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New School Year, New Possibilities: Town of Palm Beach United Way's 14th Annual School Supply Drive Empowers Local Students to Thrive

Drive launches July 13 to ensure every child in Palm Beach County starts school ready to succeed; Fifth annual logo contest invites young artists to showcase their creativity

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PALM BEACH, Fla. – There's nothing quite like the magic of a fresh backpack, new notebooks, and sharpened pencils. These items are a tangible symbol of a fresh start and limitless possibilities. For many children across Palm Beach County, that simple joy remains uncertain. Every summer, the Town of Palm Beach United Way steps in to help turn that uncertainty into hope.

The 14th Annual School Supply Drive, launching Monday, July 13 and running through Monday, August 3, is how the community can join this effort. When students arrive equipped with the proper supplies, they enter the classroom with confidence. When families don't have to choose between school supplies and groceries, children can focus on learning and growing.

To make this possible, the Town of Palm Beach United Way is calling on the community to participate in this year's drive.

"As families prepare for a new school year, many children in our community are still wondering whether they'll have the basic supplies they need to walk into the classroom ready to learn," said Richard Rothchild, Board Chair of the Town of Palm Beach United Way. "I encourage our friends and neighbors to take a moment to help. Whether you donate a backpack, a package of notebooks, or make a financial contribution, every gift helps give local students the tools they need to succeed. Together, we can help ensure every child starts the school year with the opportunity to thrive."

Benefiting Organizations

The drive will benefit three United Way partner organizations serving students across Palm Beach County.

Adopt-A-Family serves 167 school-aged children (VPK-high school) living on its supportive housing campus in Lake Worth. Many have experienced instability, trauma, and homelessness. School supplies help these children start the year with normalcy and a sense of belonging, while alleviating significant financial burdens for families working to maintain stable housing.

"School supplies are more than a basic need. They represent a commitment to helping children facing adversity achieve their full potential," said Matthew Constantine, Chief Executive Officer of Adopt-A-Family.

Literacy Coalition serves preschool and elementary students and their parents in Belle Glade, Pahokee, South Bay, and Delray Beach. The organization's family-centered programs help both children and parents build literacy and educational skills. When families don't have to bear the cost of school supplies, they can fully engage in the program's literacy goals.

"When you invest in school supplies, you're investing in entire families," said Kristin Calder, Chief Executive Officer of Literacy Coalition. "These donations help break the cycle of educational barriers across generations."

Opportunity Early Childhood Education and Family Center currently supports 155 children ages 6 weeks to 5 years from low-income working families. School supplies are essential for developing the fine motor skills and kindergarten readiness these children need to succeed.

"Your generosity does more than fill a backpack. It sets the foundation for a child's entire educational journey," said Alice Eger, Executive Director of Opportunity.

How You Can Help

Supplies can be delivered to the United Way office at the Palm Beach Towers and the three Town of Palm Beach Fire Rescue stations (Central, North, and South). School supplies for all grade levels are needed, including pencils, notebooks, folders, backpacks, calculators, markers, watercolors, glue sticks, and construction paper.

Cash donations are also accepted. Donors may contribute online at www.palmbeachunitedway.org or mail checks payable to Town of Palm Beach United Way (memo: "supply drive") to 44 Cocoanut Row, Suite M201, Palm Beach, FL 33480. For questions, call 561-655-1919.

5th Annual Logo Contest

For the fifth consecutive year, Town of Palm Beach United Way invites students 18 and under to participate in the School Supply Drive Logo Contest. The winning design will serve as next year's official logo and appear on the School Supply Drive webpage, flyers, print advertising, and social media. The winning artist will receive a \$200 Amazon Gift Card.

To enter, students must submit an original drawing with a brief description, along with their age, school, and contact information. All submissions will be judged on artistic merit, creativity, and how well the theme is communicated through the artwork. Submissions must be delivered or mailed to Town of Palm Beach United Way by Monday, August 10, 2026 (44 Cocoanut Row, Suite M201, Palm Beach, FL 33480).

Last year's winning design by Finley Dailey currently serves as this year's logo.

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

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