



## 2018 K-9 Initiative Highlights

- 3 Police K-9 Officers donated to local law enforcement
- 10 GPS collars given to Police K-9 Units
- Over \$70,000 raised for critical safety equipment and training opportunities
- Successfully hosted the 3rd annual Dream Ride K-9 Challenge, with more than 70 units in attendance
- Presented the first annual Dream Ride K-9 Expo, where dozens of Police K-9 Units from across the country collectively earned over one thousand of essential training hours and certifications

### Please Contact:

Brianna Dacey  
BDacey@bozzutos.com  
Office: 203.250.5668  
Cell: 203.206.0300  
HometownFoundation.org

### To Whom It May Concern:

The Hometown Foundation, Inc. is partnering with businesses across the country to raise money in support of their local Police K-9 units. As an integral aspect of law enforcement, Police K-9s and their handlers help to make their communities safer. These K-9 Officers can apprehend suspects, detect drugs and explosives, locate missing people, and even help find crime scene evidence. Despite the essential role that Police K-9s offer law enforcement, in many states and municipalities these programs are not funded by their local governments. The Hometown Foundation, Inc. has joined forces with police departments and businesses to raise funds for the purchase and donation of Police K-9s, as well as to support them with vital safety equipment and training opportunities.

In honor of Police K-9 Awareness Month, The Hometown Foundation, Inc. would like to invite your company to join us in participating in Blue Jeans for Blue Paws during the month of February. Throughout the month, your employees can make a small donation and enjoy wearing blue jeans during the week to show their support of Police K-9 Awareness. While we do have suggested donation amounts, you can choose any amount, as well as a day or schedule that works the best for your organization.

The Hometown Foundation, Inc. will provide your business with all that you need to make this program a success. Our Blue Jeans for Blue Paws Toolkit offers email templates, eye catching and informative collateral, suggested donations and timelines, and much more. Once the program is completed, The Hometown Foundation, Inc. will schedule a day for a working police dog and handler, or maybe even puppies in training, to visit your office and thank you for participating.

If your company is interested in participating in this program, please contact Brianna Dacey for more information.

Sincerely,  
The Hometown Foundation, Inc.

# Blue Jeans for Blue Paws

**POLICE K-9**



**AWARENESS**

The Hometown Foundation, Inc. would like to thank you for participating in our Blue Jeans for Blue Paws program. We are proud to partner with businesses like yours to raise money to support local Police K-9 units. As an integral aspect of law enforcement, Police K-9 Officers and their handlers help to make their communities safer. These Police K-9s can apprehend suspects, detect drugs and explosives, locate missing persons, and even help find crime scene evidence. Despite the essential role that Police K-9s offer law enforcement, in many states and municipalities these programs are not funded by their local governments.

The Hometown Foundation, Inc. has joined forces with police departments and businesses like yours to raise funds for the purchase and donation of Police K-9 officers, as well as to support them with vital safety equipment and training opportunities. Through our initiatives supporting first responders, we have raised hundreds of thousands of dollars for essential training, safety equipment, and Police K-9 Officers and our Blue Jeans for Blue Paws program is a large part of this.

To thank your company for participating in Blue Jeans for Blue Paws, The Hometown Foundation, Inc. will visit your office for a promotional photo shoot highlighting the company's generosity and community involvement. In addition to a photo shoot, any company that raises over \$5,000 for Blue Jeans for Blue Paws will also have a video produced by the Foundation, highlighting their company's philanthropy and support for Police K-9 Officers. The Hometown Foundation, Inc. will also arrange for a local Police K-9 and handler to visit your office to personally thank your employees for their support.

In this tool kit you will find everything that you need to make this program a success at your company. Thank you again for supporting The Hometown Foundation, Inc. and our local Police K-9 Officers.

**Please Contact:**

Brianna Dacey

[BDacey@bozzutos.com](mailto:BDacey@bozzutos.com)

Office: 203.250.5668

Cell: 203.206.0300

[HometownFoundation.org](http://HometownFoundation.org)

# How Do I Get Started?

## Select a team leader to oversee the program

### YOUR TEAM LEADER WILL:

1. Review the materials in this tool kit.
2. Print and display the promotional materials that we will provide within the office/location.
3. Recruit co-workers to participate.
4. Distribute The Hometown Foundation, Inc. K-9 Awareness reusable bags that we will provide to thank your colleagues for participating.
5. Finalize the program by completing and submitting the donation summary provided, along with the funds raised.

