



UNITED WAY
Northeast Florida



United Way of Northeast Florida Corporate Engagement Toolkit

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United Way of Northeast Florida

Corporate Engagement Toolkit

At United Way of Northeast Florida, we believe volunteerism is one of the most powerful ways companies can live out their values, connect with the community, and strengthen their teams.

This **Corporate Engagement Toolkit** was created to help you explore opportunities that align with your company's goals—whether that's through large-scale community events, team service days, custom impact projects, or flexible volunteer activities that meet your team where they are.

Why It Matters

Corporate Social Responsibility (CSR) is no longer just a "nice-to-have"—it's a business imperative. A well-designed CSR strategy helps:

- Attract and retain talent—especially among purpose-driven employees
- Increase employee engagement and morale
- Build a strong, authentic brand reputation
- Deepen community relationships and trust
- Create lasting, measurable impact where it's needed most

By partnering with United Way, your team joins a network of changemakers working across Duval, Clay, Nassau, Baker, and St. Johns counties. Together, we can move the needle on issues that impact our ALICE (*Asset Limited, Income-Constrained, Employed*) families—while creating unforgettable experiences for your employees.

This toolkit outlines every way your company can get involved and lead with purpose. Whether you're looking for something simple and turnkey or deeply customized, we're here to help make it meaningful, organized, and impactful.

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Signature Events

These annual, budget-free events are ideal for companies looking to get involved in large-scale community service. Invitations and links to sign up are sent out 4–6 weeks in advance through our Volunteer Hub landing page. *All* events require registration through our Volunteer Hub.

- January 17, 2026 — **MLK Weekend of Service**
Northeast Florida's Largest Annual Service Event: this AmeriCorps-funded event celebrates the work of MLK, Jr. through large-scale neighborhood revitalization projects and food distribution projects across Duval, Clay, and Nassau counties, working with over 30 community partners.
- On or around June 20 — **Day of Action**
United Way's annual global day of service on and around the longest day of the year! Volunteers will make a big impact in an underserved neighborhood through revitalization projects like beautification, landscaping and kit assembling that vary each year based on neighborhood needs.
- October 27 to December 12 — **Holiday Gift and Food Drives**
An adopt-a-family program providing holiday support to families in need within our Full Service Schools network

Signature Events: Step-by-Step:

1. **Get Notified:** Invitations and sign-up links will be shared 4–6 weeks in advance through email and our [Volunteer Hub](#).
 2. **Register:** Sign up as an individual, team, or company for the opportunity of your choice. *Registration is required for all events.*
- **MLK Weekend of Service & Day of Action**
- Volunteers can register individually or as a team for the project that best fits their interests and schedule. Opportunities vary and fill quickly!
- **Holiday Gift & Food Drives**
- Register through the invitation link in the Volunteer Hub as an individual, department, or company (opens in late October).
 - Once registered, we'll reach out to confirm your preference for family size (from one to seven children) and/or neighborhood.
 - Families are referred through our [Full Service Schools](#) network or live in neighborhoods we're targeting for revitalization.
 - You'll receive information on your matched family, including wish lists, clothing sizes, and a short background story.
 - All gifts and food should be delivered by the designated date prior to the holiday break to a local Full Service Schools or partner organization.



Interested in supporting one of our events through a sponsorship? Contact volunteer@uwnefl.org to see a full list of opportunities and find out more!

The Volunteer Hub

www.unitedwaynefl.org/volunteer

Think of the Volunteer Hub as your “one-stop shop” for all United Way and many partner volunteer opportunities for individuals and teams. Search projects by date, location, or interest. It’s designed to make signing up and managing volunteerism easy and efficient. The Hub is also a management system which can keep track of volunteer hours for teams as well as individuals, and individuals needing service hours documentation can do so automatically by [downloading your volunteer resume](#), providing the hours have been submitted through the system and approved through the system.

Please note:

- Projects for groups **over 20 volunteers** can be difficult to place due to capacity at many agencies.
- Custom projects for groups over 20 require **extra lead time**—large numbers can be difficult due to partner agency capacity. For groups larger than 20, custom projects may be a better fit—and they’ll need extra lead time to arrange. (see Custom Projects section).

Want to learn about other partners not on the Hub or questions about the Hub itself? Reach out anytime!

