

FREQUENTLY ASKED QUESTIONS

I ♥ KINDERGARTEN SCHOOL SUPPLY DRIVE



Who do I contact if I have a question?

For questions about the drive, contact Emily Watkins, Director of Strategic Engagement at WatkinsE@yourunitedway.org.

Is this a new drive?

No. The United Way Women's Leadership Council (WLC) has collected kindergarten supplies in the past but this is the first year we've named the effort "**I ♥ Kindergarten School Supply Drive**". We also collect children's books during the holidays and call that the "**Gift of Learning Drive**".

Why are we making school readiness kits?

One of United Way's targets is to improve high-school graduation rates. Preparing for high-school graduation starts at birth. One of the biggest milestones in that journey is starting school ready to succeed. We can help kids be ready by making sure they have access to the supplies they need. So we will collect school supplies for kindergarten readiness kits.

Who will receive the kits and how will they be distributed?

These kits will be given to children who register for kindergarten in the spring at targeted elementary schools that serve low-income students. That way they can create, play, and practice using the tools they will use in kindergarten before school even starts. The kits will be delivered through our partnership with Smart Beginnings Greater Richmond.

How many kits are you trying to collect?

We hope to collect at least 1,500 kits.

What about that Froggy Book?

This year Smart Beginnings Greater Richmond will supply a book to put in the kit as well as the bag that holds the kit. The WLC is focusing on collecting the school supplies.

Can I help spread the word about this drive?

Yes!!! We have sample social media posts, a sample email, and a flyer to help you promote the drive. We encourage you to spread the word with your colleagues, friends, and families. If you are leading an effort, [Sign up Genius](#) may be a helpful tool for you to use to direct the donation of supplies to match the number of kits you would like to donate.

Do you want separate supplies or assembled kits?

You can give either.

Do you need help assembling the kits?

Yes. Save the date for April 7, 2016 from 5:30 to 7:30 p.m. to help assemble the kits at United Way. An invitation to the assembling party will be sent soon.

Can I get some United Way donation boxes to collect supplies?

Yes! Please contact Emily Watkins at WatkinsE@yourunitedway.org.

When and where do I drop off my supplies or kits?

Drop off your contributions between March 21 and April 6 at either of United Way's two locations (2001 Maywill St. Suite 201, Richmond VA 23230 or 1964 Wakefield St., Petersburg, VA 23805) which are open Monday through Friday between 8:30 a.m. and 5:00 p.m.