 per Backpack





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sponsor an event.

