

# OPERATION BACKPACK®

2025  
Recap



# 28000 BACKPACKS DISTRIBUTED



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## 2025 Recap



## SOCIAL MEDIA

**43,581** Total Reach  
*(Across Meta Only)*

**70,203** Total Impressions

**518** Engagements

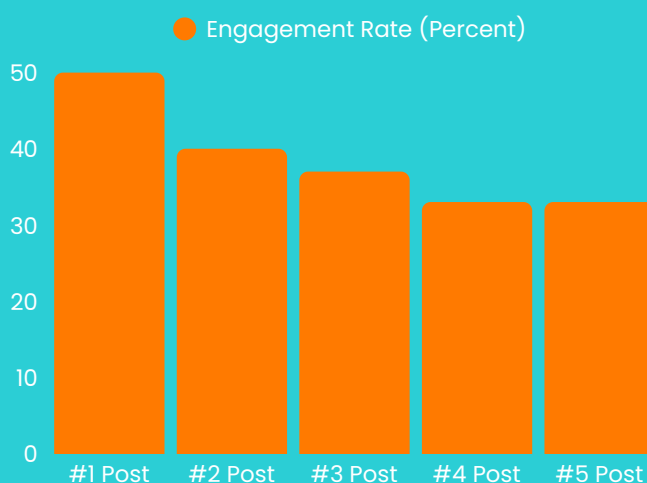
**8%** Engagement Rate

### What do these mean?

An average engagement rate is 3%, meaning a higher-than-average number of people engaged with our posts.

### THE TOP TWO PERFORMING POSTS WERE SPONSOR POSTS

3 out of 5 of our top performing social media posts involved sponsors.



## EMAIL

**13%**

Click-through  
Rate

**14%**

Open Rate

**3764**

Total  
Opens

**622**

Total  
Clicks

NOTE: Our top open rates and click through rates came from emails that featured sponsors!

## WEBSITE

**5,234**

Total Webpage  
Views

**15,123**

Total Interactions  
With Page



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"It really means a lot with the economy today and just with, you know, everything that's going on in the world, it's just good to see that people are volunteering, their services and reaching out and helping out with the community."

Jacqueline, Backpack Recipient



"What this event means to us is really having an opportunity to be a part of something that means something so much for the community. Every one of our stores are in communities that this event supports."

Frank, Boost Mobile

"I'm originally a caregiver, so this meant a lot to me because I love to see kids with smiles on their face..."

Robyn, Vibe Credit Union



"My daughter just got deployed, and she asked me at the last minute to help out... getting the bookbags was a great opportunity."

A Backpack Recipient

"We really appreciate [the backpacks] and it's very important because a lot of our families are dealing with housing instability, food insecurity, and this helps...so their kids can start off the new year good and ready."

Kelly, Wayne Metro Schools



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## 12 TOTAL SPONSORS

### VALEDICTORIAN SPONSORS



### SCHOOL YARD SPONSORS





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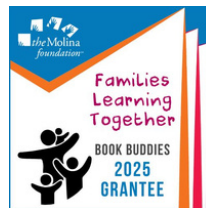
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Volunteers  
of America®  
MICHIGAN



## SPECIAL THANK YOU TO



**The Molina Foundation**

For donating over  
\$19,000 worth of books



**Douglas J Salon**

For donating  
\$36,000 of haircuts

### **The Detroit Zoo**

For hosting our backpack giveaway and for  
the wonderful staff who helped make our  
event a success.

## THANK YOU FOR HOSTING A DRIVE

**ACS**

**Amsted Automotive**

**Craig Noonan &  
Associates**

**Cummins**

**Duggan Wealth  
Management**

**Foster Swift**

**GBU Financial Life**

**Granger Construction**

**Lakeshore Financial  
Planning**

**MA Center Michigan**

**Marquardt**

**Marsh**

**Modern Wealth  
Management**

**Mortgage Center**

**Niagara Cares Fund**

**Nissan**

**OP Mobility**

**Rockwood**

**Schneiderman &  
Sherman P.C.**

**Sikh Temple**

**Target**

**TransForm Automotive**

## AND THANK YOU FOR YOUR SUPPORT!