



CTW Events

THE ULTIMATE GUIDE TO Team Building Activities WITH PURPOSE



A comprehensive guide for incorporating Corporate Social Responsibility (CSR) events into team-building initiatives.

www.ctwevents.org



CTW Events

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Companies that prioritize team-building report a **25% increase** in team performance.

GALLUP

Introduction

Team-Building with a Purpose

Team building isn't just about creating bonds within your organization—it's an opportunity to unite around a shared goal, foster collaboration, and make a meaningful difference. By combining purpose with connection, your team can achieve more than ever before.

Why Purpose-Driven Team-Building Matters

Purpose-driven team-building activities go beyond traditional exercises. They inspire teams to connect on a deeper level, align their actions with your organization's mission, and leave a lasting positive impact on communities in need.

Whether you're looking to energize your workforce or meet Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) goals, these activities create a ripple effect of good. When employees feel connected, they work better together, solve problems faster, and drive results that matter.

About CTW Events

At CTW Events, we specialize in crafting purpose-driven experiences that bring teams together while supporting meaningful causes. Our events help organizations like yours foster stronger connections, ignite collaboration, and leave lasting impressions—not just within your team, but in the communities they touch.

Together, we can empower your team to:

- Achieve greater collaboration and alignment.
- Build morale and strengthen relationships across departments.
- Drive positive change in the world, one impactful event at a time.

BENEFITS TO

Purpose Driven Team-Building



Enhanced Collaboration and Communication

Purposeful activities inspire teams to communicate effectively and work together toward shared goals, naturally strengthening workplace relationships through practical experience.



Improved Morale and Engagement

When team members engage in meaningful work, they develop a deeper sense of pride and purpose. This authentic connection to their impact naturally elevates daily motivation and workplace satisfaction.



Opportunity to Align with CSR and ESG Goals

Organizations can demonstrate their values while building stronger teams through purpose-driven initiatives that support broader corporate responsibility objectives.



Lasting Impact on Communities

Team building activities create meaningful change beyond office walls, fostering genuine connections while making tangible differences in local communities.



A Win-Win for Your Organization and the World

Purpose-driven team building transforms ordinary workplace activities into extraordinary experiences that benefit both the organization and society. Teams develop authentic relationships while contributing to causes that matter, creating lasting positive change.

Team building is about more than just creating connections

it's about creating purpose. By aligning activities with meaningful causes, you can inspire your team to work together in ways that matter both inside and outside the workplace.

HOW TO

Organize Your Comprehensive Event

01 Define Your Goal

What do you want your event to accomplish?



For Your Team

Are you focused on improving communication, strengthening bonds across departments, or simply having fun together?



For Your Organization

Think about what CSR or ESG initiatives you aim to align with. Then, consider how you will enhance employee engagement and strengthen your brand's values around that goal.



For The Community

Consider what kind of impact you'd like to make, such as addressing hygiene insecurity, promoting education, or supporting food-insecure families.

02 Identify Participants and Logistics

Map out the essentials to keep your event on track and well-organized.



Location

Consider where you will be hosting your give-back event. Will everybody be able to attend? Is there a group of people who are excluded? If so, is there a plan to engage them?



Participants

How many people will be taking part? Will your group participate in a schedule or all at once? Will groups be random or will participants stick with their departments?

PS: This is an excellent way for your employees to interact with colleagues they do not know day to day.



Dates

Pick the dates and times that work best! Is this an all-hands-on-deck activity or something spread over several days? Will teams across the globe join in on the same day(s)?



Event Mangement

It's important to know who will help you host your event. CTW Events offers comprehensive event management as well as event staffing if you choose.

Your CTW Events experience

comes fully ready, with all the materials and tools you'll need to engage your team—no hassle, no stress. Simply open the box, and you're all set to make an impact! Whether you're a small group or a large organization, we'll help you design an experience that works perfectly for you.

