

# Box Tops Benefiting Education



*Lincoln Elementary students collect Box Tops to reach their goal.*

Who would have thought that those little pink “Box Tops for Education” labels could help local schools generate up to \$2,000 per year? For those of you unfamiliar with the “Box Tops for Education” label, it’s a small, pink logo found on hundreds of participating products from food to paper products to clothing. Though fairly easy to miss, one postage stamp-sized Box Top label is worth 10¢ for your school. Ten cents may not seem like much, but with everyone’s effort in Box Tops collecting, it doesn’t take long for the benefits to add up. The best part is that anyone in the community can contribute to this program to help our schools, even if you don’t currently have a child in the school system. Being mindful of saving Box Tops from products that you use and turning them into the nearest school can reap huge benefits.

This program is a major fundraiser for some of our local schools. I had the opportunity to visit with personnel from Yankton’s elementary and middle schools to find out just how important this program is to them. I was amazed at the remarkable benefits our schools gained just from collecting these little cardboard squares.

## What benefits have schools gained with the Box Tops Program?

Most of the schools opt to utilize the Box Tops cash option, receiving bi-annual checks in return for mailing in their Box Tops collection. These schools have earned extra funds of \$1,000-\$2,500 per year from the Box Tops program. Webster Elementary Principal Melanie Ryken estimates that their school alone has generated a total of nearly \$12,000 since they began using the program. That’s 120,000 little Box Tops labels!

Schools put the money earned from the Box Tops Program right back into their schools through PTA functions, school equipment and student activities that everyone can benefit from. The funds gained from this program are very important to the schools and their students. As stated by Lincoln School Principal Paul Struck, “Special activities which make the culture of each school, including Lincoln (School) unique, would not be possible

without the funds generated through our Box Tops program.” Schools use the funds gained from the program in many ways:

- \*Fund playground equipment
- \*Provide birthday treats for students
- \*Fund many free student and family fun events
- \*Fund 4th Grade Valentine’s Tea
- \*Fund Author Visits to school
- \*Purchase technology software and classroom tools
- \*Purchase Christmas tree for school
- \*Purchase Angel Tree gifts for holiday season
- \*Contribute to PTA budget & activities
- \*Fund landscaping outside school building
- \*Fund contest entries to Spelling Bee
- \*Purchase bench for outside school building
- \*Purchase candy for Homecoming Parade
- \*Purchase trophies/ribbons for student talent show
- \*Purchase book shelves for library
- \*Purchase athletic equipment for students
- \*Assist in funding student assemblies

## Do schools hold Box Tops collection competitions?

Box Tops drives are held at all of the local schools, though at different levels of student, classroom and even school-wide competitions. At the student level, Sacred Heart School’s fall contest treats the top two Box Tops collectors each from the Elementary and Middle School to breakfast with the Principals. Most schools hold Box Tops drives between classrooms or grades in the fall and spring. Winners attempt to earn prizes like pizza parties, a pancake day with “Klimisch Kakes,” ice cream treats, candy and suckers. School-wide Box Tops goals are sought after at Webster and Beadle schools, with the entire student body striving to earn books, pencils, eraser tops, pizza parties, pajama days, movie parties or popcorn parties if goals are reached. Webster’s big challenge this year is the ultimate thrill of duct taping their principal to the wall if they meet their goal. Who wouldn’t want to do that?!