



WINTER DRIVE 2026-27

THE WARMTH KIT DRIVE

the chip bag project



what is it

5th Annual · Winter 2026–27

Now in its 5th year, the Warmth Kit Drive is The Chip Bag Project's winter initiative to get warming essentials to unhoused neighbors across Detroit and Metro Detroit. We collect and pack kits with hats, gloves, socks, hand, foot and body warmers, shower wipes and hygiene items, then deliver them through shelters and mutual aid partners.

To date, we have assembled and distributed 10,000+ kits alongside more than five mutual aid groups and nonprofit partners.



ABOUT THE CHIP BAG PROJECT

Founded in December 2020, The Chip Bag Project collects foil-lined packaging like chip bags, pet food bags and candy wrappers, and upcycles it into sleeping bags for unhoused neighbors.

We have collected 2.5 million pounds of flexible film since 2020, 1 million pounds of it in the past year alone.

Our partners include Frito-Lay, Campbell's, StockX, Blue Apron and Trellis.

We have been featured by CNN, BuzzFeed, Hour Detroit and Reader's Digest. Our founder was named Detroit Environmental Humanitarian of the Year (2022) and a Trellis 30 Under 30 Climate Leader.

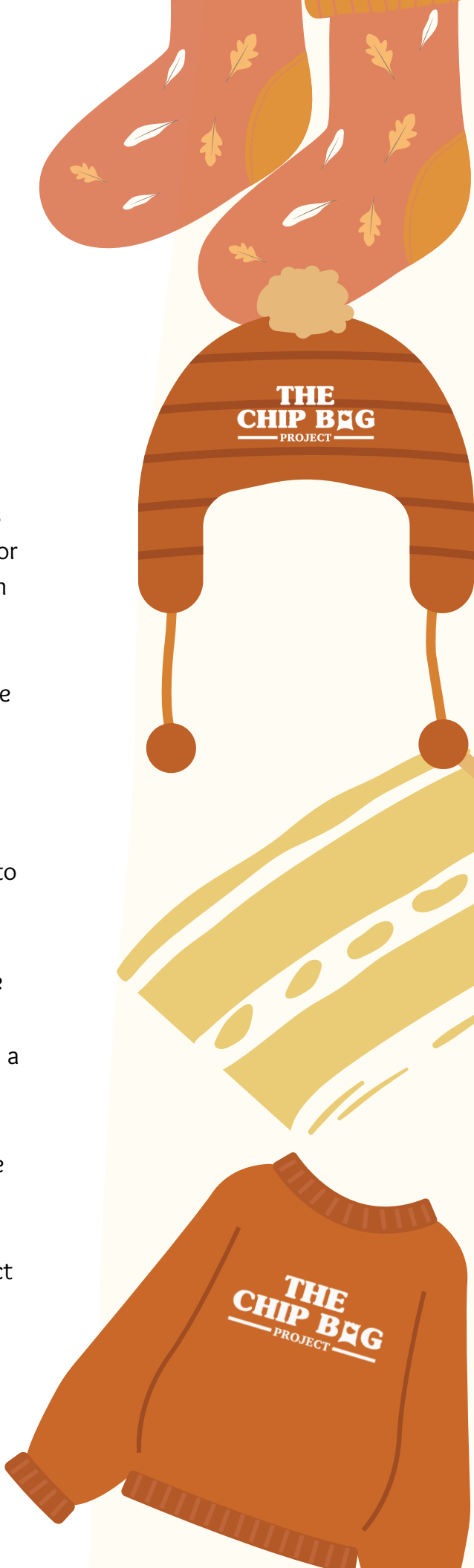


HOW WE PARTNER

Thank you for considering partnering with us for our Warmth Kit Drive! Your support can make a tremendous difference in the lives of those in need. We are looking for dedicated individuals and businesses to serve as Warmth Kit Drive hosts by placing a designated drop-off box at your location, allowing community members to easily donate essential warming items. You can also collaborate with us by hosting an event to gather donations for the drive.

