



Big-Hearted People™
presents
1,000 Backpacks
for Blessings in a Backpack

An Online Text-2-Give Campaign

Powered by Mobilesoft, LLC

November 1-30, 2010, Rachel Helson, veteran Blessings in a Backpack supporter and innovative philanthropist, is holding an online fundraiser with all proceeds benefiting Blessings in a Backpack.

Rachel will blog and post videos of schools that have benefited from Blessings in a Backpack. You'll hear directly from the kids who receive the weekend food packs and school administrators who implement the program. You will hear testimonials from Blessings celebrity supporters Hilary Duff, Sammy Hagar, Miley Cyrus and Dwight Howard, as well as many new professional and online thought leaders, that share why they are so passionate about helping feed our less fortunate neighbors. **The campaign goal** is to feed an additional **1,000 kids next year** and to **spread awareness** about our amazing program - that means we need **over 8,000 people to participate** to reach Rachel's goal.

Help us by donating \$10 and sharing with your network.

Tell your email and social media networks to tune-in anytime in November to this [online campaign](#). You may also check Blessing's [Facebook](#) page or [Twitter](#) feed for updates. Participants can support this campaign and Blessings in a Backpack **by texting "Backpack" to 85944 to donate \$10**. Please remember to reply "Yes" to confirm your gift via text. All Text-to-Give donations will be billed directly to your phone carrier.