



### **The Boys & Girls Club Cioppino Feed: Right for Your Business?**

Having proudly served on the Boys and Girls Club of Truckee Meadows for nearly a decade I can tell you it has been a ride that I never expected and one that has truly changed me forever. When I joined this Board I did so really because I love children, I love this community and I love my family. As a kid, my parents went to Boys & Girls Club events and I really didn't know what it all was about. That was until I asked. My Dad, a child of a single mom, lost his Dad when he was just barely 13. He told me how much he wished he could've had a place like the Boys & Girls Club at that time in his life growing up in rural Nevada and that he was so proud to work for a company as philanthropic as his (Western Nevada Supply) that in addition to many other causes, held this one so dear. This truly was a significant aspect of my upbringing and when my friend, who was a current Board Member, said there was an opening I literally JUMPED at the chance to inquire.

I suppose I should get back on topic but it's really hard to do so without explaining why I choose to serve on this Board. This amazing Board, that yes, is like a second job, but it's that dream job you always envisioned when thinking to yourself "I just want to make a difference." This experience has opened my eyes in ways I really could never have predicted. That leads me to my most memorable story to date as a Board member and then I promise I'll get back to why I believe The Cioppino Feed is such an incredible opportunity for businesses in our community to get involved in.

While Cioppino Feed is one of the most important events of the year – in terms of assisting in funding our ever-growing operating budget (which is such a good thing, the bigger the budget, the more kids we serve), one near and dear to my heart is Boys & Girls Night Out. This annual event provides kids the opportunity to play games, interact with our amazing volunteers and earn tickets for really cool prizes donated by our phenomenal community. So a couple of years ago, I got to work the "prize tent" which I wasn't so sure about if I'm being honest ;) but I had the pleasure of meeting two young brothers- I'm guessing 8 and 10 – and all night long they

were RELENTLESS! “Do we have enough tickets for a bike?” Over and over I would tell them “nope, not yet.” I truly wanted them to feel the immense pride in working hard to earn a prize such as this.

As the night progressed they became antsy and really wanted me to see the bike they had their eye on. Low and behold it was.... a pink princess bike. Yes. It was their little sister’s birthday and she had never had a bike of her own. Suddenly 😊, low and behold, there were enough tickets and these two proud brothers walked off with the princess bike and a helmet for their little sister. I’m not sure I’ve ever had such an impactful life lesson.

Ok, so if you’re still with me, why on Earth would the Cioppino Feed be good for your business? Well in my experience, people like to do business with businesses that care. Businesses that support their community. And it just so happens the Jack T. Reviglio Cioppino Feed supports everything that I mentioned before; OUR KIDS. Whether you invite clients to your table, donate auction items or just make a donation on behalf of your company, I can tell you the 13,000 (and counting) kids in our community—and equally as important-- those that we wish to serve in the future, are positively impacted by your support in ways you may not even realize.

So as a Board Member I invite you to reach out to me, another Board or Staff Member to see how you might get involved further. But with full confidence, as a local business owner and Board member, I can tell you if you attend this amazing event, or give to it on any level, you can rest assured that while you can bet on having an incredibly fun night to remember (as will your friends, family, and clients), or if your brand is exposed to more than a thousand people in our community, you can also feel really good—I mean REALLY GOOD-- about supporting the Boys and Girls Club of Truckee Meadows. Quite simply—and our standard sign off to one another on the Board-- “It’s for the kids.”

**-Julie Rowe- Treasurer for Boys & Girls Club of Truckee Meadows Executive Board and co-owner of The Impetus Agency**