03

Define your Event Blueprint

Choose the perfect format to align with your event



→ Breakout Style

This dedicated session format brings all your participants together for focused, collaborative activities.

This engaging format is ideal for teams seeking a high-impact, time-efficient team-building experience. The model creates dynamic energy as participants collaborate in an interactive, hands-on environment.

Perfect For

- Annual Conferences
- CSR Awareness Campaigns
- Corporate Give Back Holidays
- Onboarding Programs
- Team Appreciation Day
- All-Hands Meetings



→ Walkthrough Style

This is when the kits stay up throughout the day, offering a flexible, come-and-go experience that fits seamlessly across your schedule.

This format invites participants to make a meaningful impact at their own pace, it's ideal for creating a steady flow of engagement, allowing attendees to connect and contribute without time constraints.

Perfect For:

- Conference
- Employee Appreciation
- Trade Shows
- Community Events
- Pop-Up Events
- Hybrid Events

04 Choose an Impactful Activity

Make a meaningful difference in the community



Deliver Hygiene Essentials

An impactful event where your team works together to assemble essential hygiene supplies into kits.



Bridge the Educational Gap

Host an empowering event where your team will assemble school backpacks



Deliver Dignity

Deliver Dignity to your local community by packing comfort kits, a combination of our hygiene kit elevated by essential comfort items



Feed a Family

Provide food to your local community by assembling food supplies into pantry boxes.

➔ Deliver Hygiene Essentials

Soap Saves Lives Experience

Your team will assemble hygiene kits that bring hope and dignity to those facing hygiene insecurity, creating a ripple effect of positive change in communities across the globe. We provide you with what you need to create a transformative event where compassion meets action.

Comprised of eco-friendly materials, ensuring zero waste and a minimal carbon footprint. These kits leave the world just as clean as when we arrived.



Contents can contain a mixture of:

- 1 x biodegradable bag
- 1 x bar soap (recycled by Clean the World)
- 1 x shampoo (Post consumer Resin bottle)
- 1 x bamboo toothbrush
- 1 x toothpaste sachets
- 1 x cornstarch comb
- 1 x jute loofah OR pair of socks
- 1 x handwritten note.

Perfect For

- Small or Large Teams
- Work Conferences and Conventions
- Trade Shows
- Meetings
- Community Engagement

Charity Recipient Examples

- Churches
- Homeless Shelters
- Women's Shelters
- Disaster Relief

[LEARN MORE](#)



➔ Bridge the Educational Gap

Empowering Education Experience

Pack backpacks with essential school supplies to support education efforts for elementary or middle school students. The Empowering Education Experience fosters a love for learning and empowers students for academic success.

Contents can contain a mixture of:

- 1x backpack
- 1x folder
- 1x notebook
- 1x pencil pouch
 - 2x pencils
 - 1x pencil sharpener
 - 2x pens
 - 1x eraser
- 1 x crayons (3 pack)
- 1x highlighter
- 1x ruler
- 1x glue stick
- 1x handwritten note.

Perfect For

- Small or Large Teams
- Work Conferences and Conventions
- Trade Shows
- Meetings
- Community Engagement

Recipient Examples

- Churches
- Local Youth Organizations
- Title I Schools
- Afterschool Programs
- Charities dedicated to Teachers



[LEARN MORE](#)



→ Deliver Dignity

Deliver Dignity Experience

Combine hygiene essentials with comfort items to provide relief to those displaced from their homes. The Delivering Dignity Experience embodies compassion and dignity, offering a holistic approach to humanitarian aid.

Contents can contain a mixture of:

- 1x backpack
- 1x soap
- 1x PCR shampoo
- 1x toothpaste sachet
- 1x bamboo toothbrush
- 1x pair of socks
- 1x jute loofah
- 1x deodorant
- 1x handwritten note.

