



## PROJECT

A charitable pilot program that stocks Police Cruisers with duffel bags containing children's books and stuffed animals to give to children in crisis.

## TARGET AUDIENCE

Nearly 100 Police Cruisers in Greene County, Ohio.

## SOLUTION PROVIDED

Creation of a custom Monster String Bag to match the Monster stuffed animal and book as well as a custom Teddy Bear String Bag to coordinate with the Teddy Bear and matching book. These String Bags, paired together with matching books and stuffed animals, enable police officers to hand out the package as one item, saving them both time and effort. The string bags also serve as an adorable keepsake gift for the children. Sponsor logos are printed on the back providing recognition for their part in bringing this program to fruition. Additionally, a sturdy black duffel bag large enough to contain a myriad of books and stuffed animals to go in the trunk of police cruisers was provided along with Police Survey Tear-Off Forms for each Duffel bag. These surveys serve not only as a means to measure the success and efficacy of the program but also help track of deliverables for restocking purposes.



## OBJECTIVE

To equip police officers with age-appropriate children's books and stuffed animals to hand out to children aged toddler through teen who may have been involved in or witnessed a traumatic or even violent situation and are in need of soothing, distraction and/or comforting at the scene.