

OPERATION BACKPACK®

2026
Recap



3000⁺ BACKPACKS DISTRIBUTED



1300+

**Backpacks Given
to School Districts
and Partners**

1200+

**Backpacks Given at
the Detroit Zoo (Public
Distribution Event)**

500+

**Backpacks Given
to VOA Michigan
Clients**



**200 MORE
Students Helped
Than 2025**

**7
Total School
Districts Served**

**29
Total Drives**

\$65

value of each
backpack



That's **\$195,000
worth of
backpacks!**

**100+
Total Volunteers**

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SOCIAL MEDIA

51,060 **Total Reach**
(Across Meta Only)

85,799 **Total Impressions**

1911 **Engagements**

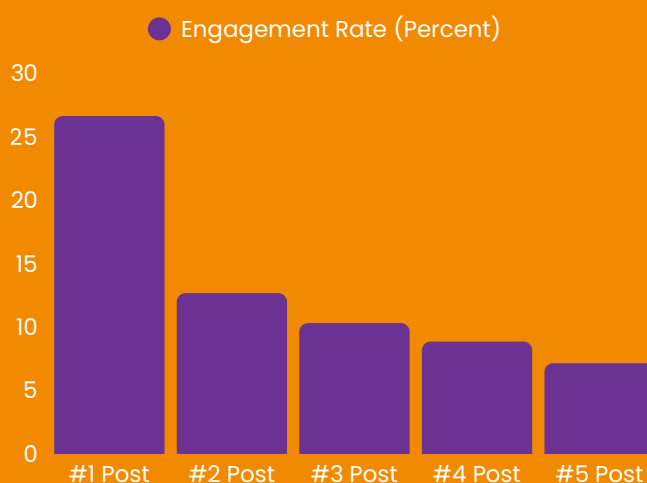
22% **Engagement Rate**

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 LINKEDIN POSTS

3 out of 5 of our top performing social media posts were on LinkedIn.



EMAIL

26%

Click-through
Rate

9%

Open Rate

14143

Total
Opens

3686

Total
Clicks

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

WEBSITE

2,438

Total Webpage
Views

7,411

Total Interactions
With Page

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"Receiving these backpacks would be such a blessing. My children went halfway through last year's school year without backpacks because I couldn't afford them. I am very grateful to receive such a great blessing"



"Hearing about this event has been truly amazing. I cannot work after having health issues from my traumatic birth. Because of you guys, my children get smiles to start the school year. Thank you all, and god bless."



"I'm a single parent and things like this are the greatest help. I appreciate everyone who contributed. I hope one day I am able to give the same way ."



"Thank You! I appreciate more than you will ever know. Thanks for giving my children the opportunity to have a great start in the school year with the tools to be successful"



"This backpack is a big help and takes some stress off as we get ready for the new school year. Thank you to everyone who donates and supports families like mine. Your kindness truly makes a difference."



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12 TOTAL SPONSORS



PENTIUK, COUVREUR & KOBILJAK P.C.
ATTORNEYS AND COUNSELLORS AT LAW



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS



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SPECIAL THANK YOU TO

Birdie's Book Mobile

For sharing the gift of literacy and lighting up hundreds of young faces with stories and wonder.



Oakland County Youth Educational Services

For stepping in as a vital community resource and connecting families with the support they deserve.



The Detroit Zoo

For opening your doors and your staff's generosity which made all the difference.



The Motor City Dans

For bringing the Dan Campbell energy and reminding us what it means to win as a community.



THANK YOU FOR HOSTING A DRIVE

Academy of the Sacred Heart

Actemium

ACS

Anytime Fitness

Craig Noonan and Associates

Cummins

DT Midstream

Eagle Ottawa by Lear

Egis

GDI Services

Granger

Healthmark Heroes

Howard and Howard

Impact Church

LDS Church

Lux Hair Co. LLC

MA Center Michigan

Marsh

McLaren/KCI CTO

Modern Wealth Management

Mortgage Center

Niagara Cares

Nissan

Sacred Heart Catholic Parish

Schneiderman & Sherman, PC /

Best Homes Title Agency, LLC

Stonridge

Team Sigma

UAW Retiree Medical Benefits Trust

AND THANK YOU FOR YOUR SUPPORT!