

Kiwanis RMD

From: David Marvin <dmarvin55@gmail.com>
Sent: Monday, February 27, 2017 3:55 PM
To: Kiwanis RMD
Subject: Signature Project
Attachments: signature project 2017.pdf

Hi Nancy,

PGK's submittal for the Signature Project is attached. Hopefully, our creative approach to solving the problem of how to develop alternative fundraising and provide new opportunities for service will provide positive motivation to other Clubs. Thanks again for your time on the phone today.

The summary information that was requested for the submittal email follows:

District: Rocky Mountain

Club: Kiwanis Poudre Golden K

Contact: Dave Marvin

Email: dmarvin55@gmail.com

Phone: 970-430-1612

Project: Wooden Toys for Kids

Summary

Kiwanis Poudre Golden K has been helping kids in northern Colorado since our inception in 1988. Our main fundraiser, Peanut Days, has raised a lot of money over the past 29 years but its success was starting to wane. We recognized that it was time to develop a new way to raise funds to continue the financial support of local, regional and international organizations that serve kids and their families, and at the same time create a new source of service work for our members. We searched high and low for alternatives, and in early 2015 we hatched a new idea with promise.

Why not build wooden toys in our member's workshops and give those toys to disadvantaged kids in the Fort Collins area? Well, the kids would appreciate the toys and it would certainly give us lots of service time, but how would it be a fundraiser? We really did not want to sell the toys because of tax collection and reporting issues and the demands of sitting at local craft shows was not appealing. And then it dawned on us...

What if we could get a few local businesses and individuals to donate money to the to our Wooden Toy project? Every donor would get a two-fold benefit: for each \$10 donation, we would build one wooden toy to give away and we would also give \$9 of their donation to organizations in the Ft. Collins community that serve kids.

It worked—in fact we were never turned down! In a very short time we raised enough money to

demonstrate that the Wood Toys for Kids would be our new fundraiser and a community service project at the same time.

In 2016, the inaugural year of the project, our sponsors donated \$8,000, our club volunteered about 800 hours designing and building 800 wooden toys in 14 different models (see photo above), and we gave these toys to four very excited local organizations that serve kids. The project was so successful it continues into 2017 with a whole new round of fundraising, which has just been completed, with toy building to commence in April.

PGK's toys for kids project meets all Signature Project criteria, as presented in the attached document, but one: we did not involve a KI partner. We did however involve many community partners including the business and individuals that funded the project, as well as the four child-focused organizations that were recipients of the toys. In our opinion, these are the most important partners because they are a part of our local community where our important service work and financial support are provided.

--

Dave Marvin

Kiwanis Poudre Golden K

Signature Project Submission: *Wood Toys for Kids*

Responses to Signature Project Criteria

1. *Describe the project. Is it a service project, fundraiser or event?*

Project Type

The Wood Toys for Kids project is both a service project and a fundraiser.

Project Description



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And did the kids like them? The toys were a real hit! Look at the happy smile of the girl in the photo, who was asked to pick one toy from among several hundred on a display table. You tell her she could have only one!

Fundraising for our 2017 Wood Toys for Kids project has recently concluded with \$8,000 in total donations. We could have raised more but have limited the total to be in line with our capacity the appropriate number of quality toys.

Here are some more photos related to the project.









2. *Describe the need being met through the project. Was a community assessment completed to determine the need? How was the need discovered?*

It seemed intuitive that kids in the community would want wooden toys. They may not appreciate the fact that they were well built, safe, and would be passed down to younger brothers and sisters and maybe even passed on to the next generation. But they would find them a lot of fun to play with.

To prove the need, or perhaps better said, to demonstrate the toys would be appreciated by under-privileged kids, we spoke with those organizations that would receive the toys: The Family Center, The Teaching Tree, Realities for Children and Project Self Sufficiency. We showed them some of our initial designs that had been finished out into useable toys. None of them had a moment of hesitation. They were very excited to have our toys for distribution and were certain the kids would be thrilled.

3. *Describe the population being served by the project. Please be as specific as possible.*

Fort Collins, Colorado area children, age 2 to 8, who live in financially under-privileged and/or broken families.

4. *How does the project benefit children?*

The benefits of toys to a developing child are numerous, and we won't take up space here on that subject. In addition, wooden toys offer special benefits.

- Never run out of batteries
- Are non-toxic and do not contain hazardous chemicals. Ours are finished with food grade mineral oil.
- Are made from natural materials and are much easier on the environment than the plastic version.
- Do not have any sharp ends or edges.
- Usually last a lot longer without breaking like plastic. This means that the toys can be passed on from generation to generation and may become family heirlooms filled with family history.
- Since plastic toys are much easier to break, there is more of a risk that a child will break off a small part of the toy and swallow it, potentially choking.
- Well-constructed wooden toys have a very pleasant weight and feel to them, creating a stimulating and enjoyable tactile experience when your children are playing with them.
- Rather than a plastic action figure or other "branded" commercial toy, simple wooden toys will allow your child to use their imagination in creative play.
- Traditional wooden toys create equality when children of different backgrounds are playing together. Each child does not need to have watched a certain television show or know about a particular cartoon character. This brings together children on a basic level and lets them enjoy playing as a group.

5. *What is the impact of the project – how many people were helped or served? Please quantify the number of people impacted in these categories: attendees (if applicable), service recipients, Kiwanis members, including members of service leadership programs, who participate*

Kids: 800 toys distributed

Kiwanis members: about 20 involved in actual construction; several more involved in planning, distribution, fundraising; about 800 total hours.

6. *Is the project recurring? If so, describe its frequency (annual, monthly, every-other year, etc).*

Yes, it is expected to recur annually.

7. *Are there Kiwanis partners involved in the project? If so, which partners and what is their role?*

No.

8. *Are there other partners (outside of Kiwanis International's official partners) involved in the project? If so, which partners and what is their role?*

Yes, the businesses that donated to the project and the community organizations that received the toys.

9. *Describe how the Kiwanis brand is incorporated into the project.*

The Kiwanis brand (logo) was used in all thank you letters, the Wooden Toys for Kids Facebook page, and on certificates of appreciation given to our business donors.

10. *How is the project promoted?*

Word of mouth, face-to-face meetings with sponsors and toy recipients, and a Facebook Page(Kiwanis PGK Wooden Toy Project). Our local newspaper has promised a story in 2017.

11. *How many third-party news media hits resulted? How many social media shares were made?*

Very few. Please note that we built the Facebook page and kept it updated but never really promoted it much. We new our capacity was about 800 toys and had easily fundraised to this amount and did not need more donations/exposure. However, the page did serve as a place where our members and sponsors could follow our progress and also where sponsors could receive recognition.

12. *How does the project attract new members?*

The project has been a selling point for members that have joined our club in late 2016 and early 2017. They look forward to working on the project in the year ahead.

13. *How many new members were gained through the project?*

None directly—it was a part of the promotional mix. However, we are hopeful that individuals in the community will join our club after volunteering to help us build toys.

14. What is the total cost of the project (if applicable).

About 10% of our total fundraising.

15. What is the per-member cost of the project (if applicable): Total cost divided by total membership number.

\$13 per member

16. *What are the total funds raised by the project (if applicable)*

\$8,000 in 2016. A similar amount in 2017.

17. *What is the per-member amount of funds raised by the project (if applicable): Total profit divided by total membership number.*

\$118

18. *Did members of a service leadership programs club participate? Please describe.*

No.