Perfect For

- Small or Large Teams
- Work Conferences and Conventions
- Meetings
- Community Engagement

Recipient Examples

- Churches
- Disaster relief
- Outreach Programs
- Homeless Services and Initiatives
- Refugee Services and Initiatives



[LEARN MORE](#)



➔ Address Food Insecurity

Purposeful Pantry Experience

In this customizable experience, participants come together to pack pantry boxes filled with nutrient-dense shelf-stable food. **One box can feed a family of four for one week.**

This experience was designed to nourish families and cultivate community, offering sustenance and support to households facing food insecurity.

Contents can contain a mixture of:

Food availability is dependent on the date of your events, availability, trends, etc.

Each box will include shelf stable pantry items that will help supplement the average families' grocery budget.



[LEARN MORE](#)

Perfect For

- Small Teams
- Team-building
- Meetings
- Community Engagement

Recipient Examples

- Churches
- Food Banks
- Community Outreach Programs
- Hunger Relief Efforts



05 Helpful Tips

Expert tips to ensure your CSR event runs smoothly and efficiently

HELPFUL TIP:

Use a cart to move your boxes.
Teamwork makes the dream work.



What's in the box?

Each supply box will contain enough items to assemble the amount of kits you ordered. Simply unpack the box, set up your display and start packing!

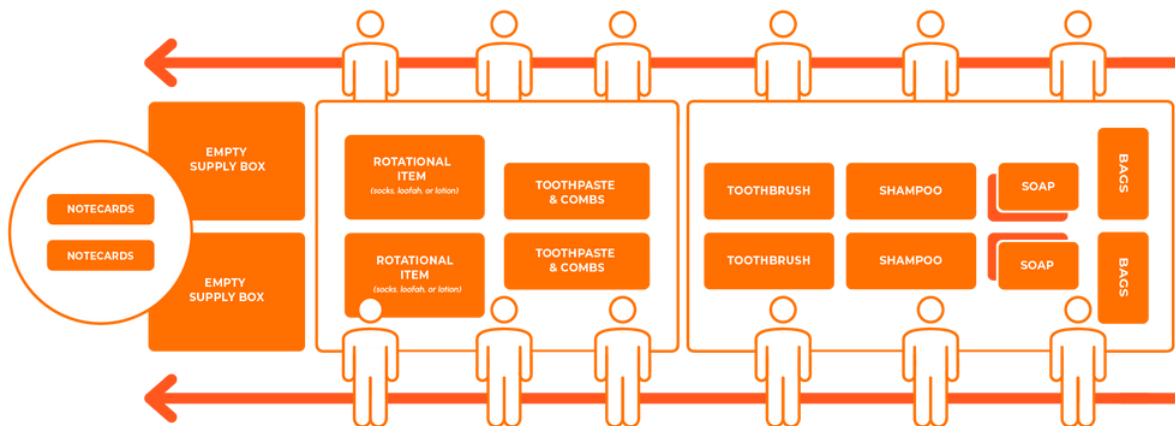
Event Day Essentials

These items are not necessary but they can help make your day a lot easier!

- | | | | |
|---------------------------------------|--------------------------------|--|----------------------------------|
| ☐ Box Cutter | ☐ Pens | ☐ Cart | ☐ Speaker |
| ☐ Packing Tape | ☐ Music | ☐ Recycling Bin | ☐ Snacks |

Setup for Success: Hygiene Kit Example

See the diagram for how to set up an assembly line to package your hygiene kits. Place all completed kits inside the supply box to be donated.



Tips & Tricks

- Squeezing the air out of your packed kits should help them fit back into the large supply box.
- Designating a person to ensure every kit has the same items will ensure all kits are packed equally.
- To gamify your event: separate attendees into groups and have them race.

06 Finishing Touches

Ensure a memorable and seamless event experience

Promotional Materials

We have placed an abundance of digital assets for you to use however you see fit.

Click here for videos and flyers, and sample Inspirational Message



Use these to promote your team activity prior to your event date!



