Day of Action
School Supply Drive
DAY OF ACTION IS A TERRIFIC OPPORTUNITY FOR YOUR UNITED WAY. IT IS A CHANCE TO SHOWCASE UNITED WAY IN YOUR COMMUNITY, SOMETIMES IN A NEW WAY. IT IS A CHANCE TO REACH NEW INDIVIDUALS AND RENEW EXISTING RELATIONSHIPS WITH PEOPLE. DAY OF ACTION GIVES YOUR COMMUNITY THE CHANCE TO GIVE, ADVOCATE, AND VOLUNTEER AROUND KEY ISSUES IN EDUCATION, INCOME, AND HEALTH.

AND AS A SYSTEM, BY PARTICIPATING IN DAY OF ACTION ON JUNE 21ST, WE CAN SHOW OUR COLLECTIVE STRENGTH AND BRING MORE ATTENTION TO OUR IMPORTANT WORK.

UNITED WAYS THROUGHOUT THE COUNTRY HAVE SHOWN ENORMOUS CREATIVITY IN PLANNING THEIR DAY OF ACTION. ONE OF THE SUCCESSFUL IDEAS – EXECUTED IN MORE THAN 60 UNITED WAY COMMUNITIES IN 2009 – FOCUSES ON EDUCATION IN A HIGHLY VISIBLE WAY THAT ALLOWS MANY TO PARTICIPATE EASILY; A SCHOOL SUPPLY DRIVE.
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United Way Day of Action is:

- A call to action for individuals to give, advocate and volunteer in issues related to education, income and health
- An opportunity to send a clear message about United Way’s work and its impact in the community
- A chance to recruit more champions to the work – beyond the workplace
- A chance to be part of something bigger – a nationwide movement for change
- A chance to show the world what it means to LIVE UNITED

When it comes to getting ready for school, teachers say a pencil or a pen can make all the difference between a student eventually graduating or dropping out. Kids often disconnect because they don’t have adequate school supplies they need to learn and achieve.

The goal of a United Way school supply drive is to engage communities in helping at-risk youth get the tools they need to learn and succeed in school. Collections are done over a specified period of time and then brought to a central location for a “sorting & stuffing” event. Collections should be in high-traffic locations throughout the community: city buildings, media sites, corporate sponsor locations, schools, parks — anywhere to make it easy for people to donate.

Why do this in June?

- Parents are still thinking about the school year.
- In just a month or so after the national Day of Action, regardless of income, parents will be making tough choices about what they can afford.
- Back to school marketing starts in early July
- Great visual, tangible program for the community

School supply collection is easy to understand, fun and rewarding. It generates enormous enthusiasm for United Way’s work and creates a receptive environment for new and enhanced relationships. And, as you’ll see within this toolkit, school supply drives are flexible and can be tailored to your community.

Best of all, United Ways can leverage a Day of Action to gather supplies to send needy kids back to school fully equipped to learn and can serve as an introductory activity for longer-term volunteer commitments in education.
Getting Started

A good place to start as you think about a United Way School Supply Drive is to know that there is no “one way” to run the campaign. Whether you call it “Live United School Supply Drive,” “Stuff the Bus**”, “Write from the Start”, “Project Fresh Start”, “S.O.S., Supply our Students” or “Operation Backpack” thousands of school children across our system start school well supplied thanks to our many donors and volunteers.

Some cities will use actual school busses to collect or deliver supplies. Others have provided “pop up” school busses to businesses to collect the donated supplies on site. Still others let the organization provide a box for collecting the supplies. Some supplies are donated in their packages; others may want supplies to come already assembled in book bags. School supply collections might kick-off June 21st, run for several weeks and then culminate in August when school opens. Or the drive might end in mid-June, with volunteers assembling the supplies and delivering them on June 21. Every community is different, and your school supply drive should be tailored to your community’s resources and needs.

Here are the three basic steps to organizing a school supply drive:

- **Begin with the end in mind.** Ask the schools or the partner agencies that will receive the supplies what they need, when they need it, and how it should be packaged so that the supplies can be stored and distributed easily. While you are at it, ask how they would like to be involved!

- **Recruit Partners.** Identify and recruit partners to serve as collection sites, supply sorters, transportation providers, etc.

- **Execute:**
  - **Collect supplies.** Make it easy to be involved. Provide the sites with what they need to promote the supply drive within their organization and collect the supplies
  - **Sort supplies**
  - **Deliver** supplies to schools or agencies who will provide them to children in need.

And of course, throughout, **Spread the Word.** Promote the supply drive to people outside of the organization and drive traffic to the sites (online, too!) Position your school supply drive as an “entry point” to impact education and then promote more ideas to broaden and deepen that impact. Engage volunteers and students when appropriate for the pre-planning process. High school students who need community service for graduation requirements and college students are eager to fill this need!

Don’t forget to acquire contact information (e.g. home email addresses) from your volunteers to enable your United Way to reach out to these individuals, both during and after the event. You will need this information for any follow-up, to thank and to inform them of future opportunities.

*Stuff the Bus is a popular name for the school supply drive, but the name is not available for use in all communities.*
Step One: Begin with the End in Mind
Know the Beneficiary

Who will deliver the supplies directly to the children who need them? Agencies? Schools? After school programs?

Know exactly who will benefit from the school supply drive and who will disseminate the supplies. Make sure they know you are doing this and ask them how to get the supplies to them. Ask the schools or the partner agencies that will receive the supplies what they need, when they need it, and how it should be packaged so that the supplies can be stored and distributed easily. While you are at it, ask how they would like to be involved! Get lists of supplies from local schools. A suggested list appears on page 17.
Step Two: Recruit Partners

Now that you know how many schools or agencies – and ideally how many children — you’ll be collecting school supplies for, you’ll need to determine if all the supplies should be collected in one place, or a variety of locations. Multiple collection points potentially offer greater visibility and participation.

