



Truck Day Overview



Foundation Mission

- **Nonprofit** organization focused on brightening the lives of children, youth, and families in crisis
- Make the world a better place by engaging Bright Horizons' employees, clients, families, friends, and community partners, and their passion for meeting the needs of **all children**
- **Bright Spaces® program** - partner with organizations, other nonprofits, and city governments to create comforting play spaces for children in homeless shelters to grow and play, brighten the lives of **homeless families** in crisis, currently serves over 10,000 homeless children each month with over 250 spaces open across the country
- **Foundation Grant programs** – special grants for nonprofit agencies that serve at-risk children with **volunteer involvement** from Bright Horizons



Truck Day

- **Fun** event for BH employees, BH center children and families, and the surrounding communities to attend in support of the Foundation
- Help bring **awareness** to the Foundation in BH communities and its mission of brightening the lives of children, youth, and families in crisis
- An avenue for **BH employees** to volunteer their time support the Foundations efforts and other nonprofits that serve at risk children and families
- Help raise **funds** in support of the Foundations mission and operational objectives
- Tie in with Parent Marketing initiatives, help bring awareness to BH centers and the causes the center supports outside the center
- Not associated with the Touch-A-Truck® program



Timeline

- Need to leave enough time to complete the following prior to event:
 - Secure location and line up necessary volunteers or police officers for traffic detail
 - Call local agencies and companies (“Sponsors”) to recruit trucks/vehicles for the event
 - Market and spread the word about the event
 - Gather up any necessary equipment and supplies not provided by the location
 - Contact local grocery stores/coffee shops (“Sponsors”) for donations
 - Complete fund raising events and communicate policy on the handling of funds
 - Solicit donations from local retailers (“Sponsors”) for the Raffle at the event
 - Find retailers and businesses in the community that want to pay for a table at the event
 - Gather up crafts and activities to offer children
- After the event:
 - Clean up location
 - Send thank you notes to Sponsors/volunteers who participated



Location

- Accommodates the number of large trucks and vehicles and parking for those who attend the event
- Works best on a Saturday or Sunday and last three to four hours, vehicle owners may not be able to commit to over four hours
- Location is ideally not being shared with any other community event such as a soccer game for example
- Helpful to secure location with bathroom/rest room accommodations for those attending the event
- Most locations require proof of insurance by the property owner



Vehicles

- Examples:
 - Fire Trucks
 - Farm Trucks
 - Construction Trucks
 - Garbage Trucks
 - Police vehicles
 - Ambulances
 - Factory trucks (i.e. forklifts)
 - Motorcycles
 - Dept of Public Works
 - Car dealerships
 - Limousines
 - Taxis
 - Military
 - Tow Trucks



Additional Activities

As your event grows, you can add additional activities as ways to have fun and raise funds.

- Examples:
 - Bake Sale (Nut Free)
 - Various Raffle drawings
 - Art Sale/Auction
 - Car Wash
 - Book Fair
 - Flower sale
 - Yard/Garage sale
 - Lemonade Stand
 - Petting Zoo
 - Face Painting
 - Craft Projects
- Set a goal for each team or for each fund raising activity



Expenses

- **Location** - \$200-\$700 for a four or five hour parking lot rental (figuring in set up and clean up time)
- **Marketing Materials** - \$250 for flyers, handouts, poster board, newspaper ad, thank you notes, postage, etc
- **Truck Day Stickers** - \$100
- **Snack Table/Bake Sale/Beverage Items** - \$150
- **Equipment** - \$100 for cash boxes, raffle tickets, Ziploc bags, first aid kit, wipes, etc



Next Steps

- Review the Truck Day Resource website at www.brighthorizonsfoundation.org/truckday.aspx
- Contact Becky Bowman, Executive Director at the Foundation and register your event.
- Set up teams and committees to tackle each step of the process:
 - Location Team
 - Vehicle Team
 - Marketing Team
 - Equipment Team
 - Fund Raising Team
 - Appreciation Team
 - Raffle Team
 - Finance Team
 - Vendor Team
 - Activities Entertainment Team



Thank You!

- We are excited about launching Truck Days across the country that will not only support the work of our Foundation...
- But will also be a great community outreach opportunity for Bright Horizons centers, schools, and departments

THANK YOU!!

And Roll On...

