

You Matter Birthday Bags

IN PARTNERSHIP WITH **BAKING A DIFFERENCE FOR KIDS**

YOUR CLUB HAS TWO OPTIONS TO PARTICIPATE

OPTION 1: ASSEMBLE BIRTHDAY BAGS WITH SUPPLIES FROM BDK

BDK has generously offered to provide supplies for a select number of Aavidum Clubs to complete this campaign. Clubs can coordinate with BDK to request supplies and participate in assembling Birthday Bags. This is a great option for clubs that want to participate but don't have the capacity to organize a full school-wide collection drive.

To complete Option 1, your club will need to:

- Fill out BDK's form to request materials at tinyurl.com/aevidumBDK.
- Determine where you are going to donate the bags.
- Choose a date for your club or school to assemble the bags.
- Gather your volunteers.
- Assemble the Birthday Bags.
- Coordinate delivery of the completed bags to an approved community partner.

OPTION 2: HOST YOUR OWN DRIVE & ASSEMBLE BIRTHDAY BAGS

Your club can organize a You Matter Birthday Bag Drive and collect the items needed to create Birthday Bags. BDK has developed a model that has successfully used school-wide drives to collect cake mixes, frosting, candles, sprinkles, and cake tins before bringing them together into complete Birthday Bags. Your club can complete the full process of collecting, assembling, and giving. Depending on how many bags you want to assemble, you can collect donations from just Aavidum Club members or consider involving your entire school community including students, families, and staff members. Your club might consider partnering with another student organization, such as a community service club or Student Council, if you want to make the project bigger. Once you gather donations, your group would assemble the donations into Birthday Bags and donate them to a local organization serving families who could benefit.

WHERE CAN WE DONATE?

You have several options of where you can donate the Birthday Bags. A first option is identifying a community partner, a local organization that already supports families experiencing food insecurity or financial hardship. Examples include food pantries, food banks, family resource centers, community action agencies, housing organizations, family shelters, and other organizations serving children and families. A quick Google search can help identify these types of locations in your community and/or school staff may also know of community resources.

A second option is keeping the Birthday Bags within your school community. Talk with your school social worker, school counselor, family liaison, SAP Team, or a school administrator to see if this is a possibility. If your school chooses this option, work with the appropriate staff member to determine whether the bags can be safely and confidentially distributed to families.

Please note: Students should never be asked to identify families who may need assistance. School staff should handle that process privately.

TURN FOR MORE INSTRUCTIONS →



About the Campaign

Every person deserves to feel special on their birthday, but for families experiencing food insecurity, housing instability, or other financial challenges, something as simple as a birthday cake may be difficult to afford. This year, Aavidum is partnering with Baking a Difference for Kids (BDK) to bring You Matter Birthday Bags to schools. You Matter Birthday Bags help make sure no one's birthday goes unrecognized. Birthday Bags contain the basic ingredients and supplies needed to make a birthday cake and are distributed to families to ensure everyone knows that they matter on their birthday.

Supplies

In Your Material Kit:

- Instructions
- Directions to apply for supplies

Available to download in Advisor Portal:

- Manual for planning a drive
- Instructions to assemble bags
- Recipe cards

Shipping in Spring:

- If you apply for Birthday Bag supplies, your club will receive the following items in the spring:
 - Cake mix, frosting, cans of soda, candles, and gift bags to decorate

School/Club Supplies

- Coloring supplies to decorate bags
- Printer to print recipe cards
- Tape for taping recipe cards to cake mixes

READY TO GET STARTED?

- Choose your option.
 - Make Birthday Bags using BDK supplies OR host your own drive at your school
 - If you want to use BDK supplies, make sure to complete the application at tinyurl.com/aevidumBDK
- Choose your dates.
- Select a community partner to receive the donations OR keep them in your own school district (or both!).
- Get your school on board by promoting and marketing the campaign.
- Run the drive or receive your materials from BDK.
- Assemble Birthday Bags.
- Deliver Birthday Bags
- Tell Aevidum & BDK what you accomplished!
 - Please track the following information to help us keep records of the project's impact.
 - Number of Birthday Bags created
 - Number of students involved
 - Community organization receiving the bags



BAG DECORATING

To add another interactive component to the Birthday Bags project, some schools might consider decorating plain gift bags (you can purchase these at dollar stores) with birthday designs and positive messages. These bags can serve as more than just a vessel to carry the cake supplies, but also might be used by families to hold gifts or just spread some happiness and joy.

ADDITIONAL RESOURCES & MATERIALS IN THE ADVISOR PORTAL

A full manual to this campaign from BDK is available in the Aevidum Advisor Portal. This manual discussed how to plan, market, and conduct a drive as well as how to assemble the Birthday Bags themselves. Printable recipe cards are also available to download.