Let all your donors know about the school supply drive. Creating awareness broadly will help plant the seeds of participation when you approach companies. Post the event in online and print community calendars. Use this as an opportunity to strengthen relationships with companies and as a “way in” to new companies. Grow relationships with local companies to preserve or grow revenues.

Identify/cultivate new donors and volunteers – there are so many ways for partners to be involved:

- **Local businesses/organizations**
  provide space to collect donations

- **Employees and customers**
  donate items

- **United Way**
  Provide the school bus and list of supplies

- **Local schools or after school programs**
  distribute supplies

- **Excellent volunteer opportunity**
  participation from local unions, school teachers and sponsors’ employees
Corporate

United Way companies and local retailers can provide the space for collections, the employees to donate supplies, visibility for the campaign, and other support. Contact businesses early and be flexible as to how they can support the drive. If they say no to an in house supply drive, perhaps they’d be willing to let employees assemble the supplies, or the company could underwrite some of the publicity or other costs.

Ideas for Pitching Corporate Participation

- Emphasis on how many book bags a company can buy for the kids
- Corporate and media sponsorships extend the message and reach
- Value of sponsorship
  - Increase recognition of company’s commitment to volunteerism and to the community
  - Opportunity to engage community and company leadership
  - Leadership development and team building for employees
  - Enhance existing United Way campaign ownership by employees and excitement
  - Opportunity to promote how company and its employees LIVE UNITED
- Sponsor recognition and logo placement via: (specify what you can deliver, e.g.)
  - Print collateral: (specify: what, how many, where distributed; include t-shirts, team captain kits, flyers, brochures, etc.)
  - Signage – (specify: banners at kick-off and volunteer festival (if there is one), signs carried by participants, signs hung up at United Way office, etc.)
  - Kick-off – (specify: e.g., company rep speaking from stage at kick-off site and volunteer festival, what else?)
  - Web site – (specify where and how on your Web site they’ll get recognized)
  - Media Appearances (specify if you have a media partner who will give you appearances; where, when)
  - Sampling and information distribution at (specify: e.g., kick-off, volunteer festival)
  - Invitations to hospitality area for sponsor VIPs, government officials and community leaders
  - Category Exclusivity in a category (if you offer this)
  - Inclusion in advertising (if you have actual media inventory to promote the event & you can credit sponsors in it; specify where & scope: print, TV, taxi, transit, etc.)
- Major Market suggested sponsorships levels:
  - Title or Presenting Status (only 1 company at this level): $75K
  - Lead (approx. 3 companies at this level): $25K
  - Supporting (approx. 6 companies at this level): $10K
- Smaller Market Sponsorship Fee Ranges:
  - Title or Presenting Status (only 1 company at this level): $25-50K
  - Lead (approx. 3 companies at this level): $15K
  - Supporting (approx. 6 companies at this level): $7.5K
- In-kind sponsorship
  - Help drive traffic to event by tagging event in company’s advertising
  - Bus, school supplies, back-packs, refreshments for volunteers, amusements

Ideas for In Office Promotion

Office based businesses, e.g., law firms, real estate agencies, accounting firms, advertising agencies, all employ parents who understand the value of school supplies. Here are ideas for promoting school supply drives in offices:

- Partner with HR department to create a competitive and office team-building event around Supply drive in the week leading up to the Supply drive event
- Employees who donate school supplies receive a “Bus Pass” special opportunity, such as the opportunity to leave work early, to come in one hour late the following week or a dress-down day, such as jeans day or flip flop day
Distribute your supplies to United Way staff or volunteers in your area, ask them to promote Day of Action when promoting Park Department services/events/camps.

- **Teachers and Labor Unions:**
  - Great way to get access to school buses and teachers could be great volunteer base for handing out information and distributing collection bins.
  - Introduce school supply drive before school gets out; try to speak to student council or volunteer club; if there’s summer school, ask them to promote to summer students.

- **Transportation companies:**
  - Can they help transport companies and supplies?

- **Have local school children decorate collection boxes:**

- **Engage County Office of Education or local delivery company for pick up of collection bins:**

**Other Ideas:**

**Amusement/Water Parks**
- Bring in 3 school supplies, get a discount on admission that day/week/month.

**Parks Departments**
- Ask them to promote Day of Action when promoting Park Department services/events/camps.

**Teachers and Labor Unions**
- Great way to get access to school buses and teachers could be great volunteer base for handing out information and distributing collection bins.

**Universities**
- Introduce school supply drive before school gets out; try to speak to student council or volunteer club; if there’s summer school, ask them to promote to summer students.

**Transportation companies**
- Can they help transport companies and supplies?

**Have local school children decorate collection boxes**

**Engage County Office of Education or local delivery company for pick up of collection bins**

**Retail**

**Make Retail Location One-Stop-Shopping for Supply Drive**
- Promote purchase of school supplies in-store: end caps, shelf-talkers, point-of-sale.
- Offer coupon for customers who purchase school supplies for donation.
- Retailer matches consumer purchases of school supplies.
- Engage vendors to participate — match supplies purchased by consumers.
- Credited as co-sponsors of Supply drive event at that site.

**Make Participation Easy: Sell Pre-Stuffed Bags**
- Create pre-packaged bags of school supplies for consumers to purchase at checkout.
- Engage vendors to donate the supplies.
- Explore if retailer can print special bags that say Supply drive and feature your United Way’s logo alongside the company’s logo.
- Charge fee to customers that will cover the costs of supplies plus minimal donation to local United Way (e.g., $20-$25).
- For incremental donation to United Way on top of bag fee (e.g., $5), customer receives a LIVE UNITED T-shirt.
- Place near checkout lines, especially self checkout.
- Set up a box (or a pop up school bus) to collect school supplies at entry/exit.

