



[Digital Pi, PFL & Uberflip Spread Holiday Cheer Filling Backpacks for Youth Entering Foster Care](#)

The organizations sponsored and assembled backpacks benefitting Austin-based charity Carrying Hope.

Online PR News â€“ 05-December-2018 â€“ Digital Pi, PFL, and Uberflip gave their customers the most rewarding gift of all this holiday season: a child's smile. The three companies, combined with the Austin Marketo Users Group, invited their customers to join them at Jacobyâ€™s Restaurant & Mercantile on November 29, 2018, to assemble "Hope Packs" benefitting local charity, Carrying Hope.

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"Every year we set aside part of our marketing budget for client holiday gifts like branded mugs, or phone chargers. This year we wanted to do something different -- and we were pretty sure our clients wouldn't mind! Instead of spending our budget on branded tokens of our appreciation, we decided to invite some of our partners to a night of gifting it forward where we filled backpacks for local kids entering into foster care. What started as a simple idea grew into an event that touched all of our lives -- and sparked a new tradition at Digital Pi," said Ryan Vong , CEO of Digital Pi. (<http://digitalpi.com>)

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Carrying Hope is an Austin, TX nonprofit providing comfort items and essentials to children entering the foster care system in Central Texas. More than 17,000 children are removed from their homes by CPS in the state of Texas every year. Many of them arrive on doorsteps with nothing but the clothes on their backs. Foster families are forced to quickly assemble necessities like formula, diapers, clothing, toiletry items, and more. Carrying Hope strives to fill that gap by gathering supplies and filling backpacks to gift to as many children as possible.

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The backpacks have been making a difference in Texas communities since 2016. "We were thrilled that these three companies wanted to invest in our community as part of their annual holiday celebrations. What a wonderful alternative to traditional corporate gifting! Thanks to Digital Pi, Uberflip, and PFL we are able to continue making a difference in the lives of foster children and hope others will follow suit!" said Kristin Finan, Co-Founder of Carrying Hope.

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About Digital Pi: Digital Pi is a Marketo Platinum Services Partner that helps companies get sustainable, quantifiable business ROI from the Marketo Engagement Platform. The Digital Pi Gold Standard framework helps Marketo customers establish a solid foundation to scale their marketing quickly and efficiently. Additionally, Digital Pi's Omega software is the first performance management application for Marketo to help

customers optimize end-to-end performance. Digital Pi clients include, CA Technologies, Ruckus Networks, RSA and more. For more information, visit <http://digitalpi.com>.

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About PFL: PFL is a Montana born-and-raised marketing technology company, headquartered just north of Yellowstone National Park and in Indianapolis, IN. We provide sales enablement and marketing automation solutions, as well as printing, mailing and fulfillment services, to directly connect B2B and B2C organizations with cutting-edge solutions that accelerate productivity and drive business forward. Stand out. Get noticed. Drive Results. <http://www.pfl.com>

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About Uberflip: Uberflip is a cloud-based content experience platform that empowers B2B marketers to create personalized content experiences at scale. By providing marketers with the tools they need to boost engagement, generate leads, and fuel demand generation, they can better leverage content to meet their goals. For more information, visit <http://www.uberflip.com>.

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About Carrying Hope: Carrying Hope is a registered 501(c)(3) nonprofit organization with a goal of giving a Hope Pack filled with comfort and necessity items to every child entering the foster care system in Central Texas. <http://www.carryinghope.com>.

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Image Gallery



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