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Overview
The Boys and Girls Clubs of Bloomington, Indiana, encourage all members to seek their full potential in their education, community, and family lives and provides the platform to do so. According to its annual report, the Bloomington location of Boys and Girls Club provides a safe, nurturing environment for approximately 370 children each day, with the majority of these children coming from low- income families. According to the Boys and Girls Clubs of Bloomington, the club strives to “provide children from lower income families additional chances to participate in growth enriching activities.”

Walt Disney World is a nationally known organization that provides several attractions for families in various parts of the United States. With two different resorts, one in California and one in Florida, Disney World serves as an attraction for families to travel to and has been for many years. Walt Disney World is a leading vacation attraction for families with children under the age of 18. The Walt Disney World corporation includes civic engagement in their vision statement as a key pillar in the company’s values.

This campaign connects the local Boys and Girls Club to Disney World and gives incentives to children who are going above and beyond to better themselves and their community. This initiative will empower more children to volunteer and get involved with community service. By creating this program, “The Big Give,” both organizations will benefit. The Boys and Girls Club will help further develop a sense of community service in its members through volunteer work, as well as an increased appreciation for community projects through learning about and working with local organizations. Walt Disney World will also benefit from this campaign by sustaining volunteers for important local charities and by helping teach children the importance of engaging in fulfilling tasks, such as volunteering locally.

The combination of these two organizations provides an excellent incentive for children who are looking to broaden their involvement within the community and receive something magical in return.

The focus of “The Big Give” is a month-long volunteer challenge with a trip to Walt Disney World as the reward. Children in Bloomington will be given several opportunities to do community service during the entire month of May. At the end of the month, one child will be selected for a trip to Disney world based on a letter written explaining why community service is important to him or her, as well as their performance within the challenge. This contest will empower children to get involved with local organizations and in turn, reward them in a way that will exemplify the significance of service to their community due to the large scale of the reward.

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<tr>
<th>Boys and Girls Club Bloomington</th>
<th>Walt Disney World</th>
<th>Personal Contact Information</th>
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<tbody>
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<td>Executive Director: Jeff Baldwin</td>
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DISNEY OFFERS ONCE-IN-A-LIFETIME OPPORTUNITY FOR LOCAL KIDS

BLOOMINGTON, IND, MAY 1, 2016 – During the month of June, Boys and Girls Clubs Bloomington of will be partnering with Walt Disney World to give a child the opportunity of a lifetime: a trip to Walt Disney World. Students at the club will have the chance to participate in “The Big Give,” a volunteer competition benefitting the Bloomington and surrounding communities. The club has teamed up with several local organizations to allow students the opportunity to get involved and donate their time, not only to help the community, but to further develop their education about volunteering.

Club employees will keep track of the amount of volunteering that the students do during the entire month. At the end of the month, ten students will be chosen, based on their effort, to write reflection journals that will be judged by a board of Disney executives. Two lucky students will be awarded a trip to Walt Disney World in Florida based on their reflection journal entries. The winning students and their families will receive an all-expenses-paid-for trip to Walt Disney World.

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World in Florida. The month-long event will kick off on May 5, 2016, and the Boys and Girls Club is accepting donations to cover transportation for the children to their respective charities as well as applications for volunteers to chaperone the children during their volunteering.

Walt Disney World has chosen to get involved by covering all of the trip expenses, due to the company’s generous education and philanthropy program. The CEO of Disney, Robert Iger, recognizes the hard work of the executive director of Boys and Girls Clubs of Bloomington, Jeff Baldwin, and his dedication to the children of the community and their education, which is what initially led to this partnership.

[NOTE: This is where I would insert a quote from Jeff Baldwin. My suggested quote is: “This opportunity is monumental in the lives of these children who must learn the value of compassion and helpfulness to their community,” says Jeff Baldwin, Executive Director of Boys and Girls Club Bloomington.]

Disney’s philanthropic background proves there is no surprise to their interest in this local nonprofit. In 2014, Disney gave $315.7 million to organizations around the world. Charities involving children align directly with the company’s values of innovation, community and storytelling.
THE IMPORTANCE OF VOLUNTEERING

Walt Disney World is working in collaboration with Boys and Girls Clubs of Bloomington for a month-long volunteer initiative called The Big Give, which will take place during the entire month of May in Bloomington, Indiana. The Boys and Girls Clubs in Bloomington strives to educate, mentor and further develop the children of the community through various programs, including those involving volunteer work. The partnership serves to incentivize volunteering in a way that students will care about. According to the Bureau of Labor and Statistics, national volunteer rates for adults are decreasing each year, while the amount of nonprofit organizations is increasing each year. Students are in need of programs to foster their sense of importance for community service in order to develop the life skill of civic engagement and encourage future community service.

HISTORY

The history of volunteering stretches back to the earliest days of the United States. According to Stephanie Rosenberg, a writer and volunteer representing Volunteer Match, a nonprofit organization that pairs volunteers with organizations, during the 19th century, charitable organizations like The Red Cross and United Way began encouraging people to get involved and help the people of their community. However, mainstream volunteer efforts became more popular in the 20th century during World War I, when a system of concentrated, organized volunteer work began. Today, volunteer opportunities are everywhere. Foundation Center, a leading source of philanthropic data, reports that there are currently over 1.5 million nonprofits in the United States. According to the Bureau of Labor and Statistics, 62.6 million adults
donated their time to an organization in 2015. Although that number might seem high, it is slowly decreasing each year for various reasons.