**Volunteers**

School supply drives can engage lots of volunteers in a variety of tasks, from distributing promotional materials to sorting and distributing supplies to students. Post your opportunities on-line, and with your corporate and community partners.

A key to successful volunteer recruitment is development of volunteer position descriptions. This will give a clear purpose and expectation for each volunteer opportunity. Below are questions that may help you develop your position descriptions:

- **What are the goals and objectives of the job?**
- **What is the job title?**
- **What are the benefits to the volunteer?**
- **What are the hours required?**
- **When/where will the job be performed?**
- **Who does the volunteer report to?**
- **What are the specific tasks for the volunteer?**
- **What are the skills, personal attributes, or training required?**
Step Three: Execute Collect, Sort and Deliver Supplies

Planning and execution of a school supply drive will happen organically: as you are identifying partners, you’ll determine how to collect the supplies. As you recruit volunteers, the plans for a “sort-a-thon” and delivery of supplies will take shape. Here are ideas to consider as you collect, sort and deliver supplies, spreading the word and generating publicity as you go!
Collect

Supplies can be collected in multiple locations, at one location with fun for the whole family, or both!

Engage multiple locations
- Run Supply drive events and collections at multiple locations in your city: stores, banks, restaurants, pharmacies, grocers; public transportation centers
- Use same branded collection bins at all locations to increase recognition & awareness. Those who brand their supply drive as “Stuff the Bus” have used pop up play tents that look like busses.
- Encourage each business to promote the opportunity to their employees and customers in the weeks leading up to event
- Engage stores to create local promotional materials (signs, bag stuffers, table tents, counter signs) inviting the public to participate
- United Way should offer to visit the receptacles during the drive to make sure they are filling, but not overflowing. Remove and store excess supplies.

Make Supply Drive Event a Destination
- Engage a corporate partner to serve as a premier supply donation site
- Unique opportunity to engage summer time entertainment destinations, such as amusement parks, miniature golf and movie theaters
- In addition to serving as a Supply drive drop off location, create festival-like atmosphere to keep consumers on-site (e.g., kids activities, carnival-like games)
- Engage corporate partner to offer special promotions to school supply donors, (e.g., special menu items, bounce back coupons)
- Work together to engage local media to do on-site remotes
- Incorporate into existing events, especially company picnics and celebrations
- Engage local media to do on-site remote

“Collect” Supplies Online
- Offer a “sponsor a bag” online: $30 donation buys a book bag filled with school supplies and donor gets a LIVE UNITED T-shirt; include information about the stuffing event in acknowledgement
- Use online giving site (such as Kintera or FirstGiving) to create fundraising promotion to Stuff a Virtual Box of Supplies; also could use social networking site like Facebook Causes
- Use a relatable number, e.g., $5 donation purchases 1 notebook, packet of pencils, 2 erasers, etc.
- Show the fundraising progress as a bus filling up
- Leverage social media to excite your network by sharing specific supply needs and rewarding donors with a LIVE UNITED badge for their personal pages
- Send fundraising opportunity to all employees and/or customers on corporate partner’s email lists
- Drive traffic to fundraising site from company’s Web site
- Matching gift challenge: Company matches individuals’ donations; all donations go to purchasing supplies

Sort

A “sort-a-thon” to organize all the supplies is a great opportunity to engage volunteers in a Day of Action as well as generate media coverage for the success of the supply drive.

After the supplies have been donated, United Way will make arrangements to pick them up or have them delivered to a central location. Consider taking photos of mounds of supplies before they are sorted into backpacks or in the way that the recipients have designated. See the timeline in the following pages for ideas to consider as you plan your sort-a-thon.
Deliver

Delivering the supplies, too, is a great way to engage volunteers and generate attention for the success of the school supply drive. Engage transportation companies to help drive awareness and deliver supplies, for example: public transportation agencies, cab companies, limousine companies, and public transport. Other ideas:

- Use all partners to deliver backpacks
- Give “VIP” corporate volunteers the opportunity to ride in the limousines to deliver backpacks
- Engage public transportation partners to display PSAs on buses and allow employees to promote the event by wearing Supply Drive T-shirts
- Offer free pick up of supplies through specially marked buses or limos during Day of Action event day

Promote

There are many ways to generate excitement and visibility throughout the Supply drive. There are numerous examples of materials from successful United Way “Stuff the Bus” school supply drives in the appendix of this toolkit. A few tips to consider:

- Is there a way to film/photo the pile of supplies, supplies being sorted, hundreds of backpacks filling a bus, volunteers and children?
- Used social media to reach new audiences: Twitter, Facebook and local bloggers, especially “Mommy bloggers” to spread messages
- Engage grantees as drop-off sites; send a school bus donated by the school district to the agencies on pick-up day; have volunteers there ready to Supply drive; invite media to follow the bus route
Timeline

Every school supply drive is different. Whatever form your school supply drive takes, this sample timeline can help guide your collection and event planning from concept to celebration.

6-8 Weeks
- Identify potential community partners (companies, retail businesses, agencies, chambers of commerce, council on corporate volunteerism, faith-based groups, colleges, labor unions) and others to:
- Receive and deliver school supply collections to children
  Serve as collection or drop-off centers
- Provide transportation and logistical support
- Donate warehouse or parking lot space for an event
- Volunteer as Task Leaders to lead small groups of volunteers
- Help promote the project, e.g., media, publicity volunteers
- Create a list (in a database, or in Excel) with information on all partners, including: name, address, contact name(s), phone, e-mail address, category, website, notes
- Schedule face-to-face or phone meetings to discuss a project ideas. Determine next steps for each partner (their role, time commitment, how to manage collection of supplies).