In addition, we're seeking both monetary sponsors and name sponsors to help broaden our impact. Our goal is to assemble **5,000 warmth kits, and we need to raise $88,000 to make it happen. EGLE has already committed $15,000. Every $20 provides one complete kit for one neighbor, and 85% of every dollar goes directly to the program.** For those who wish to become a name sponsor, we ask for a minimum donation of $10,000. As a name sponsor, your support will be prominently featured in all press releases and on signage at our drop-off sites.

This is a meaningful opportunity to make a lasting impact on our community while gaining recognition for your invaluable support. Together, we can bring warmth and care to our unhoused neighbors.



THE CHIP BAG PROJECT

WHAT WE NEED

OCTOBER:
Collections open at hub sites across Detroit and Metro Detroit, and we begin gathering kit supplies.

DECEMBER:
We order kit supplies and confirm our shelter and mutual aid distribution partners.

JANUARY:
MLK Day of Service. We average 30–40 volunteers each service day and have engaged 300+ volunteers over five years.

FEBRUARY- MARCH:
Final distributions and sponsor impact reports.

BUDGET, TIMELINE, AND DELIVERABLES

Our $88,000 budget provides 5,000 warmth kits this winter. Each kit costs about $20: $5 in donated items and $15 purchased.

85% funds kits, custom shower sheets and emergency blankets. 15% covers storage, transport and coordination.

TIMELINE

Collections run October 2026 through January 2027, with final distributions in February and March. Our MLK Day of Service invites company teams to pack and deliver kits.

$88,000 NEEDED

5,000 WARMTH KITS

10 COLLECTION HUBS

THE CHIP BAG PROJECT

WHAT COMES IN THE KIT



PARTNERSHIP

In a past season, $20K in funding plus generous in-kind donations provided warmth for 2,000 people, raised and served alongside several partner organizations.

Why Partner: Warmth reaches people fastest when businesses, schools and neighbors each own a piece of it.

HUB/ COLLECTION SITE: HOST A DROP-OFF BOX AND COLLECT ITEMS ALL SEASON.

EVENT PARTNER: HOST A DONATION DRIVE OR PACKING EVENT WITH US THIS SEASON.

MONETARY PARTNER: SPONSOR KITS, FROM $20 FOR ONE KIT TO $10,000+ AS A NAME SPONSOR.

OUR PAST PARTNERS

Michigan Environmental Justice Coalition

Techtown Detroit

common citizen

Blue Apron

Cape Cod Kettle Cooked Potato Chips

Regeneration New & Used Clothing


YEAR 1


YEAR 2


YEAR 3


YEAR 4




HAND WARMERS




SPACES
WHERE
LOVE
REIGNS

HOW KITS REACH PEOPLE

WHERE KITS GO

We deliver kits directly to shelters and outreach organizations across Detroit and Metro Detroit, prioritizing smaller, under-resourced sites that receive fewer donations. We also partner with mutual aid groups who already have trusted relationships with unhoused neighbors and handle distribution on the ground.

IMPACT, WITH DIGNITY

We never photograph people receiving kits. Instead, every sponsor receives an impact report with kits distributed, sites served, and testimonials from shelter partners and volunteers.

WHAT YOUR SUPPORT UNLOCKS

EGLE committed $15,000: about 850 kits

$30,000 raised: about 1,700 kits

$60,000 raised: about 3,400 kits

$88,000 raised: 5,000 kits

Beyond $88,000: hot meals and emergency hotel stays



SPONSOR WARMTH

Every $20 provides one complete kit for one neighbor.

$500 · NEIGHBOR

Funds 25 kits. A thank-you on our social media.

$1,500 · HUB HOST PLUS

Funds 75 kits, plus a branded drop-off box at your location.

$5,000 · WARMTH PARTNER

Funds 250 kits. Your logo on hub signage and social media.

$10,000+ · NAME SPONSOR

Funds 500+ kits. Named in all press releases and on signage at every drop-off site, and recognized at our MLK Day of Service.

CORPORATE SERVICE DAY

Bring a team of 30–40 employees to pack and deliver kits on MLK Day. A hands-on day of service your team will remember.

LET'S TALK

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Donate online: from-waste-to-warmth.raiselysite.com

Commit by December 10, 2026 for logo placement on signage and press.

The Chip Bag Project is a 501(c)(3) nonprofit. EIN: 88-1837631

