

6000 Packed Backpacks

The Project:

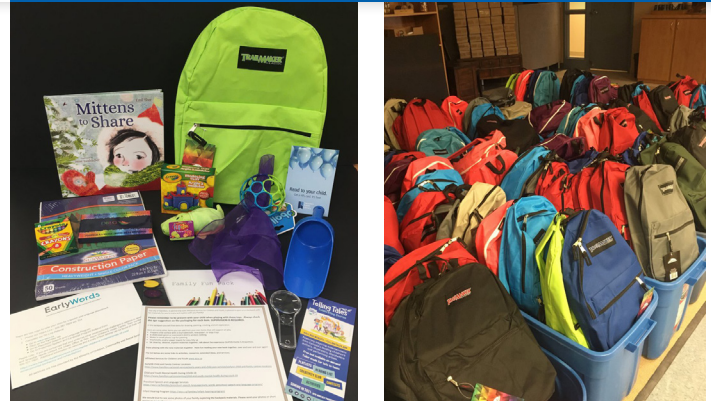
In response to COVID lockdown, Affiliated Services for Children & Youth (ASCY), Hamilton decided to send home to 6000 students a backpack with specially selected resources to help with home schooling.

They wanted to go beyond books and crayons and support a variety of curriculum areas through play, reflecting EarlyON practice, including STEM, creative arts and socio/emotional wellbeing.

Challenges:

1. Maximizing value to a specific per backpack budget
2. Product selection: mix of learn at home, recreational, energetic play and creative arts items
3. Product sourcing: LKG had to source safe, available options in the middle of COVID when many suppliers were closed and/or under staffed
4. Meeting a tight deadline
5. Customer had limited receiving, working and storage space for assembling and final distribution to their children
6. Many items available only in multi-packs

“Originally they asked to have everything delivered to their office. But we’ve got a 2000 pound skid... and that’s just the clay! They didn’t have doors that could handle a skid let alone the space to sort and organize hundreds of boxes of stuff.” *Cathy Elliott, LKG Senior Sale Representative*



“We planned it together: where to deliver it, a space that was big enough; when to do it, so they had the staff and everything ready to handle it.” *C. Elliott*

Solutions:

The team brainstormed and together with LKG’s feedback were able to narrow down a list that included

- 6x9” Clipboard
- Skipping rope
- Scoops
- Small magnifying glass
- Chiffon Scarf
- Pastels
- Charcoal
- Oball,
- Small animals
- Plush toy
- Construction paper
- Tempera paints
- Crayons
- Clay

Customer sourced backpacks, books and some other items.

LKG sourced items in quantity for maximum purchasing power and value. e.g. Magnifiers pack of 10 broken down to 1 per backpack.

Many special order items were specifically sourced for this project.

LKG broke up the delivery into smaller shipments and planned for the boxes to be brought in by hand.

All items were shipped to the LKG warehouse for consolidation over a month and then delivered in 3 stages via a preferred carrier partner we rely on for special projects. Then ASCY collated and packed the backpacks at the professional resource centre.

Materials for backpacks had to be delivered in three stages so that they had the space to pack individually. Then they sorted it at the resource centre for final delivery to the children.

Wow! I cannot believe we are at this point! Our last order was delivered seamlessly yesterday, (the delivery team) were absolutely amazing! We were so happy they were able to complete all three deliveries. We couldn’t have done this project without you. Your guidance with volume of items, quality of all items and coordination of delivery was huge.

S. Licop RECE, Professional Resource Librarian