4-6 Weeks
- Brief other United Way staff on all aspects of the project and involve them in any further planning and preparation
- Schedule post-event meeting, to ensure that project leaders are available to debrief and attend to follow up tasks
- Draft agenda for the day of an event
- Notify your marketing & communication departments for PR/media plan
  - Discuss documentation (photos, video) of an event
  - Recruit a volunteer photographer if possible
  - Verify need for photo a release form; identify “keeper of the forms”
- Order event t-shirts, signage or other collateral as needed
- Plan any transportation, catering and other logistics needed (be sure you communicate with volunteers if they are expected to bring their own refreshments)
- Outline a safety/emergency plan
  - Assign a safety point person for the day of the event
  - Compile your volunteers’ emergency contact information
  - Know the location of the nearest first-aid kit and hospital

Be sure you have a phone and the physical address of the event site in case you need to call 9-1-1

2-4 Weeks
- Visit collection sites. Address any remaining questions and concerns
- Recruit volunteers
- Secure attendance of all dignitaries as needed for an event’s agenda
- Draft or secure talking points for dignitaries to include in the run of show document
- Brief dignitaries, task leaders, agency partners on the run of show and solicit feedback
- Finalize task lists and make sure all project leaders are comfortable with scope of work
- Establish contingency plans in case of inclement weather, too few or too many volunteers, and any other problems that can be anticipated
- Communicate project details to volunteers

1-2 Weeks
- Confirm all final details
- Finalize contact list
- Exchange cell phone numbers with all key contacts
- Make a contact list to carry with you during the project
- Confirm ample trash containers and recycle bins with bin liners
- Make sure you will have tables and chairs for all project stations (registration, refreshments, media center, etc.)
- Review contingency plans and safety/emergency plans
- Finalize the run of show and talking points
- Confirm materials needed will be on site
- Conduct final communication with volunteers
- Pack a “project kit” to include things such as:
  - First-aid kit
  - Waivers
  - Name tags
  - Tape
  - Rope/bungee cords
  - Sun block
  - Bug spray
  - Extra paper/card stock/poster board
  - Flyers about the next project
  - CD player or music to create a fun, energizing atmosphere
Sort-A-Thon, Delivery, and Other Events

- Wear your project or LIVE UNITED T-shirt
- Review the day’s activities
- Confirm your task and project priority list
- Deliver any final supplies and materials to the site
- Arrive at the project site at least one hour early to prepare; volunteers often arrive early; enlist them to help with set up
- If a recipient agency will be present, meet the contacts and make sure they are prepared to give a brief overview of their organization and how the school supplies will benefit the children
- Unpack supplies and make other materials ready
- Have all materials ready and waiting at the location where a particular task will take place
- Take “before” photos
- Arrange any handouts, name tags, and volunteer sign-in sheets
- Post any necessary signs to welcome and direct volunteers
- Designate stations for tools, refreshments, first aid, etc

Before the End of the Event

- Start clean-up efforts at least 30 minutes before the scheduled end of the project
- Encourage volunteers to help with cleaning up the area
- Thank volunteers
- CELEBRATE!

Before You Leave the Event

- Take “after” photos
- Have a final debrief with the agency contact
- Survey the site to make sure you are leaving it better than you found it
- Make sure all the trash is picked up, lights are turned off, etc
- Assess any follow-up work that is needed

Immediately After the Event/End of the Supply Drive

- Hold a follow-up meeting with project leaders for the next week
- Assess work completed
- Complete an evaluation
- Gather and record any anecdotal evaluation (i.e., stories shared during reflection, observations made during the project)
- Post stories and photos on the website and share with partners, the press
- Confirm project attendance and calculate total volunteer hours contributed
- Determine if the needs were met; if there are any unmet needs, discuss how and when they will be addressed
- Identify how to improve the project next time
- Send follow-up correspondence to volunteers and/or host a recognition event for them

Start the Event

- Welcome volunteers
- Ask volunteers to sign in, fill out any necessary forms (such as liability waivers, photo release, emergency contact) and take a name tag
- Gather volunteers together to thank them for participating; introduce yourself and project partners
- Give a brief orientation, including an overview of the project, its importance. Talk about Education Income and Health and how this is part of education.
- Ask the agency contact to spend a few moments talking about the mission and history of the organization and how the project will affect the community, agency and the people you are serving
- Go over the agenda for the day, the schedule and tasks
- Review safety procedures
- Assign tasks; describe the task to be completed
- Introduce the task leader (or assign leaders if necessary)
- Assign volunteers to the different work areas, making sure that each task has the correct number of volunteers and that each volunteer feels comfortable and prepared to complete the task

Throughout the Event

- Be a leader!
- Know your outcome and convey it to the volunteers
- Be organized and delegate work to volunteers
- Keep the project on schedule
- HAVE FUN and encourage volunteers to enjoy themselves while serving
- Be a public relations agent with volunteers, agency contact, and the community
- Take pictures
- If the volunteers take a lunch/snack break, encourage volunteers to interact with each other, especially people they may not know. Take this time to give an update on the day’s progress and go over the schedule for the rest of the day.
- Thank volunteers
Sample Checklists for Sort-A-Thon, School Supply Delivery Or Other Event

Scheduling

- Do you have a printed schedule for the event?
- Have you assigned volunteers to serve as task leaders to work with specific parts of the event?
- Has time been allotted for set up, breaks, lunch, clean-up, reflection and evaluation?
- Are volunteers aware of their scheduled volunteer time?

Access to event site

- Do volunteers have directions to the event?
- Is the project site accessible to people with disabilities?
- If the site is normally closed/secured, who will be available to provide access?
- Is there a place where volunteers can put personal belongings?
- Where should volunteers park?
- Do you have a way to tell volunteers where to park (sign, other volunteers to direct traffic)

Registration

- Has an area been designated for volunteer check-in?
- Have registration forms been created and printed?
- Do you have writing utensils?
- Do you have volunteer name tags?
- Do you have volunteers to manage registration?
- Have they been trained on how to sign in volunteers?
- Do volunteers know whom to contact in case of a cancellation/emergency?