Volunteer Hub Opportunities: Step-by-Step:

- Visit the Volunteer Hub to browse and register for projects.
- Don’t forget to check out the left-hand pane, where we spotlight urgent needs and important events and information!
- Check partner-specific calendars linked on the Hub for those not posted directly.
- Teams who would like their hours tracked can contact the Volunteer and Community Engagement department at volunteer@uwnefl.org.
- Groups over 20, contact us early to explore options.

Please note that placing groups over 20 can be difficult due to partner agency capacity. For groups larger than 20, [custom projects](#) may be a better fit—and they’ll need extra lead time to arrange.

Community Partners (Not Listed on the Hub)

Some partners aren’t listed on the Volunteer Hub because they use their own systems or have capacity limits. Here are a few trusted organizations you can explore directly:

- Feeding Northeast Florida – www.feedingnefl.org/volunteer
Opportunities to sort or distribute food; their calendar is separate from our Hub.
- Clara White Mission / White Harvest Farms – <https://theclarawhitemission.org>
Serve breakfast to unhoused neighbors or help with planting and weeding on the farm.
- Lutheran Social Services of Northeast Florida – <https://www.lssjax.org/volunteer>
Several choices from group activities with their food pantry to mentoring

Community Partners: Step-by-Step:

- Click the links above to view their calendars or listings and sign up directly.
- These projects are not coordinated through United Way, so all details including times and availability are managed directly by the partner organization.



Do-It-Yourself (DIY) Projects

These flexible, off-site projects can be completed anytime, anywhere—perfect for families or students needing service hours! You can complete them individually or as a group. DIY projects are also an excellent choice for teams that do not have a budget.

Instructions and supply lists can be downloaded from each project’s signup page. When finished, please **read and follow the provided instructions** to let us know how many items you’ve completed and coordinate drop-off. Please **plan ahead—due to our small staff, response time can vary.** If you need service hour documentation, allow **3–5 business days.**

DIY projects: Step-by-Step:

1. Head to the [Volunteer Hub DIY page](#) to see your choices and learn more.
2. Select a DIY project from our many options **and sign up** through the Hub (you **must** register!)
3. **Download and Read** instructions and supply lists.
4. Once completed, please contact us at volunteer@uwnefl.org to arrange a drop off location and time—due to staff capacity, **we will not be able to pick up your items.** We need to know how many kits have been created in order to select the appropriate recipient organization.

5. For those individuals needing service hours documentation, you can do so automatically by [downloading your volunteer resume](#), providing your hours have been submitted through the system and approved through the system.

Please note: *We require 3–5 business days to coordinate drop-off, and a scheduled time is necessary, as many nonprofits have a very small staff and are often in the field and not onsite*



High-Impact Projects with Planning Support

While many of United Way of Northeast Florida's volunteer opportunities are free to participate in, we also offer high-impact service experiences that require a project budget.

These opportunities come with a budget not to limit service, but to expand it—helping us build capacity for partners and lasting community impact.

Your investment helps us:

- Design turnkey, meaningful volunteer experiences aligned with your company's values
- Expand our support for nonprofit partners—especially those with limited capacity

- Uplift individuals and families through our core focus areas: **healthy communities, financial security, and youth opportunity**

When you take part in a *Custom Project* or *Impact in a Box* experience, you're not just empowering your team to make a difference—you're helping expand access to volunteerism and driving long-term community impact through collective action.



Impact in a Box Projects

Want a ready-to-go team experience that gives back? **Impact in a Box** are mostly kit-building activities with all supplies pre-packed and delivered to you—just show up and assemble! Volunteers often decorate the kits and add encouraging cards, making each one a personal touchpoint of care. We'll lead the activity, add your company's logo (if desired), and deliver the finished products to the agencies that need them. Best of all, we don't just build kits—we connect the product to the purpose, helping your team understand the real impact behind every item assembled.

"Impact in a Box" Experiences: Step-by-Step:

1. **Explore & Choose:** Browse the [Impact in a Box page](#) to find the activity that best fits your goals and group size. Each project includes kit pricing, suggested quantities, and recommended timelines.
2. **Sign Up or Reach Out:** Complete the interest form online or email us at volunteer@uwnefl.org to get started.
3. **Tailored Planning:** If needed, we'll schedule a brief call to better understand your event's goals and help tailor the project accordingly.

