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January 2020

Dear

Are you ready to shake things up a bit?

This year instead of bowling with our men and women in uniform, we are throwing axes at Raise an Axe for Kids' Sake **benefiting the Big Brothers Big Sisters program, Big Heroes.**

Axe throwing has been rated #1 in fun activities and games in the metro area. So, on **Saturday, April 25th at 5:00pm**, we are partnering with The Axe Company in Fairview Heights to host a fun night to remember.

Roughly 15% of our active matches are with military, police, and other first responder professionals, our **Big Heroes**. These men and women make some of the most wonderful mentors. **Help us match the best in our community with the dozens of Littles on our waitlist in need of a caring adult in their life!**

Just like bowling at Cops for Kids' Sake, Raise an Axe will be a very similar format. Simply organize a team of six of your friends, family and/or colleagues and fundraise \$750 as a team by rallying your network to donate for the cause.

We've attached instructions for securing your team's spot and setting up your online fundraising page to start generating pledges. **We are also asking every team, and every thrower, to set up an online fundraising page by April 10th** regardless if you plan to collect cash or check pledges. This will be how you officially reserve your spot at the event, as space is limited.

If you can't make it to the event but still want to make a difference, you can sign up to be a Virtual Thrower, by setting up a fundraising page and collecting pledges.

Please contact Christina Cathcart, Community Engagement Manager, for questions and support at christinac@bbbsil.org or 618.239.4078.

Together we are Defenders of Potential.

Sincerely,

Heather Freed, LCSW
President & CEO

**Interested in being a
BIG?**

Visit bbbsil.org/beabig for
more info.

ARE YOU READY TO RAISE AN AXE FOR KIDS' SAKE?

HOW IT WORKS

Teams of six raise \$750 minimum for access to the event that includes an hour and a half of axe throwing, BBQ from Sugarfire, and a Big Brothers Big Sisters T-shirt.

RESERVE YOUR SPOT & REGISTER YOUR TEAM

STEP 1 - By no later than April 10th **Team Captains** should:

- Register by going to: bbbsil.org/raiseanaxe and click "Register"
- Create a username and password (if you don't have one) and a profile
- Select "Create a Team" and the website will walk you through setting up your team page

STEP 2 - By no later than April 10th **Team Members** should:

- Register by going to: bbbsil.org/raiseanaxe and click "Register"
- Create a username and password (if you don't have one) and a profile
- Click "Join into a Team" and search for your team from the list
- The website will walk you through setting up your individual fundraising page

STEP 3 - Start fundraising!

- Once you set up your page, we will email you a digital fundraising kit to help you collect donations from friends, family and colleagues for pledges on your page
- Teams are required to raise \$750 collectively; however, most raise anywhere from \$200-\$1,000+ individually

STEP 4 - Start throwing!

- After you have secured your donations, it's time to have fun!
- You'll receive an hour and a half of axe throwing, BBQ from Sugarfire, and a Big Brothers Big Sisters T-shirt.

FUNDRAISING PRIZES

MONTHLY SUPER THROWER PRIZES

In the months of February, March, and April, we will be awarding a \$25 giftcard to the individual with the most raised that month.

SUPER TEAM PRIZES

Teams that raise \$1,500 or more by April 25 will receive exclusive Big Brothers Big Sisters swag for their entire team.

GRAND PRIZE

The team with the most dollars raised by April 25 will win the coveted 2020 Raise an Axe for Kids' Sake "Big Defender" trophy at the event.

QUESTIONS?

CALL CHRISTINA AT 618.239.4078

THANK YOU TO OUR SPONSORS!



S.I.P.C.A.

SOUTHERN ILLINOIS POLICE CHIEF'S ASSN.

