

Dozer Day

Partnering with the Design/Build Industry and their Communities

PREPARED BY: The Nutter Family Foundation, a Washington non-profit Corporation
www.nutterfoundation.org
501(c)(3) - Private Foundation
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Objective

Dozer Day is an educational event and charity fundraiser held every Spring in Vancouver, Washington, by the Nutter Family Foundation, a 501(c)(3) dedicated to improving the lives of children. Dozer Day is in its 11th year, and the Nutter Foundation is now partnering with Design/Build Industry Companies, Associations, and local non-profit organizations to offer Dozer Day throughout the United States.

Background Information

Dozer Day is a family event where kids get to actually sit in the cab of heavy equipment and, with the careful assistance of professional operators, handle the controls and operate the machinery. They also learn about their community and careers in the construction industry, and participate in fun family-focused activities. Over 20,000 people attend Dozer Day each year in Vancouver, Washington, with an even mix of boys and girls. The event logistics are carefully managed—the event is alcohol free, all adult volunteers are subject to a background check, and the event has a perfect safety record. Through sponsorship from local businesses, Dozer Day raises approximately \$100,000 annually through which The Nutter Foundation is able to provide grants to local children's charities.

Dozer Day Expansion

Over the years the, Nutter Foundation has received many requests from organizations asking that it either hold a Dozer Day event in their community or assist them in doing so. However, the logistics of Dozer Day are complex and challenging, and for several years the Nutter Foundation was still growing and refining its own processes and was not yet ready to expand Dozer Day to other communities. The Nutter Foundation has now developed a set of guidelines, protocols and other intellectual property that will allow replication of the Dozer Day model in other communities. For the Nutter Foundation, expanding Dozer Day helps serve its mission of improving the lives of children.

Contribution to Community

Dozer Day is not only an important fundraiser, but the event itself is an educational and charitable event that helps build and sustain communities. As you would expect, companies in the construction industry attend and sponsor the event, however, first responder organizations are featured and provide educational information to children regarding 911 services, what to do in case of a fire and the role of emergency services. Sustainability and recycling/waste management are also on display as children take part in recycling games and operate recycling truck controls. Children and their families also learn about the role the construction industry plays in building our infrastructure and communities, and the many construction industry career choices.

The Nutter Foundation works closely with schools to promote attendance at Dozer Day and to ensure that all children, regardless of socio-economic background, have an opportunity to participate.

Many children are also involved in volunteering at Dozer Day. Boy Scout and Cub Scout packs conduct service activities, and children volunteer at the event in various fun capacities. Also, kids who have attended the event very often later become event volunteers, and some have gone on to enter construction-industry careers.

Dozer Day Finances

Please note that Dozer Day is not designed to maximize profit. While fundraising is an important part of the event, equally important is that ticket prices are kept low so that families of all economic levels can attend. And, as set out above, many children attend for free, either because they attend on Friday or because they receive free tickets through their school—this represents a significant in-kind donation from Dozer Day to the community. Finally, there is no fundraising “ask” or auction at the event where additional funds are raised. This is by design because the Nutter Foundation wants to keep the focus of the event on children as opposed to an adult fund-raiser.

The Expansion of Dozer Day

The successful expansion of Dozer Day depends significantly upon strategic partnerships between non-profit organizations and construction industry companies. The latter provide the equipment, professional operators and supplies needed to make Dozer Day a success, and the former are the 501(c)(3) through which the local charitable mission is accomplished. The result is, Dozer Day creates a unique opportunity for businesses and associations to support charitable causes in their communities while, at the same time, building their presence and brand.

Expansion Licensing Terms

The Nutter Foundation will make Dozer Day available to others pursuant to a licensing structure and process designed to protect the Dozer Day brand and ensure that other Dozer Day events are positioned for maximum success. Organizations that desire to sponsor a Dozer Day event will undergo an application and vetting process to ensure they not only have the ability to successfully execute the event, but that they also are responsible stewards of charitable donations.

Conclusion

The Nutter Foundation is excited about the prospect of working with others that share our value of improving the lives of children. We believe Dozer Day offers a unique platform to build sustainable communities in a way that not only accomplishes important charitable goals, but that also showcases the construction industry. We stand ready to talk with you more about how Dozer Day and your organization can work together. Thank you.