4. **Customize:** Want to leave your mark? We can create stickers with your logo to add to the kits (free). Some kits have the option of officially branding a reusable bag. The additional cost is listed per kit.
5. **Site Consultation (Optional):** We're happy to consult on layout and setup if you're hosting the event at your workplace or off-site location.
6. **Full-Service Support:** United Way manages all logistics—supplies, transport, on-site setup, cleanup, and delivery of completed kits to the benefiting organization.
7. **Want to see your impact in action?** We're happy to coordinate a short visit or tour of the recipient program or agency—either at the time of kit drop-off or at another convenient time. It's a meaningful way to connect your team's volunteerism with the real people and programs benefiting from your support
8. **Lead Time:** Most projects require 3–5 weeks of lead time to ensure availability and preparation. Specific timeframes are listed on each project page.

Pricing details for all Impact in a Box options can be found at the end of this document.

[Click here](#)



Custom Projects

Looking to make a lasting difference through a hands-on team experience? Our **custom-designed projects** offer the opportunity to engage in meaningful, often transformational work that directly benefits local nonprofits or community members in need.

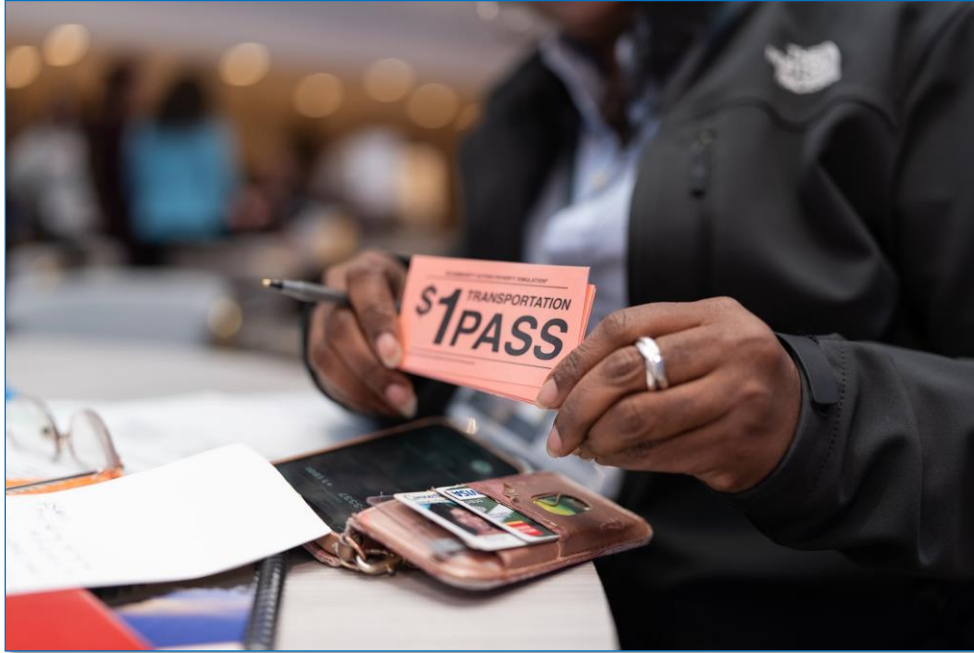
Whether it's **landscaping an early learning center**, **painting a community room**, **remodeling a nonprofit break area**, or **installing a Born Learning Trail**, we'll handle everything—from project design and planning to materials, logistics, and on-site coordination.

Why go custom? These immersive experiences offer more than just service—they foster team connection, community visibility, and real change where it matters most.

- **Pricing:** \$75 per volunteer + supply costs over \$350, \$500 minimum
 - **General Budget Range:** \$1,000–\$5,000 (depending on scope and materials)
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Custom Projects: Step by Step

1. **Start Here:** Visit our [Custom Project sign-up page](#) and fill out the short interest form to help us understand your goals, group size, timeline, and areas of interest.
2. **Personalized Follow-Up:** A Volunteer and Community Engagement (VCE) team member will reach out within **3 business days** to learn more and begin building your experience.
3. **Project Options Delivered:** Within **2 weeks**, we'll share curated project options based on your preferences. *For larger groups (20+), sourcing and confirmation may take longer as we work closely with partners to ensure capacity and impact.*
4. **Site Visit & Confirmation:** Once a project is selected and the budget approved, we'll coordinate a **site visit** to help your team visualize the scope, prepare for the day, and address any planning needs.
5. **Full-Service Planning & Execution:** We'll manage every detail—from material purchases and volunteer coordination to setup, logistics, impact framing, and optional extras like nonprofit tours or meals.
6. **Lead Time & Capacity:** Custom projects require **at least 6–8 weeks of lead time**. We can accommodate **one custom project per month** to ensure every experience receives dedicated care and attention, so please start your planning early!
7. **Agreements & Payment:**
 - Projects over **\$1,000** require a signed **memorandum of understanding (MOU)**.
 - **Full payment is due 4 weeks** before the event.
 - A **25% deposit** is nonrefundable, as materials and planning begin early.
 - If canceled **2–4 weeks out** (and not rescheduled), a **75% refund** of per-person costs will be issued; supply costs are nonrefundable.
 - If canceled **within 2 weeks**, we'll work with you to **reschedule if possible**. Otherwise, refunds are limited due to committed resources.



