peopleready
A TRUEBLUE COMPANY

CUSTOMER SUCCESS STORY

Kids In Need Foundation

At-a-glance

CUSTOMER
Kids In Need Foundation

LOCATION
St. Paul, Minnesota

INDUSTRY
Education

WORKFORCE NEED
20 workers

ASSIGNMENT
Backpack packing and fulfillment

CHALLENGE

During a visit to Kids In Need Foundation in St. Paul, PeopleReady learned the nonprofit needed extra staffing to prepare thousands of backpacks for students nationwide. With a tight deadline and an operation largely powered by volunteers, the foundation needed workers to help meet its goal.

SOLUTION

After the foundation reached out Wednesday evening, PeopleReady quickly developed a workforce solution that fit its needs and nonprofit budget. By Friday, the foundation had ordered 20 workers for the following week.

Over five days, PeopleReady associates worked alongside 30 to 50 volunteers at a time to assemble backpacks and prepare school supplies. The local branch team also joined the effort, working hands-on with associates, volunteers and foundation staff.

RESULTS

- 20 associates provided workforce support
- 12,900 backpacks assembled for students
- 370 teacher supply boxes prepared
- 1,800 pencil pouches completed

The engagement gave both associates and the local branch team a firsthand connection to the foundation's mission and its community. For many, the experience was especially meaningful because they could personally relate to the children being served. The partnership also established PeopleReady as a trusted workforce resource and laid the groundwork for a lasting relationship with the organization.

"When you have thousands of backpacks to build on a tight timeline, speed, accuracy and efficiency are everything. The PeopleReady team hit the ground running and worked with incredible focus and energy to help us meet our goal of getting these backpacks out and into the hands of students prior to the start of the school year."

Sarah B., Volunteer Engagement Manager, Kids In Need Foundation

Visit peopleready.com to learn more about our staffing solutions.