Contingency Plans

- What is the plan in case of bad weather?
- Do volunteers know how to find out about a change in plans?
- Do you have a way to contact volunteers in case of an emergency?

Safety and Comfort

- Are there first-aid kits, a water station, phones, as well as volunteer safety accessories on-site?
- If there will be traffic of donors dropping off supplies, do you have traffic control so no one gets run over?
- If children are volunteering, have you ensured their parents or guardians are there with them?
- Do volunteers know how they should dress for the project?

Is there:

- A food/beverage station?
- A specific place for volunteers to eat/drink or can it be anywhere on site?
- A volunteer who will help distribute the food/drinks and who will monitor food/beverages and get more if necessary?
- A plan to ensure that volunteers get breaks?
Suggested School Supplies

Check with your local school district to confirm supplies. In general these are the most requested:

<table>
<thead>
<tr>
<th>#2 Pencils</th>
<th>Construction paper</th>
<th>Lunch boxes</th>
<th>Rulers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art supplies</td>
<td>Chalk</td>
<td>Markers</td>
<td>Writing tablets</td>
</tr>
<tr>
<td>Backpacks</td>
<td>Crayons</td>
<td>Notebooks</td>
<td>Watercolor paints</td>
</tr>
<tr>
<td>Blunt tip scissors</td>
<td>Erasers</td>
<td>Notebook paper</td>
<td></td>
</tr>
<tr>
<td>Colored pencils</td>
<td>Folders</td>
<td>Pencil boxes</td>
<td></td>
</tr>
<tr>
<td>Coloring books</td>
<td>Glue sticks</td>
<td>Puzzles</td>
<td></td>
</tr>
</tbody>
</table>

In general, packing back packs by school level would include the following:

**High School Backpacks**
- Binders filled with paper and dividers
- Calculator
- Ruler
- At least 4 Pens
- At least 4 Pencils
- 2 spiral notebooks
- 1 composition book
- Colored pencils
- Books

**Middle School Backpacks**
- Binders filled with paper and dividers
- 1 or 2 spiral notebooks
- Ruler
- Calculator
- At least 4 pens
- At least 4 pencils
- Colored pencils or makers
- Pencil sharpener
- Calculator
- Books

**Elementary Backpacks**
- Binder filled with paper and dividers
- Ruler
- At least 2 pens
- At least 2 pencils
- Crayons, colored pencils or makers
- Pencil sharpener
- Folders
- Books

**Kindergarten Backpacks**
- 2 pens
- 2 pencils
- Crayons
- Pencil sharpener
- 2 or 3 folders
- Erasers
- Books

Additional supplies that are always needed:

- Antibacterial liquid soap
- Disinfecting wipes
- Hand sanitizer
- Tissues
- Paper towels
- Pencil sharpener with receptacle
- Composition Books
- Index Cards
- Ziploc bags (quart or gallon size)

Sports equipment is also a huge need for most schools. Check with your local district to determine what items are most needed that you could add to your donor appeal.
Appendix: Sample Materials
Help United Way Stuff the School Bus

United Way of San Luis Obispo County is proud to announce the first Stuff the School Bus school supplies drive for local elementary students.

**Suggested School Supplies**

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2 Pencils</td>
<td>Chalk</td>
</tr>
<tr>
<td>Art Supplies</td>
<td>Notebooks</td>
</tr>
<tr>
<td>Backpacks</td>
<td>Notebooks Paper</td>
</tr>
<tr>
<td>Blunt Tip Scissors</td>
<td>Erasers</td>
</tr>
<tr>
<td>Colored Pencils</td>
<td>Folders</td>
</tr>
<tr>
<td>Coloring Books</td>
<td>Glue Sticks</td>
</tr>
<tr>
<td>Construction Paper</td>
<td>Lunch Boxes</td>
</tr>
<tr>
<td>Markers</td>
<td>Writing Tablets</td>
</tr>
</tbody>
</table>

Donations of school supplies will be accepted August 16 – 21 at various locations (see below).

- We are interested in hosting a collection site for our employees, clients, and the public to drop off items from August 16 – 21. Please send us collection boxes and shopping lists.
- Please select one:
  - We will Stuff the School Bus on Saturday 8/22 from 12:00 pm to 4:00 pm at one of these designated locations:
    - Target: 2205 Theatre Drive, Paso Robles
    - Office Max: 1520 Towne Ranch Way, San Luis Obispo
    - Wal Mart: 1500 W. Branch Street, Arroyo Grande

Business Name:  
Contact Person:  
Address:  
Phone:  
Email:  
Please return to the United Way office by 8/5.

Phone (805) 541-1234  Fax (805) 543-9377  info@unitedwayslo.org  www.unitedwayslo.org

Help United Way and Express Stuff the School Bus with school supplies!

Send SLO County kids back to school with everything they need to succeed!

Purchase items from the wish lists, and bring them HERE from August 16 – 21.

United Way of San Luis Obispo County will collect donations and distribute them to elementary schools across the county.

Help the Grove City Area United Way

**Saturday, August 1st**

- 9:00 – 4:00 at County Market
- 12:00 – 4:00 at Grove City Wal-Mart

**Saturday, August 8th**

- 12:00 – 4:00 at Grove City Wal-Mart

The Grove City Area United Way will once again hold their Stuff the Bus drive and [name of church or business] has been asked to help in the mission. The purpose of the drive is to obtain new school supplies and clothing (all sizes) for children in need that reside within the Grove City Area School District community. The drive will be held August 1st and 8th. If you would like to participate, please bring your donation to the locations listed above and it will be delivered to the United Way. Thank you for your support!

Here are some ideas:

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<th>Item</th>
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<tr>
<td>Backpacks</td>
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<td>Pencil Boxes</td>
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<td>Erasers</td>
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<tr>
<td>Glue Sticks</td>
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<td>Colored Pencils</td>
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Cash donations and Walmart gift cards also accepted.
Stuff the Bus!

