

**HELP SOMEONE WHO'S STRUGGLING TODAY.  
GIVE NOW.**



## **CORPORATE ENGAGEMENT EMPLOYEE ENGAGEMENT TOOLKIT**

Especially during these trying times, corporate responsibility is more than philanthropy—it's about making a real difference by finding the essential connections between your brand and values and the needs of our community. We can help with that. By working with us, you will have access to nearly 100 innovative, local programs and initiatives that are transforming our community, and a team that will help you tailor a yearlong engagement program that meets the philanthropic needs and priorities of your company and employees – be it virtual or in-person.

Working together in the community gives employees a fresh perspective on company dynamics and individual strengths, as well as boosts their team morale. Volunteering can provide employees with leadership roles that may not be available to them in the office, and opportunities to reveal skills that can be helpful in the workplace.

After all, you play a key role in shaping our community and your involvement is essential to our mission. Be part of the fight. Help us today and build a stronger Miami for generations to come.

*Building a stronger Miami,  
together*



# EMPLOYEE TEAM OPPORTUNITIES

## EDUCATION



Paint a unique mural to increase school pride and brighten up school hallways.\*



Showcase a STEAM (Science, Technology, Engineering, Art, and Math) activity into a classroom and encourage students to think outside the box.\* ^



Introduce a new book to a child and instill a love of reading at an early age.\* ^



Lead an arts and crafts station to inspire children to express their creativity.\* ^



Plant a classroom garden to introduce children to healthy eating.\*

## FINANCIAL STABILITY



Participate in a group simulation to experience what it's like to walk in the shoes of someone who is struggling.^



Teach an interactive workshop to encourage childhood financial literacy.^



Organize a food drive and sort donations to benefit United Way's Community Cupboard.^



Get your hands dirty at a community garden to make healthy options accessible for those living in food deserts.\*



Lead cooking activity with children to teach them how to make healthier choices.\* ^

*\*May require a budget  
^Virtual alternatives available*

## ON-SITE SERVICE PROJECT IDEAS

Can't leave the office but still want to volunteer? Volunteer projects help our neighbors in need and can be done anywhere—including from your office. Hosting such projects at your offices provides you with the environment and protocols your employees are familiar with.

You can host a supplies drive—or United Way can purchase and coordinate supplies on your behalf. Coordination of kits requires a lead time range from 5 to 20 business days, depending on the complexity of the project. Some kits may be branded, delivered via caravan, and a socially distant packing activity may be paired with a virtual testimonial speaker.

### HERE ARE SOME EXAMPLES:

#### EDUCATION

Art Kits for Children  
Back-to-School Kits for K-12 Children  
High School Graduation Kits  
Kindergarten Readiness Kits  
Pre-K Literacy Kits  
STEAM Kits for Students

#### FINANCIAL EDUCATION

Birthday Kits for Foster Children  
Clothing Kits for Transitional Agencies  
Newborn Kits

#### HEALTH

Welcome Home Kits for Veterans  
Emergency Preparedness Kits  
Hygiene Kits for Transitional Agencies  
Snack Kits for those in Free or Reduced Meal Programs

# UNITED WAY ENGAGEMENT OPPORTUNITIES

Throughout this past year and today, we are dedicated to providing innovative ways of executing our opportunities in a safe and impactful way. Many of the opportunities listed below can be accomplished virtually or accommodated to follow your office practices.

## READINGPALS

ReadingPals is an early literacy initiative focused on bringing community volunteers into prekindergarten classrooms to read to small groups of children to instill a love of reading. This weekly commitment of 30-minute sessions lasts for 28 weeks. Program runs from September through May.

## READ ACROSS AMERICA DAY

Read Across America Day is an annual reading motivation and awareness program held in honor of Dr. Seuss's birthday that calls for every child in every community to celebrate reading and literacy. Held in March, volunteers read a Dr. Seuss classic to small groups of students, and each child is given a copy of the book to share with their families, to continue reading and learning beyond the classroom.

## READ FOR THE RECORD®

Jumpstart's Read for the Record® is a global campaign that generates public support for high-quality early learning and highlights the importance of building children's vocabulary and love for reading. Read for the Record® is Jumpstart's most globally visible initiative, mobilizing over 16.5 million people since the campaign's inception in 2006. Held in October, volunteers read the nationally selected book title to classrooms around the country and donate the book to the classroom's library.

## THANKSGIVING DRIVE

Thanksgiving is a time for friends and family to gather around the table, feast on a hearty meal, share childhood stories and be thankful, but for some of our neighbors, that is not always possible. By hosting a Thanksgiving Meal drive at your company, you can help many of our neighbors prepare for their own holiday traditions.

## HOLIDAY DRIVES

Holidays can be times of great stress for anyone, especially during this unprecedented time. Many of our Miami-Dade County neighbors are facing tough times, and the traditional holiday season festivities can be a financial burden. The good news is that you can change that. United Way of Miami-Dade will equip companies with a holiday toolkit complete with resources to successfully organize a toy drive and/or holiday project to benefit a community agency.

## BACK-TO-SCHOOL DRIVE

A school supplies drive is an easy way to make an impact on the students' learning experience as well as lessen the expenses that families face when preparing for a new school year. By hosting a Back-to-School drive, you and your employees will support United Way in providing backpacks filled with school supplies to hundreds of our community's students.





**LUNCH AND LEARN SEMINARS**

Host a virtual Lunch and Learn Seminar. These seminars are designed to inform participants about practical skills, techniques, or ideas they can use in their work or daily lives. United Way Center for Financial Stability (CFS) Lunch and Learn Seminars cover a range of topics including money management, how to improve your credit score, debt management, savings and budgeting skills, and how to reach financial goals.

**UNITED WAY COMMITTEES AND IMPACT COUNCILS**

Volunteers are essential to United Way’s operations. Volunteers on committees and councils help generate funds, invest in the community, advocate on key issues and provide standards and governance.

**ORGANIZING ‘THE SHOP’ WITH MIAMI-DADE COUNTY PUBLIC SCHOOLS**

‘The Shop’ is an integral resource for homeless kids and families on the verge of losing a stable place to live. They provide items ranging from shoes, clothing, and school supplies to non-perishable food – all provided by Miami-Dade County Public School District at no cost. By volunteering for a day at The Shop, you can help ensure our students have the necessary resources for successful transitions in life and successful academic achievement.

**VOLUNTEERMIAMI DAY**

United Way welcomes the community on VolunteerMiami Day to celebrate its 98th birthday and to support our continued work in education, financial stability and health through volunteerism. The project will welcome more than 100 hands-on volunteers who will come together to create meaningful change to those in need.

**MLK DAY OF SERVICE**

Every year on the MLK Day weekend, we honor the legacy of an exceptional change maker as we serve our community. Volunteers experience a different range of opportunities to extend your good will and help shape the future of our city with a special focus on advancing diversity, equity, inclusion in all of its forms.

**DAY OF ACTION**

On and around June 21, thousands of people across the globe take action to improve their communities by volunteering with their local United Ways in opportunities that meet community needs.

**COMMUNITY CUPBOARD**

Hunger does not take the weekend off. Roughly one in five kids lives with hunger. In 2011, our United Way Center for Excellence in Early Education launched our Community Cupboard to provide families with regular food assistance. In our continuing efforts to collectively build a strong, viable community, we rely solely on donations from individuals and groups to stock our Cupboard with healthy and nutritious staples. Help our students and their families get the possible start in school and in life by hosting a collection and packing event for our Community Cupboard.

