

**United  
Way**



**United Way  
of the River Cities**

# INTERNAL INITIATIVES

## WEEK OF ACTION – PROJECT PERIOD

Project Period focuses on ensuring access to essential menstrual hygiene products for those in need within our community. To support this initiative, we collect period products and collaborate with nonprofits in each of our six counties to assemble and distribute period packs.

## READ ACROSS THE RIVER CITIES

Read Across the River Cities is our largest volunteer event of the year! Our goal is to have volunteers read the first few chapters of Charlotte's Web in each third-grade classroom across all six counties in our service area. Every third grader receives a copy of Charlotte's Web and a bookmark.

## SUPER SATURDAY

Super Saturday is a free community event that features fun activities as well as helpful information for families provided by a wide variety of local organizations and event partners, organized by United Way of the River Cities. Cabell and Wayne County schools offer pre-K and kindergarten registration.

## THE BIG COVER UP

The Big Cover Up is a student-led initiative to help individuals in their community meet the need of warm winter clothing, hygiene, and other personal items. The students that complete these projects learn about the needs in their communities, how to fundraise, and how to properly budget for their projects. The students who receive warm coats, hats, scarves, hygiene items, and food benefit the most from this incredible project.

## UNITED CAREER LAUNCH

Stocked daily, the United Together Community GiveBox provides food, hygiene products and other seasonal items to those in need. The GiveBox is located outside of United Way of the River Cities' office.

## VITA – VOLUNTEER INCOME TAX ASSISTANCE

The VITA program offers free tax return preparation for moderate to low-income households, the elderly, and persons with disabilities or with limited English-speaking ability with a yearly income under \$64,000. IRS-certified volunteers provide safe, free federal and state income tax return preparation with electronic filing for eligible individuals.

## EDUCATION COALITION

The Education Coalition is a community coalition with forty-seven members, representing children and families serving organizations from our service areas, focused on improving school readiness through community change. The initiative promotes the importance of early brain development, school readiness, early literacy and post high school success. The coalition participates in community wide partnerships, events, and advocacy issues regarding children from cradle to career.



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Continued

## **BORN LEARNING TRAIL**

The Born Learning Trail is an interactive outdoor educational experience designed to engage young children and their families in learning while they play. It consists of a series of signs or markers placed along a walking path in a park or other outdoor area. Each sign features activities or prompts that encourage children to explore, discover, and engage in activities that support their cognitive, physical, and social development.

## **BUCZ – BRAIN UNDER CONSTRUCTION ZONE**

BUCZ is an education campaign that systematically reinforces twelve messages that parents can implement to encourage appropriate brain development in their children by distilling positive parenting behaviors into simple instructions laying the foundation for later learning and success. BUCZ operates under the United Way Worldwide Born Learning engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities.