

44 Cocoanut Row, M201 Palm Beach, FL 33480 561-655-1919

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# Town of Palm Beach United Way 12<sup>th</sup> Annual School Supply Drive benefiting Palm Beach County students in need starts July 28

Drive features logo contest for students 18 and under

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**PALM BEACH, Fla.** – The Town of Palm Beach United Way is collecting school supplies to distribute to low-income families in Palm Beach County so students have the resources they need to succeed in school.

The 12<sup>th</sup> Annual School Supply Drive starts Sunday, July 28 and runs through Sunday, August 11. The dates coincide with Florida's back-to-school sales tax holiday. Supporters can drop off supplies at the central and southern Town of Palm Beach fire rescue stations, the United Way office or Field of Greens locations in Palm Beach and West Palm Beach.

"So many of our supporters have children and grandchildren, and know how important it is for kids to have school supplies," said Richard Rothschild, Board Chair for Town of Palm Beach United Way. "Hundreds of local underprivileged kids depend on our community to help with their educational supplies. Please be generous and support this very important annual United Way project."

Donations to this year's drive will benefit children and youth who receive services at Town of Palm Beach United Way partner agencies Project LIFT, Vita Nova, and YWCA of Palm Beach County. Supplies will also benefit students at Lake Worth Middle School, a Title 1 school where the majority of students receive free or reduced-cost breakfast and lunch.

Project LIFT improves the lives of at-risk teens and their families through mental health counseling, mentoring, and vocational skills training. Supplies would benefit young men and women ages 14-19 who attend school in the Glades. More than 85% of students who attend Project LIFT programming live below the federal poverty level, according to Chief Impact Officer Lauren Adrian.

"As one of the poorest communities in Florida, Belle Glade needs support to ensure that children have the supplies they need to succeed in school," Adrian said. "Teens are often overlooked in school supply drives, but just like the little ones, adolescents need school supplies, too. The youth we serve are considered at-risk and face many hardships. It is our goal to remove as many barriers as possible to their success."

In addition to typical school supplies, items such as sneakers, jackets (no hoodies), and wireless headphones are also needed for Project LIFT teens.

## Cash donations accepted

Donors can also make cash contributions to the School Supply Drive. Supplies and funds will be divided between United Way partners. To donate online visit <a href="www.palmbeachunitedway.org">www.palmbeachunitedway.org</a>. Checks should be made payable to Town of Palm Beach United Way with "supply drive" in the memo and mailed to 44 Cocoanut Row, M201, Palm Beach, FL 33480.

Cash donations will help Vita Nova purchase bus passes for students, which are critical for the agency's clients ages 18-25 who are finishing high school, pursuing their GED, or starting college. The agency provides education, housing, and employment services for former foster care and other homeless youth.

"The youth that we serve do not have the means to purchase the supplies that are needed for their education, whether it's for themselves or their children," said Development Coordinator Camila Mayes. "These school supplies and donations will allow our youth to continue their education with their heads held high knowing that they are not lacking with the items that they need. This will allow them to be mentally and physically prepared."

## 3<sup>rd</sup> Annual Logo Contest

For the third consecutive year, the School Supply Drive will feature a logo contest. Students 18 and under can submit a drawing depicting the Town of Palm Beach United Way's annual School Supply Drive and it could be selected to serve as next year's logo. The design will appear on next year's School Supply Drive webpage, flyers, print advertising and social media. The winning student will also receive a \$200 Amazon Gift Card.

To participate, students 18 years and under must submit their original drawing with a brief description of what they created and why. All submissions will be judged in terms of artistic merit, creativity, and how well the theme is communicated through the artwork.

Drawings and descriptions should be delivered or mailed to Town of Palm Beach United Way by Monday, August 12. Last year's winning design, which is serving as this year's logo, was created by Isabella Cote of Royal Palm Beach.

The School Supply Drive is conducted in collaboration with Field of Greens, Palm Beach Daily News, and Palm Beach Fire Rescue.

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