



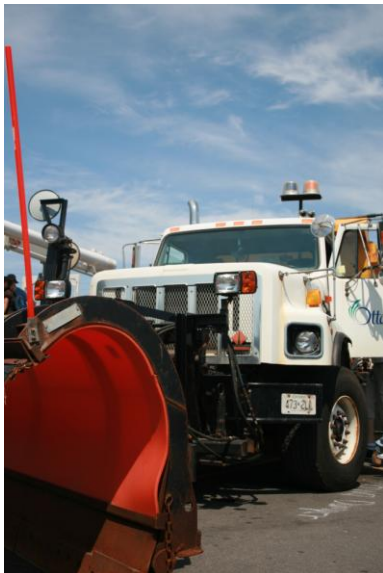
Touch-a-Truck 2008



Report to Sponsors

Event Overview

On June 15th, 2008, Mothercraft Ottawa presented the 1st Annual Touch-a-Truck event to Ottawa residents and it was an overwhelming success! With more than 2500 visitors to the site at RioCan's Westgate Shopping Centre parking lot, there were indeed many smiling faces and delighted children to be seen, and much horn honking to be heard!



Thanks to the participation of the staff and volunteers of the City of Ottawa Surface Operations Branch, Ottawa Fire Services, Ottawa Police, Ottawa Public Library, OC Transpo, BFI, Canadian Armed Forces, Rogers TV, Kiss FM, Bytowne Fire Brigade, 28th Service Battalion, Erin Joyce Racing and Click Track Audio, there were an amazing selection of 23 trucks of all shapes and sizes.

The event raised more than \$8,000 dollars through admissions, donations, balloons and barbecue revenues that will go directly to helping Mothercraft Ottawa continue to excel in providing its wide array of family support programming in the Ottawa area. We were so pleased to have such a great response, and to have Councillor Maria McRea join us for the event! Thank you to all those participants, volunteers, sponsors, truckers and media that made this event so amazing in its first year!

Trucks

Children were able to “touch” the bookmobile, Santa’s sleigh, a radio broadcast vehicle, a pumper truck, a spider mower, a street sweeper, a front end loader, a snowplough, a bucket truck, a 1948 fire truck, 3 army service trucks, an CF-18 cockpit, a high definition live television broadcast truck, an articulated bus, broadcast truck, a police tactical truck, the bomb squad truck, a marine rescue truck and boat, a garbage truck and a race car while participants enjoyed the coffee and Tim Bits provided by the Rogers Community Cruiser.



Many thanks to the wonderful drivers who shared their knowledge, smiles and trucks with their fans big and small!

The site had many offerings for the visitors to Touch-a-Truck, the site plan below reflects the lay out on the day of the event.



Children enjoyed free crafts and face painting, roaming musician Joe Holmes, treats and beach balls from the Rogers Community Cruiser, as well as balloons, a hot dog barbecue and Santa and Mrs. Claus in addition to the adventure of exploring all those big trucks! We were able to host LiveWell Health at the event as well; they provided chiropractic information and assessments and gathered donations for Mothercraft at the event.

Sponsors

Many thanks to the organizations that contributed their time, heart and dollars to the building of this new event; their faith in our ability to pull the event together and make a splash in Ottawa with a really memorable Father's Day activity is so appreciated!



RioCan and Westgate Shopping Centre were our hosts for Touch-a-Truck, and did so much beyond hosting the event for Mothercraft at no charge. RioCan and Westgate have become our volunteer t-shirt sponsors for the year. All Mothercraft Volunteers will wear these shirts thanks to their generosity. They also provided us with storage space, made contact with their vendors Shoppers Drug Mart and Treats to arrange for donations to the event, made many contacts to promote the event, provided the event with signs, balloons, helium, the BBQ and so much more. Their team worked very hard to ensure this event went without a hitch.





Cheryl Mousseau of The Co-Operators has been a great supporter of Mothercraft for many years. Cheryl sponsored the Craft area. Children made dazzling fire trucks and tractors keepsakes on die cut cardboard decorated with sparkles, pom-poms, drawings and other fancy stuff! Cheryl also generously sponsored promotional announcements on Oldies 1310!



The Ontario Early Years Centre Ottawa Centre contributed greatly to this event. Their team helped us to prepare all of the craft projects, did much of the event shopping, and donated all those magnificent big truck toys that drew so many eyes to our Guess and Win table.

The Candy Store

One of the newest businesses in Westboro, The Candy Store is already a significant contributor to our community! Many thanks to the Candy Store for donating 100 sample bags of candy for the children coming through the gate to enjoy, and for the delicious gift baskets of sweet delights they prepared for the Guess and Win table!



Wintergreen supported this event by generously donating 100 delightful trucks for the children coming through the gate. These trucks were an exciting bonus to a great truck-filled day!

Media

The event had wonderful response from the community largely due to the extraordinary support we received from Ottawa's community-minded media. The investment made by Ottawa's local media brought many people to the event, gave Mothercraft an opportunity to tell our story, and allowed us to promote this great Fathers day fundraising event with virtually no promotion cost. We estimate the total media sponsorship contribution to be in the neighbourhood of \$18,000.



Many thanks to the Ottawa Citizen for providing two 1/8th broadsheet ads on the 11th and 14th of June, for printing the passports that the children eagerly brought to each truck, printing our beautiful posters, and providing our draw with 2 Leap Frog Learning Systems with 3 games each. What Amazing support!



Rogers TV brought their enthusiasm to this event by coming on board with promotion through their website, community bulletin board, Rogers Daytime appearance, a yummy Tim Horton's gift basket for our draw, and coming to the event with their cool new HD Remote Broadcast Truck and the Community Cruiser! Talk about community building!



The lively music brought a festive flavour to the event. KISS FM brought their van, tent, giveaway goodies, Oasis tickets for the draw and sound system to the event, and in the weeks prior promoted Touch a Truck through frequently aired complimentary announcements about the event. They helped us to reach many listeners; it was really exciting to have them!



This first-time event was also covered in an excellent article in the June addition of Capital Parent, reaching so many parents in our community (enclosed). We love to have the opportunity to tell Ottawa families about the programs we offer!

KITCHISSIPPI TIMES

The Kitchissippi Times/West End News celebrated its 30th anniversary at Touch-a-Truck and we were happy to have them with us! We are lucky to have had a beautiful full-page article and colour picture appear in the paper that was released just before the event (enclosed).

Volunteers

A special thank you to all of the volunteers who brought their enthusiasm and skills to help us make Touch-a-Truck go so smoothly!



Our deep appreciation goes to Mothercraft's Kinder and School age program children who created beautiful signs for the event; to all of the families, Staff and Board Members of Mothercraft who helped us prepare for the event, and who were ready to do anything to help on the big day; and a big thanks to all of the community members who stepped forward to volunteer for the day!



Volunteer meals were generously provided by Pizza Pizza and Shoppers Drug Mart. Pizza Pizza delivered 20 large pizzas right on time for our hungry and hard working volunteers to enjoy, and on the hot day

we were lucky to have 180 bottles of water donated by Shoppers to keep our volunteers healthy and hydrated.

The Smiling Faces of Touch-a-Truck



Mark the date! Touch-a-Truck 2009 will be Father's Day June 21st at Westgate shopping Centre