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During this challenging time, we have seen a substantial increase in need for basic essential items. Not only are the families we serve consistently challenged with providing their loved ones with every day needs, but they are experiencing the new challenges of staying home, empty shelves in their community store, and loss of work since early March. This summer, we have seen a drastic shift in need for school supplies and learning tools. Although caregivers are unsure of what the future holds, families desperately want to ensure that their children have everything they need to aid their learning- no matter what this fall may look like. We cannot tell you how significant the need is and appreciate your commitment, support and passion for helping thousands of children during this year of uncertainty. Thank you!”

Kirsten Vogelsong,
Cradles to Crayons
Partner Relations
Associate

Cradles to Crayons **READY FOR LEARNING**

Cradles to Crayons has been steadfast in providing families with essential items during this pandemic, but we are also looking ahead to what many families will face in the coming months: a still uncertain new school year in the fall, without a way to pay for back-to-school items needed regardless, such as new school supplies and fitting clothes for growing kids.

Our Ready for Learning initiative is an extension of our organization’s ongoing COVID-19 crisis response efforts and will provide, more than 30,000 low-income and homeless children with school supplies and other essentials to start the 2020-2021 school year fully prepared to learn and grow, even if school looks different this year.

Cradles to Crayons 180+ statewide service partners, including social service agencies, schools, and community health centers, rely on C2C for school supplies and seasonal clothing needed by low-income and homeless children to start the academic year ready and equipped to learn – whether learning is virtual or in the classroom. Despite the pause in so many aspects of society and the economy during this pandemic, we know that kids will always need supplies to feel empowered and ready to learn.

- **55% of low-wage workers with young children reported someone the household had been laid off since March 16, 2020.**
- **Families will spend an average of \$789.49, this represents a 13.3% increase in Back to School spending for 2020.**

The need remains high and your support is invaluable. Thank you for investing in the future and helping level the playing field for children hit hardest by the coronavirus’ economic impact by providing the tangible tools they need to succeed.

Sincerely,
The Cradles to Crayons Team

To learn more about this program please visit our website
cradlestocrayons.org/philadelphia/ready-for-learning