



FOR RELEASE

MEDIA CONTACT:

Martin.Casarez@VantageWest.org

Vantage West and iHeartRadio Launch Books and School Supplies Drive to Benefit Teachers and Students in Southern Arizona

Tucson, AZ [September 8, 2025] This September, in honor of National Literacy Month, Vantage West Credit Union is partnering with iHeartRadio to host From Pencils to Pages, a books and school supplies drive that will benefit students and teachers across Southern Arizona.

Running from September 8 - 20, the drive invites community members to donate new books, notebooks, and classroom essentials at any of Vantage West's 14 Southern Arizona branches. All contributions will support Treasures 4 Teachers and Make Way for Books, organizations that provide vital resources to help children learn and grow.

"At Vantage West, we believe education and literacy are the foundation of a thriving community," said Mark Papoccia, Chief Commercial and Impact Officer at Vantage West. "This drive is a way for all of us to come together to equip classrooms, empower teachers, and ensure students have the tools they need to succeed."

Community partners echoed the importance of this effort. "Access to books in a child's earliest years is one of the most powerful predictors of future success," said Yissel Salafsky, CEO at Make Way for Books. "This generous drive by Vantage West not only puts books into the hands of young children who need them most—it shows our community's commitment to equity in education. With every donation, we're opening the door to imagination, language development, and lifelong learning for thousands of children across Southern Arizona."

Educators will also benefit directly from the campaign. "Every notebook, pencil, and supply donated means one less item a teacher has to buy out of pocket," said Adrienne Ledford, Executive Director of Treasures 4 Teachers of Tucson.

Meanwhile, Treasures 4 Teachers (Tempe) emphasized the broader impact donations have across the Valley. "Every item donated represents both financial relief for a teacher and a spark of possibility for a student," said Joy Klein, Executive Director of Treasures 4 Teachers. "Together with our partners in Tucson, we're building classrooms full of opportunity and helping educators inspire the next generation of learners."

The initiative is part of Vantage West's broader commitment to supporting education and community well-being. Community members are encouraged to visit their local branch during September to participate.

For more details about the drive, please visit www.VantageWest.org/Pencils-To-Pages.

About Vantage West Credit Union

Striving to provide its members with the personalized service, knowledge and honesty they deserve in a financial



partner, Vantage West is proud to be among the largest credit unions in Arizona. From a one-room Air Force barrack 70 years ago to \$3B in assets and serving over 200,000 members, Vantage West has been dedicated to earning and rewarding the loyalty of the people and communities they serve, so they can all thrive together. Learn more at www.VantageWest.org.

About Make Way for Books.

Early literacy isn't just an individual issue — it affects whole communities, influencing education, jobs and health. Research shows that when children are read to, talked to and sung to from a young age, they build stronger vocabularies, become better readers and do better in school. Make Way for Books partners with parents, caregivers and educators, building on the strengths they already have to make the most of everyday learning moments. When we invest in early literacy, we help children thrive and communities grow stronger.

About Treasures 4 Teachers

Treasures 4 Teachers of Tucson is a nonprofit resource center that provides free and low-cost school supplies to Southern Arizona educators. By collecting surplus materials from businesses and the community, T4T Tucson equips teachers with the tools they need to create enriching learning environments while reducing waste.

About Treasures 4 Teachers (Tempe)

Treasures 4 Teachers (T4T) is a nonprofit organization based in Tempe, Arizona, that provides educators with affordable and accessible resources to help every student succeed. Through its teacher resource center, community partnerships, and T4T on Wheels mobile outreach program, T4T serves thousands of teachers each year and impacts more than 200,000 students across Arizona.