The Meet ALICE Experience

Asset Limited, Income Constrained, Employed

Step into the shoes of a family living paycheck to paycheck. The **Meet ALICE Experience** is a powerful, interactive poverty simulation that offers a firsthand look at the daily challenges faced by working individuals and families who struggle to make ends meet.

Over the course of this **two-hour experience**, participants assume the roles of ALICE family members navigating tough decisions on limited income—while volunteers represent landlords, utility collectors, school officials, and service providers. One immersive hour represents a month in poverty, broken into four 15-minute “weeks.” A guided debriefing follows to encourage meaningful reflection and discussion.

Why it matters: This experience sparks understanding and action around real community issues—like affordable housing, food insecurity, child care, and access to transportation. It’s especially powerful for corporate, civic, or leadership groups looking to deepen their social impact.

Flexible formats: Full, table-top, and virtual options are available to accommodate your group size and needs.

Planning Your ALICE Experience: Step-by-Step

1. **Learn More & Express Interest:** Complete our quick interest form [here](#). Please note: a 4 week lead time. We limit the Experience to 2 events a month, so get on the calendar early!

2. **Initial Contact:** A United Way Volunteer and Community Engagement (VCE) team member will follow up within 3 business days.
3. **Collaborative Planning:** Your VCE contact will help finalize:
 - Number of participants
 - Event type and goals
 - Venue selection and room setup needs
4. **Volunteer Roles:**
 - United Way can recruit trained volunteers for community resource roles **or**
 - We can train your staff if you'd like some of them to serve instead of participate
5. **Speakers Provided:** We handle all speaking roles and facilitation.
6. **Event Setup:** We'll need 2 hours prior to the event for full setup.
7. **Event Breakdown:** Our team handles all cleanup and takedown immediately following the debrief. We will need at least an additional ½ hour.

Pricing details at the end of this booklet. (or click [here](#))

Need Help?

If you have any trouble navigating this toolkit or run into issues with sign-ups, you can always reach out to us at: volunteer@uwnefl.org.

We're happy to help!

Impact-in-a-Box Volunteer Opportunities

Options & Pricing

United Way of Northeast Florida's Impact-in-a-Box projects include all supplies, setup, delivery, and transport of completed kits to local nonprofits. Each project is led by United Way staff who not only manage logistics but also connect the volunteer activity to the bigger picture—highlighting the real impact on our community. We'll even include custom logo stickers to personalize your kits at no extra cost. Kit pricing is based on a 1.5–2-hour project; ***Surcharges will apply for orders over 150 kits.***

Snack Packs—A decorated pack of shelf stable, filling snacks for Full Service School students dealing with food insecurity

- \$9 per kit
- 3 week lead time
- *Based on 1.5 hours:* Group of 20: \$675 (75 packs)/Group of 50: \$1620 (180 packs)

Growing Mind Kits —Volunteers will decorate small seed-starter pots and put together seed growing kits for elementary aged children at a DCPS Full Service Schools site. Each kit will contain a small pot, seeds, a soil pellet, instructions, and a plant-related paperback book

- \$8/\$11 per kit
- 3 weeks without books or 6 weeks with books
- *Based on 1.5 hours with books:* Group of 20: \$550 (50 kits)/Group of 50: \$1650 (150 packs)

Mindfulness Kits --Volunteers will assemble kits of items to promote stress relief and focus for Full Service Schools children.

