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Town of Palm Beach United Way School Supply Drive collects thousands of supplies and over \$14,000 for low-income students

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PALM BEACH, Fla. – The 11th Annual Town of Palm Beach United Way School Supply Drive collected \$14,155 and thousands of school supplies to benefit children in need during the 2023-2024 school year. The drive ran July 23 through August 6.

In total, the School Supply Drive received 14,781 individual items, including pencils, pens, crayons, markers, notebooks, erasers, backpacks, folders and binders.

“We are incredibly grateful to the Palm Beach community for its support of our annual School Supply Drive,” said Richard Rothschild, General Campaign Chairman. “The donations we collect benefit hundreds of low-income students in Palm Beach County whose parents struggle to make ends meet, and often times have to sacrifice other needs to purchase supplies for their children.”

Families are expected to spend more on school supplies this year than ever before, according to the National Retail Federation. Due to higher prices and longer shopping lists, families are expected to spend an average of \$890 per household on school supplies, a new record, according to the federation.

School supplies donated to this year’s drive are being distributed to children and youth who receive services at Town of Palm Beach United Way partner agencies American Association of Caregiving Youth, Literacy Coalition, and Opportunity Early Learning Center.

“We are so grateful to everyone who donated to the school supply drive,” said Ali Eger, Executive Director of Opportunity. “Our young children will use the supplies at school, while our graduating students will begin Kindergarten with all of the items on their elementary school’s supply list, which would not otherwise be possible for most. The generosity of the donors will remove the burden of worry from hard working low-income parents and let them focus on their children.”

American Association of Caregiving Youth, Literacy Coalition and Opportunity will each receive a check for \$3,000 to go toward the purchase of supplies. The remaining funding will be divided evenly between the following Town of Palm Beach United Way nonprofit partners: Achievement Centers for Children and Families, Families First, Farmworker Coordinating Council, Take Stock in Children and YWCA.

“The cash donations are wonderful because many of our children do not have school and art supplies at home, so this will allow us to send some home with the children, enabling them to complete school projects and practice what they have learned in the classroom,” Eger said.

ONE COMMUNITY. ONE GOAL.

2nd Annual Logo Contest

For the second consecutive year, the School Supply Drive featured a logo contest. Students 18 and under were asked to submit a drawing depicting the Town of Palm Beach United Way's annual School Supply Drive, including a brief description of what they created and why.

The winning design was created by Isabella Cote, 14, of Royal Palm Beach. The mixed-media design features animals native to Florida. Her design will serve as next year's logo, and she will also receive a \$200 Amazon Gift Card.

In total, 13 children participated in the contest. Students whose designs were not selected received a \$20 Amazon Gift Card.

The School Supply Drive is conducted in collaboration with the Palm Beach Daily News and Palm Beach Fire Rescue.

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