

Date: Jul 22, 2011; Section: Weather and Calendar; Page: A2

# Fundraising effort on a roll

BY VANESSA GRIEVE  
vgrieve@journalnet.com

POCATELLO — Three large checks amounting to nearly \$22,000 were presented to the Fisher family for the Brooklyn's Playground project Thursday afternoon.

Jonny and Melissa Fisher, with their daughter Brooklyn — the future all-accessible park's namesake — were guests at the Rotary Club of Pocatello's weekly meeting at the Red Lion Hotel.

Lance Buttars, the owner of Molinelli's Jewelers, hosted a two-day jewelry trade-in event earlier this month, raising \$11,000 for Brooklyn's Playground.

The contribution was matched with \$10,000 donated by Dorsey Hill, a local woman who has become one of the playground project's major supporters.

"You all know she's been a champion in this project," Buttars said to the Rotarians about Hill. "She came by and asked if I would be involved. It would be easy to write a check, but Dorsey dangled a carrot, as she has done before, to match anything a business would contribute with \$10,000." Buttars said Molinelli's is the fourth business to hold a playground fundraiser that has received a \$10,000 match from Hill.

Also at Thursday's meeting, Kip Wilkins, sales manager at the Red Lion Hotel, presented a \$858.65 check from the hotel's recent Brooklyn's Playground car wash.

The hotel's efforts qualified it for the July 300 fundraiser. The July 300 recognizes businesses and individuals who donate \$300 or more this month toward



DOUG LINDLEY/IDAHO STATE JOURNAL

Molinelli's Jewelers owner Lance Buttars, right, shakes hands with Jonny Fisher as he gives a check with money they raised for Brooklyn's Playground. Dorsey Hill holds a check she is giving to the playground fund as a match to Buttars'. Brooklyn is present also with her mother Melissa and Kip Wilkins, sales manager at the Red Lion Hotel. **FOR VIDEO OF THIS EVENT VISIT [IDAHOSTATEJOURNAL.COM](http://IDAHOSTATEJOURNAL.COM)**

## HOW TO HELP

You can help Brooklyn's Playground win a \$50,00 grant from the Pepsi Refresh Challenge.

- 1) Go to [www.refresheverything.com](http://www.refresheverything.com)
- 2) Search for United Way
- 3) Look for the Brooklyn's Playground project
- 4) Click on "Vote for this" and create an account.

You can submit one vote per day, per e-mail address for Brooklyn's Playground. The contest ends on July 31.

For anyone interested in donating to Brooklyn's Playground, visit [www.BrooklynsPlayground.org](http://www.BrooklynsPlayground.org).

Initially, Wilkins thought the car wash might only bring in a few hundred dollars, so he was pleasantly surprised with the amount the event generated.

The 300 slots on the plaque have been claimed.

Brooklyn's Playground is also in competition to receive a \$50,000 grant through the Pepsi Refresh

cap," Hill said.

To receive the \$50,000 grant, Brooklyn's Playground must be in the top 10 vote-getting projects. Of the 280 projects in the running, Brooklyn's Playground was ranked 30th as of Thursday, moving up from slot 42 on July 8.

Hill said Pepsi will be given out at the Pioneer Day Parade and celebration in Pocatello this weekend in hopes people will return the bottle caps to the playground's booth at the fairgrounds Saturday. Organizers at the booth will then submit the votes online for the playground. Pepsi will also be distributed at Wednesday's

Also at Thursday's meeting, Kip Wilkins, sales manager at the Red Lion Hotel, presented a \$858.65 check from the hotel's recent Brooklyn's Playground car wash.

The hotel's efforts qualified it for the July 300 fundraiser. The July 300 recognizes businesses and individuals who donate \$300 or more this month toward the playground by listing their names on a plaque to be placed at the entrance of the future playground site at OK Ward Park in Pocatello.

"That was another extra perk, the associates got to enjoy knowing that we got to participate in that special program for the fundraiser," Wilkins said.

Initially, Wilkins thought the car wash might only bring in a few hundred dollars, so he was pleasantly surprised with the amount the event generated.

"I would encourage all businesses to try and do something. It was a really simple thing for us to put together," he said.

There are about 10 days left for the July 300 effort, which if successful will put the playground fundraising campaign over the \$300,000 mark. Hill said about half of

the 300 slots on the plaque have been claimed.

Brooklyn's Playground is also in competition to receive a \$50,000 grant through the Pepsi Refresh Challenge. People can vote daily by clicking on the Pepsi Refresh button on the Brooklyn's Playground website, [www.Brooklyn-Playground.org](http://www.Brooklyn-Playground.org), or through [Facebook.com](https://www.facebook.com/Brooklyn-Playground).

Yellow Pepsi caps can be used for power votes. "You might get five, 10, 25 or 100 votes from just one Pepsi

cap," Hill said.

To receive the \$50,000 test ends July 31.

Anyone interested in participating in the July 300 can donate at [www.Brooklyn-Playground.org](http://www.Brooklyn-Playground.org) or send a check to Brooklyn's Playground, P.O. Box 1374 Pocatello, ID 83204 or call (208) 211-3313.

Given out at the Pioneer Day Parade and celebration in Pocatello this weekend in hopes people will return the bottle caps to the playground's booth at the fairgrounds Saturday. Organizers at the booth will then submit the votes online for the playground. Pepsi will also be distributed at Wednesday's Revive @ 5 at the Old Town Pavilion. Voting for the con-