- \$9 per kit
- 3 weeks
- *Based on 1.5 hours:* Group of 20: \$540 (60 kits)/Group of 50: \$1350 (150 packs)

Personal Care Essentials Kit— *For short-term support*

These kits contain mid-sized toiletry items designed to last approximately **5 days** for someone who may not otherwise have access—especially students in Full Service Schools. They're a quick, high-impact way to support **hygiene, dignity, and confidence.**

- \$11 per kit
- 4 week lead time
- *Based on 1.5 hours:* Group of 20: \$825 (75 packs)/Group of 50: \$1980 (180 packs)

Personal Care Impact Kit (with Optional Branded Tote)--Full-size products

To make a **bigger impact**, these full-size personal care kits offer approximately **one month of hygiene security**, thoughtfully packed in a reusable tote. Perfect for students in crisis, **veterans experiencing hardship**, and **anyone facing barriers to basic needs**.

- \$14 per kit/\$16 with logo
- 4 week lead time
- *Based on a 1.5-hour volunteer experience without logo:* Group of 20: \$1,050 (75 kits)/Group of 50: \$2,520 (180 kits) / \$2,880 with logo

Financial Literacy Kit—Volunteers will assemble classroom kits for teachers/volunteers to easily facilitate a fun financial workshop for K-2 students with community partner [Kash Kids](#). Each kit includes a ceramic piggy bank to paint and decorate, activity sheet and mini-books or activity cards. The mini-books can be printed with the sponsor's logo on the back.

- \$11 per kit
- 4 week lead time
- *Based on 1.5 hours:* Group of 20: \$550 (50 kits)/Group of 50: \$1375 (125 kits)

Teacher's Survival Kit—essential items—from tissues to Tylenol—to keep DCPS teachers going throughout even the toughest school days

- \$13 per kit
- 4 week lead time
- *Based on 2 hours:* Group of 20: \$1040 (80 kits)/Group of 50: \$2600 (200 kits)

Confidence Kit: Feminine Hygiene items for low-income DCPS students and other girls and women experiencing "[period poverty](#)," a widespread issue.

- \$12 per kit
- 4 week lead time
- *Based on 2 hours:* Group of 20: \$840 (70 kits)/Group of 50: \$2100 (175 kits)

Confidence Plus Kit: Includes everything in a Confidence Kit **plus a pair of underwear**—ideal for students facing emergencies at school or in unstable housing situations.

- \$15.50 per kit
- 4 week lead time
- *Based on 2 hours:* Group of 20: \$1085 (70 kits) / Group of 50: \$2712.50 (175 kits)

C.R.O.W.N. Haircare Kit (100 max): Haircare/toiletry items particularly for the special needs of Black and Brown hair and skin

- \$16 per kit
- 6 week lead time
- *Based on 2 hours:* Group of 20: \$1120 (70 packs)/Group of 50: \$2400 (150 packs)

NOTE: In volumes over than 100, these items can be difficult to source

Reading Buddy Bags-- Encourage a love of reading by building stuffed animal "Reading Buddies" and packing books for new 3-5-year-old students. Please ask about options to brand your buddies or include them in a bag with an age-appropriate book for an early learner. Project includes the stuffing of teddy bears, welcome notes and assembly.

- \$17 per bag/\$19 with bag logo(6-8 weeks)
- 4 week lead time
- *Based on 2 hours with logo:* Group of 20: \$760 (40 bags)/Group of 50: \$1900 (100 bags)

Night Night Bags—Volunteers will stuff a plush animal and put together a bag of comforting nighttime items (a book, toothbrush and toothpaste, and an activity) for very young children who enter a shelter for the first time.

- \$20 per bag/\$22 with logo
- 4 week lead time/6 week with logo
- *Based on 2 hours without logo:* Group of 20: \$800 (40 bags)/Group of 50: \$2000 (100 bags)

Meet ALICE Experience Pricing

Asset Limited, Income Constrained, Employed

Step into the shoes of a family living paycheck to paycheck. This immersive simulation offers powerful insight into the daily decisions and trade-offs faced by ALICE households. It's a game-changer for teams seeking to build empathy, awareness, and purpose-driven engagement. Available also in Veteran Edition (in person only)

Additional fees apply for participant groups over 80.

Corporate Pricing

Format	Participants	Daytime (7am–5pm)	Evening (After 6pm)	Duration
In-Person: Full Simulation	40–200	\$3,500	\$4,500	2–3 hrs
In-Person: Mini Simulation	20–39	\$2,500	\$3,000	2 hrs
In-Person: Tabletop Version	10–30	\$1,500	\$2,000	2 hrs
Virtual Experience	Unlimited	\$350	\$500	1–2 hrs