



BackPack Weekend Food Program

COMMUNITY IMPACT PROJECT
DELIVERED BY AMERICAN TIRE DISTRIBUTORS & WELLS FARGO
SPONSORED BY WALMART



Solving problems of childhood hunger over the weekend when access to school meals is not available



Problem: Backpack Weekend Food Program (BWFP) staff were working with an inefficient system of spreadsheets to track their donors and volunteers. This was wasting time and causing BWFP to miss out on fundraising opportunities.

Solution: Apparo matched BWFP with volunteers from American Tire Distributors and Wells Fargo to assess their needs and help determine the best database software solution, Neon.

Nonprofit Team Member: Dallas Butler, Suzanne Jones

Volunteer: Catherine Maillet, David Maillet

A True Ally for Nonprofits

“I attribute our ability to serve nearly 900 students each school year to the outpouring of support by this community, represented by individuals and businesses that believe in what we do, among them, David, Catherine and the Apparo team. They were patient and worked around our schedules. Never once did I feel pressured to move too quickly; every decision was methodically driven. I can't say enough good things about Apparo and their volunteers. They are a true ally for nonprofits!”

- Dallas Butler, Executive Director, BWFP

Anticipated Outcomes + Community Impact

- Minimized errors and saved time through simplification of data collection and tracking processes
- Increased fundraising revenue - with one campaign expected to increase by 5-7%, driven by freed time and Neon functionality
- Minimized fundraising-related expenses, through decrease in postage/printing



A DEEPLY SIGNIFICANT VOLUNTEER OPPORTUNITY

“It's been a privilege for me. Being able to work on a project that really helps directly impact people's lives in profound ways is so much more significant than anything else I've worked on in my tech career.”

-David Maillet, Volunteer

110 hours

Time dedicated by Apparo + volunteers

\$16,500

Project market value

33x

Return on nonprofit investment