Here’s your chance to LIVE UNITED by helping us…

**Stuff the Bus!**

**What:** Once again, United Way of San Diego County will partner with the Child Abuse Prevention Foundation to strike out the sadness among the 10,000 children who each year are abused and neglected in our county. We’ll hit the road with our supporting players (Univert Sports Foundation, Sport Chalet, and CBS 8/KFMB-TV) and local volunteers for “Stuff the Bus!” — a donation drive to collect 10,000 pieces of NEW SPORTS EQUIPMENT for our community’s children in need.

**Why, 10,000?** Because it’s 10,000 too many! Help these children connect with sports, stay fit, and build a better sense of self. Through your donations, they’ll have access to the same health and fitness joys as other children, while learning essential social skills like team building.

**When & Where:** On Thursday, May 7, our ‘LIVE UNITED’ school bus holds court in Sport Chalet’s Mission Valley store parking lot, ready for stuffing. But all four Sport Chalets will partake in the collection from 9:30 a.m. to 7:00 p.m. Find the location nearest you!

3605 Midway Dr. Sports Arena • 619.234.6777
1640 Camino Del Rio N, Mission Valley • 619.718.7070
4525 La Jolla Village Dr. # D19, La Jolla • 858.453.5656
177 South Las Posas Dr., San Marcos • 760.744.1804

Stuff the Bus Campaign

United Way of Marion County is asking Marion County residents to help them stuff a bus full of school supplies to help kids learn. The “Stuff the Bus” campaign is just one part of United Way of Marion County’s education initiative.

School supplies will be collected at your business/organization on:

**Dates:**

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School supplies needed include:

- 8 count Crayola crayons
- 24 count Crayola crayons
- 8 count Crayola washable markers
- #2 pencils, box of colored pencils
- Plastic crayon/pencil box
- Pink erasers
- Yellow highlighter
- Fiskars scissors
- 4 oz. Elmer’s white school glue
- 8 oz. Elmer’s white school glue
- Spiral notebooks
- Notebook paper
- 12 x 18 white drawing paper
- Two-pocket folders
- 3 ring binders
- 12” ruler (centimeters/ inches)

United Way of Marion County is working to advance the common good by focusing on education, income and health. These are the building blocks for a good life — a quality education that leads to a stable job, enough income to support a family through retirement, and good health.
Appendix: Sample Flyers

**North Penn United Way Stuff the Bus**

The North Penn United Way is dedicated to making sure that all elementary students in the Greater North Penn/Indian Valley region can enjoy his or her first day of school with a backpack, new school supplies, and a smile on their face. We need your help!

**How you can help:**
- Donate a backpack filled with supplies from the list on the back and return to any of the drop-off locations.
- Donate a gift card from a retailer who sells school supplies that will be distributed to children that need them.
- Make a donation. Checks made payable to North Penn United Way, PO Box 99, Hatfield, PA 19440. Please make sure to write “Stuff the Bus” in the Memo section. Each stuffed backpack costs approximately $25.

**All donations should be dropped off or mailed no later than Friday, August 21.** Have questions? Please call the North Penn United Way at 215-855-3002.

Reach out and make a difference in the lives of all children in your community.

Please return all backpacks and gift card donations to one of the following drop-off locations:
- Any United Way Branch
- Montgomery County
- Indian Valley Family YMCA
- Harleysville Books
- Indian Valley or North Penn Boys and Girls Club

**My Shopping List for NPUW Stuff**

- School Bag
- Folders
- Glue Stick
- Pack of Pencils
- Box or Two of Tissues
- Assignment/Art
- Small Pencil/Supply Box or Pouch
- Colored Pencils and/or Crayons

**North Penn United Way Stuff the Bus**

Congressional staff member from your district.

- United Way to United Way:
  - Food and clothing
  - Education
  - Health
  - Transportation
  - Jobs and housing
  - Safety

**Junk Day of Action: Education**

Stuff the Bus

Schools should have enough supplies to last the year.

- School supplies are critical to the success of students.
- Help us fill the bus for the 2008-2009 school year.
- Supplies for students in need.

**Three Ways You Can LIVE UNITED:**

1. Donate a backpack and supplies to Stuff the Bus.
2. Donate school supplies to your local United Way.
3. Volunteer to help stuff the bus.

**North Penn United Way Stuff the Bus**

**Volunteer Now!**

- Call 215-855-3002
- Email volunteer@unitedwaynashville.org
- Visit www.unitedwaynashville.org/dayofaction

**Junk Day of Action: Education**

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**Volunteer Now!**

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- Email volunteer@unitedwaynashville.org
- Visit www.unitedwaynashville.org/dayofaction
Appendix: Sample Postcard & Certificate

HOW TO LIVE UNITED IN PHILADELPHIA.
STUFF THE BUS FOR HOMELESS KIDS.
SEND THEM BACK TO SCHOOL WITH A SMILE.
GIVE A NOTEBOOK.
GIVE A PENCIL.
GIVE ONCE. GIVE TWICE.
GIVE ALL SUMMER LONG.
REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

Want to make a difference, be part of STUFF THE BUS. Drop off school supplies at the locations listed on the back of this card, or visit, liveunitedphilly.org and sponsor a book bag. That’s what it means to Live United.

PLEASE DROP OFF YOUR DONATED SCHOOL SUPPLIES AT THE FOLLOWING LOCATIONS:

ON JUNE 21ST ONLY

COFFEE SHOP
100 22nd Street • Philadelphia, PA 19130

OTHER COFFEE SHOP
101 7th Street • Philadelphia, PA 19130

JUNE 21ST – SEPTEMBER ?

