



NATIONAL 4-H SOCIAL GIVING PROJECT



Purple Heart Veterans



NATIONAL 4-H
COUNCIL



ISSUE:

Each year, National 4-H Counsel provides the employees of their annual sponsor company with social giving opportunities within their communities. National 4-H selects a local service project to be implemented across the country. For this project, U.S. Cellular was their corporate sponsor.

IMPORTANCE:

This project involved the creation of "Operation Veteran Smiles Kits" to be distributed to Purple Heart veterans recovering from their injuries across the country. Each kit needed to hold a selection of necessities that recipients could utilize during recovery and had to include a custom message thanking our Veterans for their service.

IMPACT:

Centricity designed and produced these kits and built a custom web portal where audiences targeted by 4-H for engagement could make donations for kits to be sent to our wounded veterans. Centricity compiled all donation requests and fulfilled the Smiles Kits to designated program coordinators for delivery to each veteran. Wounded veterans received sincere thanks for the sacrifices and comfort kits to aid in their recovery.



Smile Kit Packaging



Online Donation Site

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