**BENEFITS OF CHILDHOOD VOLUNTEERING**

According to Gabina Torres, a graduate instructor at The University of Texas at Austin, volunteering during childhood is beneficial in three ways: promotion of healthy lifestyle choices, enhancement of overall development, and encouragement of a long-term service ethic. Individuals who participate in volunteer programs during their youth are more likely to participate as adults, which is a long-term benefit to volunteering during childhood. According to a study done by Molly Latham, an Area Extension Specialist, at University of Nevada, Reno, children who volunteer one hour per week are less likely to engage in destructive behaviors. Teens from the same study also report that they “learned to be helpful and kind, built leadership skills, and gained a better understanding of citizenship.” Children learn life skills through volunteer opportunities, which contributes to overall growth and development.

**FIGURES**

According to the Bureau of Labor and Statistics, there has been a five percent decrease in volunteer work since 2004; however, of the 62.6 million people who reported their volunteer work, 26 percent of those people were between 16 and 19 years old. Latham at the University of Nevada, Reno, reports that out of 13.3 million children, almost 60 percent volunteer, which contributes $34.3 billion to the United States Economy annually. Kids are capable of volunteering, but they now need programs that provide them the opportunity to do so. Huffington Post reports that 93 percent of youth say that they would volunteer if given the opportunity.
THE BIG GIVE

The newest volunteer program at the Boys and Girls Club of Bloomington will provide a program for students to get involved with a number of charities in the area.

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Robert A. Iger- CEO of the Walt Disney Company

Robert Iger has been the leading force of Walt Disney Company since 2005 when he began his time as chief executive officer. In 2011, during his time as head of the company, Iger received the Ambassador for Humanity award, the highest honor, from the University of Southern California Shoah Foundation for his philanthropic work involving historical education. As the leader of the Walt Disney Company, Iger is dedicated to impacting education and youth both professionally and philanthropically.

Prior to his role as CEO, Iger served as the chief operations officer for five years where he oversaw all of the Walt Disney Company operations. His experience with Disney companies doesn’t stop there; before receiving the job of COO, he served as the chairman of ABC, a Disney-Owned media group, where he managed the broadcast network.

With over 42 years of experience with national media companies, Iger is seasoned in all fields involving media, communications and operations.

In 2012, Iger became a member of the prestigious Academy of Arts and Sciences and also a chairman on Apple’s Board of Directors. Iger graduated from Ithaca College in 1973.

Jeff Baldwin- Executive Director of Boys and Girls Clubs of Bloomington

Jeff Baldwin serves the Bloomington community as the Executive Director of the Boys and Girls Clubs of Bloomington and has done so for 8 years. Recently, Baldwin headed the team that opened a Boys and Girls Club location in neighboring town Elletsville, Indiana to expand the opportunity for children in the community. Baldwin currently oversees a nurturing environment at the Bloomington location that serves over 350 kids per day on average.

The Mayor of Bloomington declared May 15, 2010, to be Jeff Baldwin Day for his efforts in helping the children of the community. Baldwin has been committed to youth of Bloomington, Indiana for over 14 years. Prior to his time at the Boys and Girls Club, Baldwin worked in both public and private educational facilities in Bloomington and was a small business owner for 12 years.

Baldwin graduated from Western Michigan University in Kalamazoo, Michigan, with a Bachelors of Arts in Education.
Boys and Girls Clubs of Bloomington PSAs Now Available

Local Nonprofit and Walt Disney World Partner in Month-Long Volunteer Challenge

BLOOMINGTON, Ind. - During the month of June, Boys and Girls Club Bloomington will be partnering with Walt Disney World to give a child the opportunity of a lifetime: a trip to Walt Disney World in Florida. Students at the club will have the chance to participate in “The Big Give,” a volunteer competition benefitting the Bloomington and surrounding communities. The campaign will kick off with an activity fair at the club on May 5, 2016.

PSAs:

:10
IS YOUR NONPROFIT ORGANIZATION SEEKING VOLUNTEERS? SIGN UP TODAY FOR THE BIG GIVE BENEFITTING LOCAL CHILDREN! VISIT BGCBLOOMINGTON.COM.

:10
WANT TO HELP LOCAL CHILDREN LEARN THE IMPORTANCE OF VOLUNTEER WORK? SIGN UP YOUR ORGANIZATION TO HELP KICK OFF THE BIG GIVE VOLUNTEER CHALLENGE. VISIT BGCBLOOMINGTON.COM.

:30
DO YOU WANT TO HELP TEACH YOUR CHILD THE IMPORTANCE OF VOLUNTEER WORK IN THE COMMUNITY AND POSSIBLY WIN A TRIP TO WALT DISNEY WORLD AT THE SAME TIME? JOIN US AT THE BIG GIVE KICK OFF ON MAY 5 AT THE BOYS AND GIRLS CLUB TO LAUNCH A MONTH-LONG COMMUNITY SERVICE CHALLENGE FOR MEMBERS OF THE CLUB. TO LEARN MORE, VISIT BGCBLOOMINGTON.COM.

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