UNITED WAY OF SOUTHEASTERN PENNSYLVANIA
7 Benjamin Franklin Parkway • Philadelphia, PA 19130

OTHER PLACE TO GIVE
201 Market Street • Philadelphia, PA 19130

GIVE. ADVOCATE. VOLUNTEER.

www.liveunitedphilly.org

Certificate of Appreciation

Stuff the Bus Community Hero

Janet Ryboz
Vice President, Labor Participation

Alta E. Martinez
President and CEO
Appendix: Sample Recruitment Email

Get on board to STUFF THE BUS!

How do you stuff a bus? And why would we want to? Because 72% of Nashville’s public school students come from low-income families who often struggle to provide the supplies they need to succeed in school.

Why do this in June? Because schools start back sooner than you think and parents will begin making tough choices about what they can afford in a few short weeks. Help United Way gather supplies now to send needy kids back to school fully equipped to learn!

June 2009 Day of Action: Education STUFF THE BUS!

Join us for the national Day of Action as we STUFF THE BUS with school supplies for children and teens served through over 40 local United Way partner agencies!

Three Ways YOU Can LIVE UNITED:

1. Donate school supplies, conduct a supply drive, or donate money to purchase supplies.
   - Make a $20 donation online and receive a LIVE UNITED t-shirt in the mail.
   - Let us know your plans to participate by emailing volunteer@unitedwaynashville.org.
   - School supplies should be brought to United Way’s office at 250 Venture Circle, Nashville, TN 37228 no later than Wednesday, June 24.
   - MAKE A DONATION

2. Volunteer for the school supply sort-a-thon!
   - Thursday, June 25, 2009
   - 4:00 - 6:00 p.m.
   - United Way of Metropolitan Nashville
   - 250 Venture Circle
   - Nashville, TN 37228
   - We divide into teams, load the supplies into Metropolitan Nashville Public Schools buses, and caravan around town behind the buses to deliver all the needed supplies!
   - MAKE A DONATION

3. Volunteer to deliver supplies to partner agencies! Join the Nashville Predator’s mascot, Gnash, as he partners up with us to make deliveries!
   - Friday, June 26, 2009
   - 1:00 - 4:00 p.m.
   - Meet at United Way of Metropolitan Nashville (250 Venture Circle, Nashville, TN 37228). We divide into teams, load the supplies into Metropolitan Nashville Public Schools buses, and caravan around town behind the buses to deliver all the needed supplies!
   - To RSVP visit our website

Find out more about future Days of Action online at www.unitedwaynashville.org/dayofaction.

Questions?
Contact Melanie Shinbaum at volunteer@unitedwaynashville.org or 615.780.2408.
We just wanted to say... THANKS!

You, along with other volunteers in our community, came together to hold school supply drives, sort items, stuff backpacks and make deliveries.

Take a minute to see how your hard work for STUFF THE BUS has paid off for children in Nashville.

**STUFF THE BUS:**
**RESULTS YOU CAN BE PROUD OF...**

1,050 children and families in the Nashville community received a backpack stuffed with school supplies distributed by 42 United Way partner agencies.

208 volunteers united together and donated 430 hours of volunteer time in only two days.

More than 15,000 school supply items were donated for STUFF THE BUS.

74 local companies and organizations came together to support children in our community.

Find out more about future Days of Action [online at www.unitedwaynashville.org/dayofaction](http://www.unitedwaynashville.org/dayofaction).

Questions?
Contact Melanie Shinbaum at volunteer@unitedwaynashville.org or 615.780.2408.
Release for use of name, likeness and photograph

I hereby grant ________________________________ and its respective subsidiaries, affiliates, successors and assigns and other such persons as ________________________________ may designate from time to time, the absolute right and permission to use in perpetuity my name, likeness and photograph(s), in whole or in part, or distorted in character or form, either alone or accompanied by other material, throughout the world, for the purpose of advertising, publicity, trade or any other lawful purpose whatsoever, in any media now known or ever developed. I hereby waive all my rights to inspect and approve the finished product, its use or such written or spoken copy as may be used in connection therewith.

I agree that I will not hold ________________________________ or anyone who receives permission from it, responsible for any liability resulting from the use of my name, likeness and photograph(s) in accordance with the terms hereof and agree to waive and release any such claims, including any distortion, optical illusion or faulty reproduction which may occur in the finished product, which might be challenged as being a misrepresentation of me, my character or my person, as well as any claim that use of such photograph constitutes an invasion of privacy.

I am over 18 years of age and have the right to make this agreement.

_________________________________________ __________________________
SIGNATURE DATE

_________________________________________
PRINT NAME

_________________________________________
ADDRESS

IF SIGNATORY IS UNDER 18, THE PARENT OR LEGAL GUARDIAN SHOULD DELETE THE LAST SENTENCE ABOVE AND SIGN BELOW.

I, as parent/legal guardian of ________________________________, agree to the above and I sign this document to signify my agreement.

_________________________________________
SIGNATURE
Liability Waiver Form

PRINT NAME

ADDRESS

To the best of my knowledge, I am in good physical condition and fully able to participate in this program. I am fully aware of the risks and hazards connected with the participation in this event, including physical injury or even death, and hereby elect to voluntarily participate in said event, knowing that the associated living arrangement may be hazardous to me and my property. I VOLUNTARILY ASSUME FULL RESPONSIBILITY FOR ANY RISKS OR LOSS, PROPERTY DAMAGE, OR PERSONAL INJURY, INCLUDING DEATH, that may be sustained by me, or loss or damage to property owned by me, as a result of participation in this program.

I hereby RELEASE, WAIVE, DISCHARGE, AND COVENANT NOT TO SUE, ____________________________ and staff (hereinafter referred to as RELEASEES) from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or to any property belonging to me, while participating in any aspect of ______________ programs to be conducted. It is my expressed intent that this release and hold harmless agreement shall bind the members of my family and or closest relative if I am alive, and my heirs, assigns and personal representative, if I am deceased, and shall be deemed as a RELEASE, WAIVE, DISCHARGE, and CONVENTION TO SUE the above named RELEASEES. I hereby further agree that this Waiver of Liability and Hold Harmless Agreement shall be constructed in accordance with the laws of the State of ________________________.

