



## Happy 2018 to friends & supporters of *Backpack Full of Cash!*

We hope your new year is off to a spectacular start.

30 governors proclaimed this week  
"National School Choice Week".

The Center for Media and Democracy reported on  
who is *really* behind this movement.

Did you know this?

- “National School Choice Week” was launched by the Gleason Family Foundation in 2011...and has grown rapidly through the backing of advocacy groups and funders promoting charters, vouchers, and tax credits for private schools.
- NSCW’s website lists numerous partners, including the Walton Family Fund, ALEC, the Cato Institute, Reason Foundation, the Heritage Foundation, the U.S. Chamber of Commerce—many of which have ties to the Koch brothers’ political network.

While making our documentary film, *Backpack Full of Cash*, we learned that:

- The vast majority of Americans “choose” public schools.
- So-called “choice” is giving taxpayer money to private and religious schools, often without oversight as this journalist discovered during her [in-depth investigation into voucher schools](#).

- School “choice” is undermining public education, making inequality worse.

## We believe that:

- Public schools are the pillars of our democracy.
- Every child should have the “choice” of a well-funded, high-quality public school.
- The public, especially lawmakers, need to be educated about this issue.

Are you a passionate advocate of public education?  
Here's a **short video featuring Bertis Downs**,  
champion of public schools from Athens, Georgia and a *Backpack*  
supporter, telling us why he thinks public education is so important.

## Why Public Schools?

- Bertis Downs -

Inspired by Bertis? We'd love to hear from you, too!  
Send us a short video (30 seconds or less): "*I care about public education because...*" to [info@backpackfullofcash.com](mailto:info@backpackfullofcash.com). We'll collect our favorites and share them on our website and social media.

# BACKPACK NEWS in the NEW YEAR

## BACKPACK GOES GLOBAL

We've had screening requests from Canada, Croatia, Greece, Brazil, Scotland, and the Czech Republic to name a few, and just last week the film premiered in Khayelitsha, Cape Town, South Africa. Obviously school privatization is an urgent issue of great concern worldwide.



*Above: Fred Frelow, Backpack friend and former Ford Foundation program officer, speaks with the crowd post-Backpack Full of Cash premiere at the Bertha Movie House in Khayelitsha, Cape Town, South Africa. Hosted by Equal Education Law Centre & Bertha Movie House.*

## SPANISH LANGUAGE

The highly-anticipated Spanish language version of the film and

community resources are now in the works. Stay tuned for more info in coming months!

## REQUESTS TO DATE

In 2017, we got more than 1,000 requests from people and groups about showing Backpack in their communities. Get on board and join this growing movement! 2018 is shaping up to be another great year for “Backpack” screenings and discussions.

Is Backpack Full of Cash coming to your area soon?

**UPCOMING SCREENINGS**

Want to bring Backpack Full of Cash to your community?

**SIGN UP TO HOST A SCREENING**

To help fuel the Backpack community engagement campaign:

**DONATE NOW**

Thank you for your support!

Cheers to a #publicschoolproud new year!

Sarah Mondale, Vera Aronow, and the Backpack Full of Cash film team.

Connect with us. Did you receive this email from a friend?

[Sign up to receive our monthly newsletter.](#)



