



# PAINT THE TOWN GREEN

Big Brothers Big Sisters.  
OF SOUTHWEST MICHIGAN

## 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 using **green in your business or organization** during the week of **September 14-20, 2025**, you can help Southwest Michigan know that **mentoring matters**.

### WHY:

**To inspire** more individuals to **step up as mentors** in the community and help **make a lasting difference** in the lives of young people.

### HOW:

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

*\*A list of ideas & photos are included in this packet. Use your unique voice and reach out to us with any questions!*

### BENEFITS FOR YOU:

- 1.) Your business or organization will be highlighted on BBBS' social media platforms where we have a combined following of over 7,000 people.
- 2.) Your logo will be shared on our website and your business or organization's location will be featured on a Paint the Town Green partnership google map.
- 3.) The opportunity to demonstrate your commitment to your local community.

***"It furthered our commitment to community partnerships".***  
- a 2024 Paint the Town Green participant



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Scan or click here



to learn more  
about  
Big Brothers  
Big Sisters!

## BIG BROTHERS BIG SISTERS BELIEVES...

When every young person has access to a positive mentor, it transforms their lives for the better, empowering them with a stronger sense of belonging and the opportunity to achieve their full potential.

## RIGHT NOW...

- **1 in 3 kids** in America **don't have a mentor** outside of their family
- **100+ local kids** are on the waiting list, ready to be matched with their mentor



## A 2024 STUDY SHOWS..



BBBS Littles are **20% MORE LIKELY** to attend postsecondary education



BBBS Littles **EARN 15% MORE** over their lifetimes than their non-mentored peers



BBBS mentoring reduces the socioeconomic gap by **TWO-THIRDS**

## ABOUT BIG BROTHERS BIG SISTERS

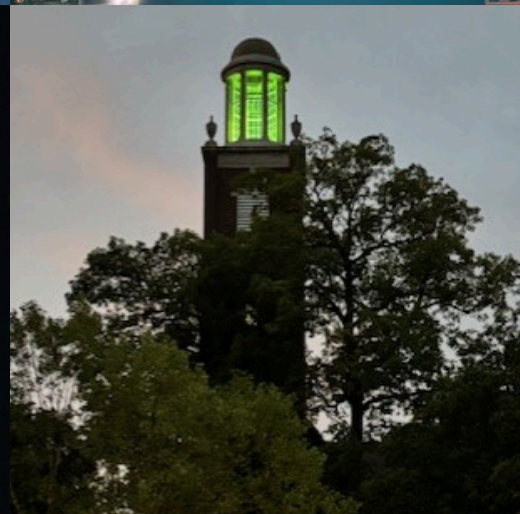
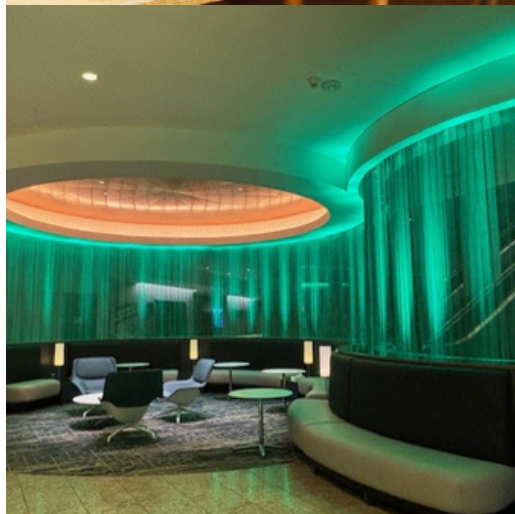
For 100+ years nationally and 67 years locally, Big Brothers Big Sisters (BBBS) has operated under the belief that every child has the ability to succeed. By creating meaningful matches between mentors (Bigs) and youth (Littles), BBBS offers continuous support to match participants.





# PAINT THE TOWN GREEN 2024

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# PAIN**T** THE TOWN **GREEN**

## Display examples



@BBBSmi1

#PTTGwithBBBS





# THANK YOU TO ALL OUR 2024







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**SEPTEMBER 14-20, 2025**

[www.ThinkBigToday.org/PTTG](http://www.ThinkBigToday.org/PTTG)

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



Sign up here  
by **August 8, 2025!**

Please **scan the QR code** here to let us know how you will be participating, or click here!

We will provide additional details and collateral closer to Paint the Town Green week. Please continue to visit the Paint the Town Green home page for even more information: **[www.ThinkBigToday.org/PTTG](http://www.ThinkBigToday.org/PTTG)**.

Reach out to **Amy Kuchta** with any questions at [amykuchta@bbbbsmi.org](mailto:amykuchta@bbbbsmi.org), **(269) 488-2857**.