

THE HUNT: Bowl for Kids' Sake 2021

Event Overview

Like many businesses and nonprofits throughout Madison, we are trying to navigate the best way forward for our agency during these unsteady times, while continuing to provide vital services for families in our program. Our mission hasn't changed--**we're committed to igniting the power and potential of youth in our community through one-on-one mentoring.** But our current focus is around equity as we strive to reduce isolation for our Littles and support their families as they encounter unexpected challenges. Our agency is committed to providing additional resources to those that are disproportionately impacted by the current climate, whether that be because of their limited access to resources, the circumstances in their homes and communities, or unfair treatment based on the color of their skin. We are here for all our families, providing individualized support and connection at a time when it's never been more important.

What is Bowl for Kids' Sake?

For nearly 40 years, **Bowl for Kids' Sake has been a central part of our fundraising strategy,** crucial to our ability to carry forward our mission. Historically, our signature peer-to-peer fundraiser serves as a great way for supporters, families, and companies to come together and raise money for our organization, and then celebrate their success with a night of bowling, prizes, and friendly competition. **But with restrictions expected to continue for in-person gatherings, we are reimagining Bowl for Kids' Sake in 2021,** and are excited to share how we plan to make this event just as successful as ever.

What will Bowl for Kids' Sake look like in 2021?

This May, we're changing things up and introducing THE HUNT: Bowl for Kids' Sake 2021! We're inviting companies, Bigs, and community members to create a team and join us for a 30-day city-wide Scavenger Hunt with challenges, prizes, friendly competition, and fundraising for Big Brothers Big Sisters of Dane County.

It's pretty simple. Here's how it works:

- Each item on The Hunt is assigned a different point value, based on how easy (or not!) it is to find or create. Once you find it? Submit a photo or video to earn points for your team.
- Items will incorporate bowling, Madison landmarks, supporting local businesses, and more! For some, it's as easy as finding a certain spot in town. Others might be trickier, like recreating a photo from one of our Matches. What we can promise is that The Hunt will use your creativity, ingenuity, and sense of humor!
- Each team can decide how to do The Hunt, whether you work together to complete items or divide them up. This flexibility will ensure that everyone can get involved, regardless of who's on your team or what the public health restrictions are. Hunting with your family? Head out together to find your items! Hunting with co-workers? Have a Zoom to discuss who wants to take on each item, and get going on your own! There's no wrong way to do it.
- The Hunt will culminate in a fun (and socially distant!) celebration event outside at a local park. We'll have goodies for all, plus some fabulous prizes for our top point-getters. Participants can drive through to get their prizes, or bring a picnic and enjoy a night out with lawn bowling and other fun games and activities. Plus, you'll have the warm fuzzies knowing you're giving back to a great cause. Win-win.

How does the fundraising work?

The fundraising will work just like it does in our traditional Bowl for Kids' Sake. Once an individual registers through our online platform, a fundraising page is created for them with built-in tools to fundraise via social media, email, and text. Throughout The Hunt, we'll encourage everyone involved to ask their friends, family, and colleagues to donate to Big Brothers Big Sisters. Teams can get creative with their fundraising, too! Maybe everyone in the office chips in for a Cutest Pet Contest, with bragging rights at stake. Perhaps you set-up a friendly competition between team members to see who can raise the most, and the winner gets treats from a favorite bakery. No matter how you fundraise, what matters is that everyone does their part. Average Bowl for Kids' Sake donations are just \$20, so with hundreds of people getting their networks involved, we're able to make a BIG IMPACT.

Your Support Drives Equity-Focused Programming

In light of national and local current events over the last several months, we're seeing many businesses, organizations, and individuals reflecting on their practices around equity and racial justice. In response to these conversations, we can affirm that when you invest in our agency, you're doing your part to build a more equitable community. You're providing the fuel for our program, which is more urgent now than ever before. You're part of the solution.

In 2020, we will serve more than 550 Littles in Dane County, and 88% are youth of color, which means that the vast majority of your support is providing meaningful mentoring relationships to the Littles most likely to experience racial and social injustices. The benefits of these relationships are extensive, as research continues to show us that mentoring increases a child's resiliency, reduces the damaging effects of trauma, and boosts a sense of belonging. And in addition to the benefits a child experiences from mentorship, we also see that mentoring bridges communities, creating collective impact across races, income levels, and neighborhoods. Mentoring is making a significant difference in the lives of young people of color, and sustaining these relationships through this present moment is crucial for our community.

Join Us

Our vital programming is only made possible when individuals and corporate supporters come together, collectively working to make a difference. To that end, we know this continues to be a difficult time for many in our community. The same operational struggles we've experienced at our agency are being felt across a variety of sectors, and we are sensitive to the impact being felt by so many in Dane County. But we also know that companies and individuals are prioritizing investments in our community right now, particularly to agencies like ours that are working to reduce inequities for those we serve. So at this time, we're asking for your support, if you're in a position to give it. We hope you'll join us as for THE HUNT: Bowl for Kids' Sake 2021—we promise an event to remember!