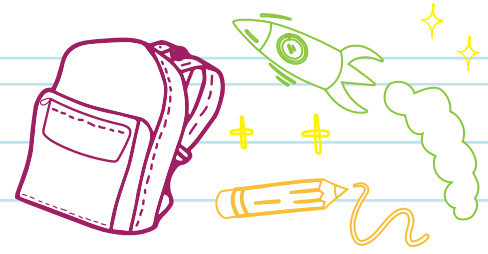


betty brinn

BACK-TO-SCHOOL

Resource Fair Recap



Thank you to those who supported our Back-to-School Resource Fair on August 17! Special thanks to our event's sponsors, our community partners who attended the event to share resources with families, the volunteers who helped us pack and distribute backpacks, and to our supporters who joined us for breakfast. Check out the event's success below!



Backpacks distributed: 1,100 at the Resource Fair, remaining 400 given out to Community Partners and at Wonder Wagon mobile museum events



Individual school supply items distributed: more than 22,500



Community Partners present at Resource Fair:
24



Resource Fair Attendees: 1,836



Amount Raised: \$81,525

This event generated record-breaking Museum attendance!

Event Media

Website traffic (May 2023-August 2023): 4,821
Social media impressions: 4,330

Total TV audience: 210,444
Total online news audience: 96,731



Thank you to the following for helping to make our Back-to-School Resource Fair a success!

Dea Wright, Office of Early Childhood Initiatives
Andy Keller, J.P. Morgan
Mayor Cavalier Johnson

Volunteers from the following organizations:

Northwestern Mutual

PNC

U.S. Bank

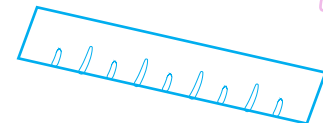
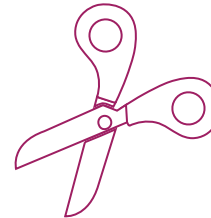
Heartland Funds

Marquette Boys' Soccer Team

Deloitte

J.P. Morgan

MHS Health Wisconsin



Thank you to our event sponsors:

Ally



BMO



Harris Bank

Hammes
Family Foundation



HEARTLAND FUNDS
AMERICA'S VALUE INVESTOR®

humanworks

JPMORGAN
CHASE & CO.



mhs health
wisconsin.



Northwestern
Mutual®

Supporter

Deloitte.

David Heiny &
Stacy Buening

Mercer

Reinhart

usbank

Contributor

Grant Thornton
Gruber Law Offices
Milwaukee Bucks Foundation

Moertl, Wilkins & Campbell, S.C.
Victoria Teerlink & Jeffrey Drope

betty brinn 
CHILDREN'S
museum