



EVERFI®

# Toolkit: Awareness Months & Holidays

August 2025

# How to Use This Toolkit

## Purpose and Benefits

Nationally-recognized awareness months give you a great opportunity to engage your workforce in DEI conversations and learning all year. We're making it easier for you with our **Toolkit: Awareness Months and Holidays**. It's packed with resources that save you time, enabling you to focus on helping your employees gain a deeper understanding and appreciation of one another.

## Contents

This easy-to-use toolkit contains the following for the month of **August**:

- Tips and resources that you can include in your employee newsletter or intranet
- Employee lunch & learn ideas with suggested activities and discussion questions
- Additional tools to share with your leaders and supervisors
- Ideas for employee giving and community service projects

***Note:** the resources and links in this toolkit are samples and suggested ideas. Please take some time to carefully review each item's contents before use, to ensure it is a good fit for your organization.*

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# August

## Theme: Back to School

### 1. Sample Content for Your Employee Newsletter or Intranet

Back-to-school season is right around the corner, and that means it's an exciting—but hectic—time for employees who are parents or caregivers of students (or who are students themselves!). Balancing work responsibilities with school-related tasks can be challenging, impacting schedules and potentially adding stress.

#### **Helpful Tips**

From managing sleep schedules and child support to packing school lunches, here are a few of the many great [back-to-school tips](#) from [Healthychildren.org](#):

- Start a school sleep schedule a week ahead of time. (How much sleep do kids and teens need? [Read more here.](#))
- Pack heavier items in the center of a backpack and use both shoulder straps to avoid injury.

- If you think a student may need extra help, contact the school one to two weeks before school starts. Teachers and counselors are often there during late summer and able to assist.
- Help students make healthy cafeteria choices by reviewing the lunch menu with them in advance and discussing good options. Speaking of lunch, check out these [7 School Lunch Tips for Picky Eaters](#).

**Caring for yourself.** Finally, don't forget to take care of the caregiver! Watch this [video](#) on how to take care of yourself to be the best parent that you can be. (6 mins)



## 2. Employee Lunch & Learn

### Suggestion: Working Parents and Caregivers

Organize a virtual or in-person brown bag lunch for parents and caregivers. If your company has a working parents and caregivers affinity group, they could host the event and share more about what the group does and benefits of joining. Also, consider the following discussion topics to help attendees navigate work and caregiving responsibilities:

- What is something fun you did this summer with your child or other person in your care?
- How are you feeling about their return to school and/or months ahead? Is there anything in particular you're looking forward to or feeling anxious about?
- What sources of support have been helpful to you as a parent or caregiver?
- Is there a particular parenting or caregiving challenge that you could use some advice about from this group?

*Tip: If you have a parents- or caregivers-related employee resource group/affinity group, consider seeking the group's input and asking if its members would like to be involved in sponsoring, planning, or holding an employee event or any other company effort for back-to-school season.*

## 3. Additional Resources to Share with Leaders and Supervisors

- Blog: [5 Unexpected Unconscious Bias Examples](#)

## 4. Encourage Community Service and Giving

Commemorate back-to-school season by creating or engaging existing groups of parents, caregivers, or students in your organization. This type of group—whether structured as an employee resource group/affinity group or as a company-sponsored committee—can be a great way to bring together employees and provide opportunities for professional and personal development, support, information sharing, networking, and more for employees with shared interests, experiences, or identities - and their allies. They are also critical tools for employee retention, inclusion, and belonging.

Strongly encourage company leaders to participate in regular ERG meetings, including as an ally. Visible, ongoing leader support for employee groups is critical, but unfortunately, most leaders are missing the promise and challenges faced by ERGs, according to Great Place to Work.







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