

Dear BACKPACK Friends and Supporters,

**NEWSFLASH!! With two days left, WE'VE REACHED OUR GOAL!
PLUS—an EXCITING NEW REWARD!**

Last week was rough, but this week, we have great news to lift your spirits—WE DID IT! Our [BACKPACK FULL OF CASH Kickstarter](#) officially surpassed the \$31,600 goal last night and is now 105% funded. And to our unexpected delight, enthusiastic backers continue to donate!

When we began this amazing journey we were newbies to Kickstarter. It's certainly a lot of work to raise money this way, but it's kind of fun. It is incredibly gratifying to CONNECT DIRECTLY with people who believe in the project and to see how generously they have contributed to a cause they care deeply about.

It seemed audacious when we launched the campaign (and maybe not very wise since KS is an all or nothing crowdfunding platform!) to ask for \$31,600, but thanks to you, WE MADE OUR GOAL!



Now, we still have two whole days to go before the campaign ends, and **we want to keep the momentum going, so we're blazing forward to reach our "stretch goals,"** which will allow us to take the film even further toward completion.

Totalling \$6,500, the stretch goal money will be used to:

- **color correct the new archival footage** to make it look the best it can be, \$3,000;
- **create a DCP** (digital cinema package) which is a copy of the film, in the form of digital files for showing in theaters, \$2,500;
- **create Blu-ray master and discs**, also needed for showing the film in theaters and at festivals, \$1,000.

To entice you, our wonderful supporters, we've thought up A NEW REWARD. We've had so many requests for screenings that we thought it would be great to offer, for a pledge of \$2,000, a screening of the film along with the filmmakers participation in a Q&A at an event that you organize in the New York City, Washington, D.C. or Philadelphia area. Plus you will get your very own Backpack Blu-ray to keep! Take a look at the [rewards section of our campaign](#) for additional details.

We are humbled by the pledges coming in from people we know and many folks that we've never met. And we've made an amazing discovery—while we are telling a story that takes place in America, we have actually been getting pledges from as far away as Brazil, Indonesia, Australia, New Zealand, Denmark, Canada and the UK—clearly this topic is resonating even beyond what we were expecting. People around the world see that public education is under attack and they want to protect it!

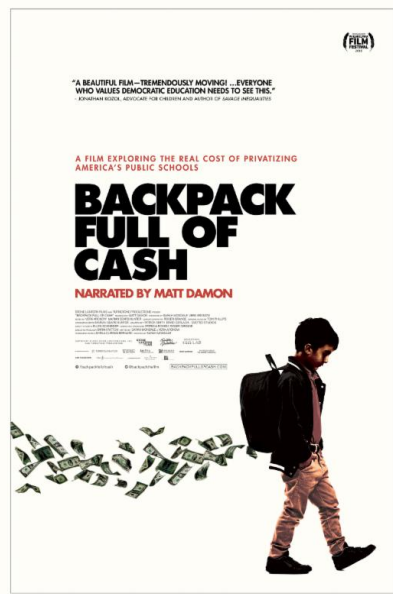
So, with only two days to go - let's hit a homerun! Visit the campaign page to watch the numbers ticking upward and consider making a contribution and passing along to one or two friends. If 100 people convince even one person to make say, a \$10 donation, we will be \$1,000 closer to sharing the film in more communities and on more big screens!

We are—and continue to be—so grateful for your support and enthusiasm for Backpack. THANK YOU!!!!

FOLLOW US!



If you haven't yet heard of BACKPACK FULL OF CASH, it's a documentary about the real cost of privatizing America's public schools (see [here](#) for more details).



*"One of the ways a society shows its love of children is by the institutions it builds around them."
— Helen Gym, co-founder of Parents United for Public Education —*