Don't Forget a Photograph

Capture the moments that highlight your team's hard work, collaboration, and impact. These memories not only inspire others but also celebrate your team's effort. Don't forget to tag us **#CTWEvents** on social media to share your experience and let your story inspire others!

Charity Plan

The most important part of assembling your kits is donating them to those in need.

We can help you find a charity. Or donate locally to an organization near and dear to you!



Questions?

For more information contact us at ctwevents@ctwevents.org.



About CTW Events



**We specialize in crafting
purpose-driven CSR
experiences.**

At CTW Events, we specialize in crafting purpose-driven experiences that bring teams together while supporting meaningful causes. Our events help organizations like yours foster **stronger connections, ignite collaboration, and leave lasting impressions**—not just within your team, but in the communities they touch.

CTW Events Global Impact

**Here's what we've
accomplished together.**

Each number represents real people, real impact. From hygiene kits to education supplies, your efforts have touched lives across the globe. These aren't just stats. They're the result of your hard work and dedication. Thank you for making a difference.



6 MILLION
Kits Distributed



225 THOUSAND
Hours of Participation



301 THOUSAND
Attendees Globally



1 THOUSAND
Charities Supported

Our Key Distribution Partners

Select any organization that resonates with your mission or holds a special place in your heart, or use one of our global partners!



The **WASH** Foundation
An evolution of Clean the World Foundation



Save the Children



Supported Regions

Europe & United Kingdom

- Soap Saves Lives Experience
- Empowering Education Experience

Canada

- Soap Saves Lives Experience



United States & Puerto Rico

- Soap Saves Lives Experience
- Empowering Education Experience
- Delivering Dignity Experience
- Purposeful Pantry Experience

** kit contents may vary by region*

Asia

- Soap Saves Lives Experience



Next Steps for Organizing Your Event

PLAN YOUR NEXT TEAM-BUILDING EVENT

Sample Proposal

"We want to do a giveback for our upcoming all-company conference on May 2nd in Atlanta. As an education tech company, we would love for the activity to align with our culture and impact pillars. We're exploring whether to host a dedicated activity for a smaller group of 40-60 participants. If we don't have the time in the final schedule, we would consider arranging a more flexible activity that all 500 employees can join throughout one day of the conference. The final decision will be based on how each option integrates with the overall conference agenda and our objectives for maximizing employee engagement."

CTW EVENTS SUGGESTS:

YOUR 2 MAY 2024, ATLANTA, GA EVENT OPTIONS:

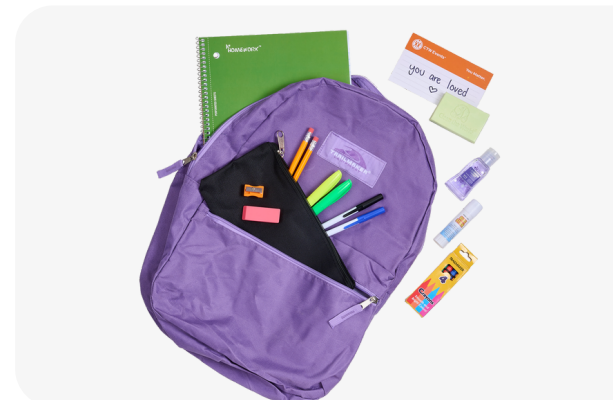
OPTION 1:

50 participants
45-minute "breakout" activity
500 school kits
\$ per backpack
500 x \$ = \$\$*
\$ total cost

OPTION 2:

500 participants
8-hour "walkthrough" activity
1,000 school kits
\$ per backpack
1,000 x \$ = \$\$*
\$ total cost

*Optional Staffing = +\$



This proposal is valid until 30-days before event date, otherwise subject to availability and rush fees.

Ready to Make a Difference?

Transform your team-building into meaningful action. Our events deliver real impact, whether in-person or virtual.

[PLAN YOUR NEXT TEAM-BUILDING EVENT](#)



CONTACT US

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