In signing this release, I acknowledge and represent that I HAVE READ THE FORGOING Waiver of Liability and Hold Harmless Agreement, UNDERSTAND IT AND SIGN IT VOLUNTARILY as my own free act and deed; no oral representations, statements or inducements, apart from the foregoing written agreements have been made; and I EXECUTE THIS RELEASE FOR FULL, ADEQUATE AND COMPLETE CONSIDERATION FULLY INTENDING TO BE BOUND BY SAME.

SIGNATURE

PRINT NAME DATE

(UNITED WAY AGENCY NAME)

PARENT’S SIGNATURE (IF UNDER 18)

PARENT’S PRINT NAME DATE
Media Advisory

FOR IMMEDIATE RELEASE

UNITED WAY DELIVERS SCHOOL SUPPLIES TO HOMELESS KIDS

WHAT: United Way has spent the entire summer collecting school supplies for their Stuff the Bus project. The goal of Stuff the Bus is to stuff 2,500 bookbags and deliver them to homeless children in over 40 shelters in the region. On Tuesday, August 19th, a fleet of school buses will be stuffed with bookbags and then dispatched to shelters in the four county region we serve, Philadelphia, Chester, Montgomery and Delaware Counties, where volunteers will deliver the bags to homeless students.

WHY: There are currently over 5,000 students living in homeless shelters in Southeastern Pennsylvania. United Way believes that advancing the common good means creating opportunities for a better life for all. And it all begins with preparing children to succeed in school.

WHO: Jill Michal, Interim President and CEO of United Way of Southeastern Pennsylvania will be available for interviews.

WHEN: Tuesday, August 19, 2008
9:30 – 10:00 am: Buses are filled with school supplies
10:00 am: Buses depart for Stenton Family Manor.
10:30 am: The bus arrives at Stenton Family Manor and bags are distributed.

WHERE: United Way of Southeastern Pennsylvania
Buses will be parked on Race Street between 17th & 18th Street

Shelter Drop-off location***:
Stenton Family Manor
1300 E. Tulpehocken Street
Philadelphia, PA 19138

***Regional shelter locations are available to photo opportunities. Please call for details.

***MEDIA IS INVITED TO ATTEND***

FOR MORE INFORMATION CONTACT:
Emily E. RosenBerg:
w. 215-665-2509
c. 215-906-6310
emilyr@uwsepa.org
For Immediate Release

Media Contact:
Emily E. RosenBerg
W: 215-665-2509
C: 215-906-6310
emilyr@uwsepa.org

UNITED WAY’S STUFF THE BUS PROJECT HELPS HOMELESS KIDS IN THE REGION

(Philadelphia, PA) United Way of Southeastern Pennsylvania wants homeless children in Philadelphia, Chester, Montgomery and Delaware Counties to start the school year off with everything they need to succeed. Now in its second year, United Way’s “Stuff the Bus” project exceeded their goal of delivering 2,000 bookbags full of school supplies to children living in 40 shelters in Philadelphia, Delaware, Chester and Montgomery counties.

In addition to a generous sponsorship by Tyco Electronics, United Way looked to members of the community, employees at local business and workers from labor organizations to help make Stuff the Bus a reality by donating school supplies. Originally, United Way had hoped to fill 2,000 bags. However, due to a tremendous outpouring of generosity from the community, they were able to stuff and deliver 2,500 bags.

“Advancing the common good involves creating opportunities for a better life for all. By providing these students with the necessary supplies, we can send them to school better prepared to succeed and steer them towards the path that leads to high school graduation,” said Jill Michal, Interim President and CEO, United Way of Southeastern Pennsylvania.

In a report recently released by the People’s Emergency Center analyzing the services of the School District of Philadelphia’s Homeless Children’s Initiative, it was noted that the estimated 5,000 homeless children who are served by the School District are at greater risk of academic failure and may never catch up to their peers, resulting in fewer opportunities to grow into independent, self-sustaining young adults. As a group, homeless students may fuel the crisis of high rates of school drop-outs, teen pregnancy, and juvenile delinquency. While these children represent less than 3 percent of the School District’s total enrollment, efforts should be made to help them now rather than later.

For more information on how to give, advocate or volunteer for United Way’s Stuff the Bus project, or to sponsor a bookbag online visit: www.liveunitedphilly.org

United Way of Southeastern Pennsylvania

Founded in 1921 by the business community, United Way of Southeastern Pennsylvania improves people’s lives by mobilizing the caring power of donors, volunteers and communities. United Way of Southeastern Pennsylvania is one of the region’s largest non-profit organizations and one of approximately 1,300 affiliated United Ways.
Acknowledgements
Acknowledgements

We want to thank the following United Ways for their contributions to this toolkit. With their help and experience, we are able to share best practices, tools and resources to help make your events successful.

Grove City Area United Way
North Penn United Way
United Way of Asheville and Buncombe County
United Way of the Bay Area
United Way of Central New Jersey
United Way of Mahaska County
United Way of Marion County
United Way of Metropolitan Nashville
United Way of Northwest Arkansas
United Way of Portage County
United Way of San Diego County
United Way of San Luis Obispo County
United Way of Somerset County
United Way of Santa Cruz County
United Way of Southeastern Pennsylvania
United Way of Wyandotte County
We want to also congratulate United Ways in the following cities for their successful school supply collection projects. Whether you call it “Stuff the Bus”, “Write from the Start”, “Project Fresh Start”, “S.O.S., Supply our Students” or “Operation Backpack” thousands of school children across our system start school well supplied thanks to our many donors and volunteers.

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For more information on Volunteer Engagement efforts, please contact:
Mei Cobb
Vice President
Volunteer & Employee Engagement
mei.cobb@unitedway.org