

# What is Jean Day? A Coordinator's Fact Sheet

- WHO? – Each employee decides if they want to participate or not. Some employees do and some do not.
- WHAT? – Jean Day is a relatively simple idea. Companies go casual for a cause, inviting employees to wear their jeans to work in exchange for a minimum \$5 contribution.
- WHY? - The \$5 contribution goes to Our Community Cares to help residents of Columbia County facing a hardship in their life or the life of a loved one. All money raised stays in Columbia County.
- WHEN? – Your company selects the month / day that you would like to participate.
- WHERE? – At your place of business or office.
- HOW? – Employees wear their favorite pair of jeans to work. (no holes please). The office Jean Day Coordinator collects the donations and then sends the donation on to Our Community Cares.

## FAQ

Q. How do I let my employees and staff know that we are participating?

A. This kit includes posters that you can print to hang in your place of business.

Q. What happens to the money raised?

A. All donations stay right here in Columbia County to help people in need who reach out to us for assistance due to hardships in their life or the life of a loved one.

Q. What do I do with the money raised?

A. After your Jean Day, you will send all money raised to Our Community Cares, PO Box 463, Ghent, NY 12075. All checks should be made out to OCCi and in the memo field have the word JEAN DAY and your company name.

Q. What else will you provide me with?

A. Each participating office will receive large 11 x 17 posters announcing the event. (These need to be returned after the event). You'll also receive a supply of Our Community Cares wrist bracelets that can be handed out to customers and staff.

Q. How can people find out more about Our Community Cares?

A. We will provide you with brochures about Our Community Cares. Additionally, our website, [www.ourcommunitycarescc.org](http://www.ourcommunitycarescc.org), has information about our organization and talks about the help we've provided in the past.

Q. What if I have more questions?

A. Contact us by emailing your question to [info@ourcommunitycarescc.org](mailto:info@ourcommunitycarescc.org) or call us at 518-336-5254.

# WHAT ELSE DO I NEED TO KNOW?

- **CORPORATE MATCH:** We encourage your company to match the amount of money raised by the employees participating in Jean Day. All donations are tax deductible. Receipts will be provided. We are an IRS approved 501(c) (3) not for profit. Tax ID Number 46-1652259.
- **REGISTRATION:** There is no need to pre-register with us in order to hold your Jean Day fundraiser. If you do decide to participate and hold one, we'd appreciate knowing ahead of time so we can publicize your participation on our website and facebook page.
- **ADDITIONAL DONATIONS:** Our Community Cares will gladly accept additional donations from your customers or employees during Jean Day or anytime of the year. Here's how to make your additional donation:
  - **CHECKS:** Checks can be made out and mailed to OCCi, PO Box 463, Ghent, NY 12075 or dropped off at our partner bank, TrustCo. Tell them the donation is for Our Community Cares. Be sure to put JEAN DAY and your company name in the memo field.
  - **ONLINE:** Online donations may be made by credit card or bank account using our online provider, PayPal. You can do that by going to our website at [www.ourcommunitycarescc.org](http://www.ourcommunitycarescc.org) and click on DONATE

## Keep these ideas in mind when organizing your company's Jean Day event:

**SPREAD THE WORD:** Help raise the profile of your organization by highlighting your fundraising in your annual report, on your website and in your local paper or trade magazine. Consider making this an annual event.

**RAISE MORALE:** Staff will think it's great and for a good cause. The boss will look good for letting you all wear your jeans.

**CREATE ROLE REVERSAL:** Create a bit of role reversal and give the boss a "day off". For an additional donation, employees can sponsor him or her to make the coffee, do the photocopying or sort the mail.

**START THE WEEKEND EARLY:** Start the weekend a bit earlier by wearing jeans and having some fun in the office.

**MAKE A NIGHT OF IT:** The fun doesn't have to stop at 5 p.m.; hold a happy hour or karaoke night with your co-workers after work.

**HELP YOUR COMPANY AND YOUR NEIGHBOR:** Help your company meet its corporate civic responsibility targets by raising money on Jean Day to support your friends and neighbors right here in Columbia County.

**Wear Jeans To Work  
And Support A Worthy Cause**