



PAINT THE TOWN GREEN



How will YOU Paint the Town Green?

WHAT:

This is **NOT** a fundraiser. **Paint the Town Green** with us and spread the message and mission of Big Brothers Big Sisters. By **turning something green in your business or organization** during the week of **September 14-20, 2026**, you can help our community know that you support the transformational impact of mentoring.

**September is Big Brothers Big Sisters Month, so advocate for more mentorship this month!*

WHY:

To inspire more individuals to **become mentors and advocates** in the community for the **1,000+ kids waiting for a mentor**. It only takes **1 person** to make a lasting difference for a kid in Central Indiana.

HOW:

It's simple. Use green any way you'd like to bring awareness to **Big Brothers Big Sisters of Central Indiana** and highlight our mission to empower children in our community through mentorship. **No fundraising required.**

**A list of ideas and photos are included in this packet. Use your unique voice and reach out to Jackie Lai at jlai@bbbsci.org or 317-472-3704 with any questions!*

BENEFITS FOR YOU:

- 1** Your business or organization will be highlighted on BBBS of Central Indiana's social media platforms, where we have a **combined following of 13,000+ people!**
- 2** Your company's name and logo will be **featured on our website, which averages 5,755+ visitors per month**, and will be promoted as a "Place to Visit" in **agency e-blasts to 14,000+ BBBSCI supporters.**
- 3** The opportunity to demonstrate **your commitment** to your local community and its kids.



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 **Big Brothers Big Sisters.**
OF CENTRAL INDIANA
BEBIGFORKIDS.ORG

BIG BROTHERS BIG SISTERS BELIEVES...

When every young person has access to a positive mentor & a community where they feel included, it transforms their lives for the better – empowering them with a stronger sense of belonging & the opportunity to achieve their full potential.

RIGHT NOW...

- **1 in 3 kids** in the United States don't have a mentor outside of their family.
- **1,000+ kids in Central Indiana** are waiting to be matched with a mentor of their own.
- Young people are being challenged with their **mental & emotional wellbeing, academic achievement, economic mobility, and behavioral development.**



MENTORED YOUTH SHOW...



A 20% reduction in depressive symptoms



Better academic performance



A 15% increase in lifetime earnings



52% less likely to skip school

About Big Brothers Big Sisters

For 120+ years nationally and 50+ years locally, Big Brothers Big Sisters (BBBS) has operated under the belief that every child has the inherent potential to succeed. By creating meaningful mentoring friendships between mentors (Bigs) and youth (Littles), BBBS helps build the village to support all match participants.



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OF CENTRAL INDIANA

EXAMPLES

HOTEL

Bottleworks Hotel



Mochi Joy Donuts





Eli Lilly & Co.



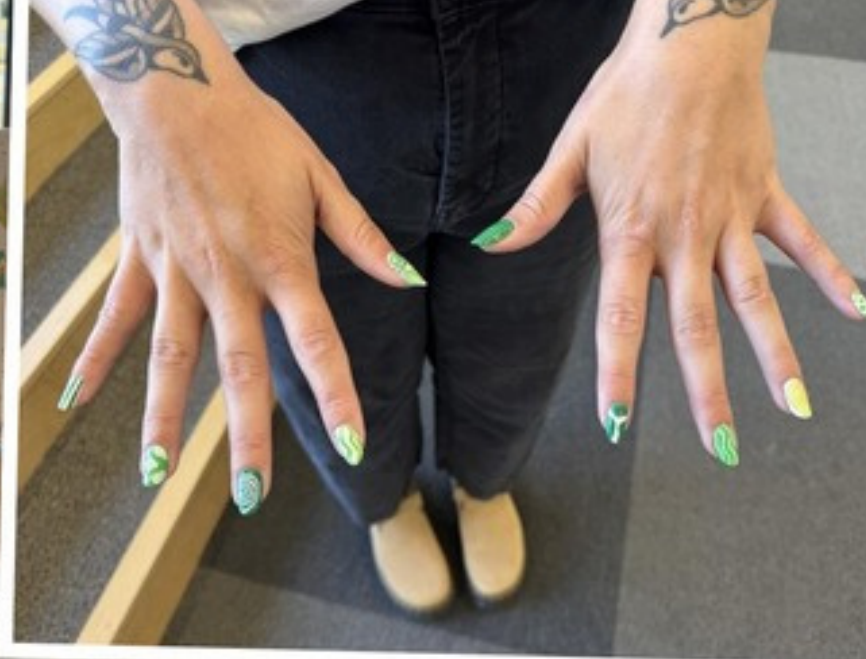
The Coffee Haus
at Guggman



Kan-Kan Cinema & Bar



Nothing Bundt Cakes



Wild Ridge Lawn & Landscape



Counterpart

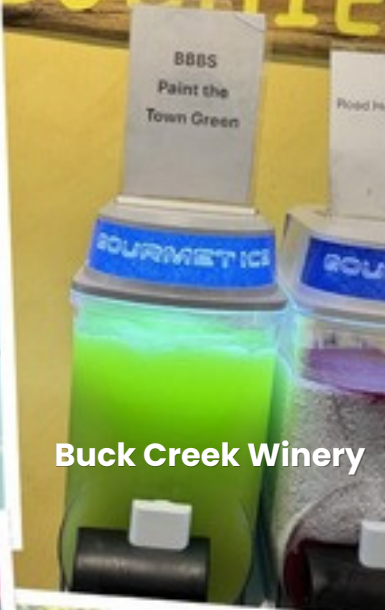


Newfields

Lamar Advertising



Buck Creek Winery



Commission Row



COVI



Scoopz Ice Cream



Cleo's Bodega



Indianapolis Cultural Trail

Indianapolis Motor Speedway



Scoop Shack Indy



Altar'd State



Ultimate Technologies Group



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OF CENTRAL INDIANA

SEPTEMBER 14-20, 2026

**TELL US HOW YOU WILL
PAINT THE TOWN GREEN
WITH US!**

CLICK HERE to let us know how
you'll be participating!

We'll provide additional details and more collateral as we follow up closer to Paint the Town Green week.

Reach out to Jackie Lai with any questions at jlai@bbbbsci.org or 317.472.2704.

BEBIGFORKIDS.ORG