



Dozer Day®

PREPARED BY: The Nutter Family Foundation, a Washington non-profit Organization
www.NutterFoundation.Org
501(c)(3) - Private Foundation
EIN: 20-8033161

Objective

Dozer Day® began as a one-day educational event and charity fundraiser put on every Spring in Vancouver, Washington, by the Nutter Family Foundation, a 501(c)(3) dedicated to improving the lives of children. Over time, the Nutter Foundation has begun partnering with its industry network to offer Dozer Day to communities throughout the United States. Currently, there are two other Dozer Day events being hosted within Washington State.

Background Information

Dozer Day is a family event where kids get to experience operation of heavy construction equipment and machinery, learn about their community and careers in the design/build industry, and participate in fun family-focused events. 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. At the signature event in Vancouver, Washington, over 20,000 people attend Dozer Day each year, with a nearly even mix of boys and girls and many attending with one or both parents. The event logistics are carefully managed—the event is alcohol free, volunteers are subject to a background check, and the event has been injury free. Dozer Day raises approximately \$100,000 annually, from which grants are made to children’s charities.

Dozer Day Expansion

Over the years the Nutter Foundation has received many requests from organizations asking that the Nutter Foundation either put on a Dozer Day® event in their community or assist them in doing so. The Nutter Foundation has now developed a set of guidelines, protocols and other intellectual property, that allows replication of the Dozer Day® model in other communities. This effort has been utilized and proven with the event partners who are experiencing similar financial success and safety records. For the Nutter Foundation, expanding Dozer Day® helps serve its mission of improving the lives of children, wherever those children may be.

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 design/build/utility industry attend and sponsor the event, however, first responder organizations such as the fire department and other emergency services attend 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 is also on display as children take part in recycling games and operate garbage truck controls.

Children and their families also learn about the construction and design/build/utility industry and career choices in those industries. In so doing, Dozer Day® showcases those industries and improves public opinion of construction-based career choices; and, it also educates children and their parents about the role the design/build/utility industry plays in our civil infrastructure and communities.

In Vancouver, Washington, 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. Every local school district receives free tickets administrators can allocate to children in their schools who are under-privileged. The Friday before Dozer Day® opens, children from Title One schools (those with high percentages of children on free or reduced lunch population) attend free of charge with their teachers and chaperons. Also in Vancouver, Dozer Day® partners with a local school district to serve special needs children with mobility, mental or physical challenges every other year.

Many children are also involved in volunteering at Dozer Day®. Boy Scout and Cub Scout packs do service activities, and children volunteer at the event in various fun capacities. Also, many Dozer Day® children who have attended the event have later become event volunteers, and some have gone on to enter construction-industry careers. The Nutter Foundation believes that the early positive exposure these children had to the design/build industry was a factor in their career choices.

Dozer Day Finances (As per Vancouver WA)

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

2017 **Financials

INCOME

Sponsors	\$85,000.00	(cash donations from sponsors)
Food Vendors	\$5,000.00	(food booth rental income)
Pre-ticket sales	\$31,962.00	(Tickets cost \$8 for kids and seniors (60+) and \$10 for adults)
Day of ticket sales	\$51,579	
TOTAL	\$173,541	

EXPENSES	(\$45,000.00)	Insurance, location, printing, (non-donated event costs) etc.
Net Income	\$128,541	

**This budget does not reflect two important non-monetary items: First, the in-kind donations of equipment, fuel, personnel, professional services and other items; Second, the in-kind donation of tickets to attend Dozer Day to low-income children.

Your Role in the Expansion of Dozer Day

The successful expansion of Dozer Day® depends significantly upon strategic partnerships with construction companies, equipment dealers and industry associations because they provide the sponsors, equipment and professional operators needed to make Dozer Day® happen.

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 had made Dozer Day available to 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.

Connections with the design/build industry will be vital given the need to secure equipment and operators. The substantive terms of the Licensing Agreement include the following:

- Trademark license for the Dozer Day brand
- Dozer Day best practices materials with detailed information to successfully initiate, promote and execute a Dozer Day event.
- Exclusive rights to conduct Dozer Day within an agreed upon geographic area.
- Web platform support and marketing from the Nutter Foundation
- \$5,000 initial payment by Licensee to ensure it has commitment to success (per event).
- 12% annual net income royalty paid to the Nutter Foundation.
- Nutter Foundation to provide additional consulting and event support as needed on an hourly consulting fee basis.

Conclusion

The Nutter Foundation welcomes an opportunity to work with industry partners to strengthen current Dozer Day events and/or establish new Dozer Day host communities. For us, working with

partners/supporters presents a rare opportunity to grow our charitable efforts and improve the lives of children everywhere. For you , we believe Dozer Day offers a unique opportunity to help build sustainable communities in a way that not only accomplishes important safety message goals, but also showcases and advances the role and perception of the design/build/utility industry. Thank you for the opportunity to share the Dozer Day story with you. We would appreciate the opportunity to discuss with you further.