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Media Fact Sheet 2010

Imagine the looks on the faces of 500 economically disadvantaged children who get to “shop” for brand new school clothing, school supplies, and personal-care items at a “department store” set up just for them! The National Council of Jewish Women, Essex County Section, donates all items and sets up the “store” to help the children be ready to focus on learning on the first day of school.

What is the Back 2 School Store?®

The Back 2 School Store provides an opportunity for economically disadvantaged children in Essex County, NJ, to “shop” for brand-new back-to-school clothes, school supplies, and personal-care items. All items are donated by the National Council of Jewish Women, Essex County Section.

How does the Back 2 School Store® work?

The Back 2 School Store is set up like a department store. Volunteer personal shoppers accompany each child on a personal shopping tour for new clothing and school supplies. Each personal shopper spends up to an hour with each child, who gets to shop for a complete new outfit (shirt, pants, winter jacket, and sneakers), underwear, socks, hat, gloves, and scarf. Each child also receives a new backpack filled with school supplies and personal-care items.

Where do the clothes and supplies come from?

All clothing and supplies are donated by the National Council of Jewish Women, Essex County Section. Thanks to financial contributions from local individuals, families, and businesses, NCJW volunteers shop for brand-new clothes and supplies in major retail stores.

How many children get to shop at the Back 2 School Store®?

This year, 500 children will be individually escorted through the store to select their back-to-school items. Last year’s Back 2 School Store served about 300 children.

How many volunteers work at the Back 2 School Store®?

More than 300 volunteers are on site at the Back 2 School Store to help make the day go smoothly for 500 children.

Where and when does the Back 2 School Store® take place?

More than 4,000 square feet of space is donated by B'nai Shalom, 300 Pleasant Valley Way in West Orange, NJ. The 2010 Back 2 School Store takes place on Sunday, August 1 from 11:00 to 4:00, with a ribbon-cutting ceremony at 10:00

What are the parents doing while the children are shopping at the Back 2 School Store®?

Parents and other caregivers wait in the outer room where they have the opportunity to visit the Family Resource Center set up by the NCJW. There, they can get information about community resources, adult healthcare, Medicaid, and career and educational opportunities.

What is the National Council of Jewish Women?

NCJW is a volunteer organization that has been at the forefront of social change for over a century. Inspired by Jewish values, NCJW works to improve the quality of life for women, children, and families and to ensure individual rights and freedoms through programs and projects initiated by its network of 90,000 members and supporters nationwide.

With more than 3,000 members, the Essex County Section of NCJW is the largest in the United States.

For more information about the Back 2 School Store®:

http://www.ncjwessex.org/back2school_factsheet.html

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