## Getting Employees Excited About the Program

- Notify employees at least two weeks in advance, and then send a reminder email the day before the program is to begin.
- Include paycheck stuffers in paychecks or in employee mailboxes.
- Post recruitment posters in the break room or other public spaces.
- Track participants and their donations using the sign-up sheet provided for you.
- On the first day of the Blue Jeans for Blue Paws fundraiser, give each participant a reusable bag that we will provide. This will help distinguish those who have participated, in addition to raising awareness for the program.

## SUGGESTED EMAIL TEMPLATES

### Subject: Blue Jeans for Blue Paws: Donate to dress down!

**<Company>** is a proud supporter of The Hometown Foundation, Inc. Through the Blue Jeans For Blue Paws program, we are helping raise funds to provide Police K-9 Officers with the proper equipment and training to keep our community safe. You can help by making a **<insert determined denomination>** donation to wear blue jeans **(or other determined attire)** on **<insert date(s)>**.

Sign up today! Donate **<insert determined denomination>** to wear jeans **(or other agreed upon attire)** for **<insert date(s)>**. Please see **<insert company lead's name>** for additional information.

### Subject: Blue Jeans for Blue Paws: We need your help!

**<Company>** has decided to participate in the Blue Jeans For Blue Paws fundraising program in conjunction with The Hometown Foundation, Inc. By donating **<insert dollar amount>** to The Hometown Foundation, Inc. you will be able to wear jeans **(or other determined attire)** on **<insert dates>**.

Your donation will help support local Police K-9 units and provide local K-9s with the proper equipment and training they require.

Contact **<insert company lead's name>** at **<insert lead's direct line and email address>** for more information about this amazing program.

# Running the Program

- You can set up donation amounts that make the most sense for your company. Suggested donation amounts are
  - \$30 donation: Employees can wear jeans every Friday for the entire month.
  - \$15 donation: Employees can wear jeans for an entire week.
  - \$5 donation: Employees can wear jeans for one Friday during the month.
- Set a company participation goal based either on dollar amount or employee participation.
- No later than one week prior to the start of the event, contact Brianna Dacey at 203.250.5668 or via email at bdacey@bozzutos.com for K-9 Awareness branded reusable bags to distribute to participating employees.
- All participants need to pay prior to the beginning of the event.
- All donations are tax deductible. If employees would like a receipt for their donation, The Hometown Foundation, Inc. can easily provide one.
- Use the included materials and remind the participants to wear their jeans.

## REMINDER EMAIL TEMPLATE

### **Subject: Blue Jeans for Blue Paws: Dressing Down For Police K-9's!**

There is only one week left until we begin our fundraising campaign and you can wear jeans (**or other determined attire**) to benefit The Hometown Foundation, Inc. and Police K-9 Officers. If you have already signed up, mark your calendars as a reminder to dress down during **<insert time frame>**. We have already raised **<insert dollar amount>** so far! If you have not already signed up, there is still time! Our goal is to raise, **<insert remaining dollar amount>** so we can help provide Police K-9s with the proper equipment and training to keep our community safe.

Please contact **<insert company lead's name>** if you have any questions!

Thank you,  
**<insert name>**

# Wrapping up the Program

Once you have collected all funds from participants, please complete the donation summary and return it, along with the total amount raised and the employee sign-up sheet, to Brianna Dacey.

Please send funds to The Hometown Foundation, Inc. no later than one week after the date of your dress down fundraiser.

## Thank You Email Template

### **Subject: Your Support Has Raised over <insert dollar amount>**

The words, "thank you" would be an understatement. We appreciate all of your support on **<insert day(s)>** for participating in our Blue Jeans for Blue Paws fundraising event. **<Company>** is proud to announce that we have raised **<insert dollar amount>** for The Hometown Foundation, Inc. and our local Police K-9 Officers!

Sincerely,  
**<insert name>**

# Donation Summary

**POLICE K-9**



**AWARENESS**

We hope your employees enjoyed dressing down while spreading awareness for a very important cause. Thank you for your support and we hope you will participate again next year!

A total contribution of \$ \_\_\_\_\_ is enclosed.

A check can be made payable to The Hometown Foundation, Inc.

Company Lead's Name \_\_\_\_\_

Name of Business \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

How did your company hear about our Blue Jeans for Blue Paws Program? \_\_\_\_\_

Please print this form and mail a completed copy with your check to

The Hometown Foundation, Inc.  
c/o Brianna Dacey  
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Cheshire, CT 06410

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