



GARRETT'S LIGHT

Presented to:

**MARYLAND PARTNERSHIP FOR
CHILDREN IN NATURE**

November 10, 2009

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Agenda

- **Purpose**
- **Meet Garrett**
 - About Garrett's Light
- **Tribute Event**
 - Quiet Waters Park Family, Music and Kite Festival
- **Future Events**
 - Annual Earth Day Festival and Community Events
 - Goals
 - Fundraising
- **Invitation**

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Purpose

- ❑ Introduce Garrett's Light, whose vision, mission and strategy is directly in line with the Maryland Partnership for Children in Nature
- ❑ Share our achievements to date and goals for the future
- ❑ Invite your organization to partner with Garrett's Light, a driving force behind implementing our common goals and strategies

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Meet Garrett

"May the light of your spirit illuminate the minds of children, so that they may envision, create and be responsible for a beautiful life, upon a nurtured earth, for generations and generations."



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About Garrett's Light

- **Origin**

- Garrett Wall Feldmann passed away in his sleep at 20 months in December 2008. His family wants to remember Garrett as he was, full of delight and curiosity in the world around him. Through this, came the legacy that is Garrett's Light.

- **Mission**

- Illuminate the minds and spirits of children by creating long-lasting nature and educational programs that benefits our community and Earth

- **Vision**

- Help support the concept of "No Child Left Inside" by helping to foster a desire within children to explore, appreciate and preserve our Earth's natural resources through learning and playing outdoors

"Experiential outdoor play, learning, discovery and environmental health is not just an act, but a habit"- Garrett's Light

G A R R E T T ' S L I G H T



Garrett's Light Members

Committee Leads	Committee Members
<ul style="list-style-type: none">• Kathryn and Lee Feldmann, Garrett's Parents and Co-Chairs• Elicia Brand-Leudemann, Marketing and Media Director• Alana Thompkins, Committee Director	<ul style="list-style-type: none">• Mark Armbruster• Missy Barnstein• Steve Fletcher• Carter Grienger• Larry Herbert• Claire Mahoney• Liz Page• Kate Obrien
+ 50 volunteers consisting of family, friends and the community	

Garrett's Light has partnered with the Friends of Quiet Waters Park, a non-profit 501(c)(3) organization. Garrett's Light is also endorsed by the Anne Arundel County Recreation and Parks

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Tribute Event:



- **Quiet Waters Park Family, Music and Kite Festival**
 - October 3, 2009
 - Raised more than \$28,000 for Garrett's Reading Garden!
 - Attracted more than 600 attendees
 - Supported by more than 12 sponsors
- **This event was designed to:**
 - Support the concept of "No Child Left Inside"
 - Teach children about our environment and how to preserve our Earth
 - Encourage families to spend time together outdoors
- **Activities and Entertainment**
 - Family-friendly bands and story-telling performers
 - Kite-flying festival
 - Children-oriented Earth preservation presentations and activities
 - Hot Air Balloon rides
 - Silent Auction

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Up-Coming Events

- **Annual Earth Day Festivals:**
 - Quiet Waters Park
 - 100% of profits will fund environmental play and learning programs for children
- **Community Events**
 - 100% of profits will fund environmental play and learning programs for children within Maryland
- **All events will be designed to:**
 - Support the concept of “No Child Left Inside”
 - Teach children about our environment through play and learning
 - Instill a sense of love and wonder about the outdoors and our Earth
 - Foster a sense of responsibility for preserving our Earth that will transition into adulthood and move forward through generations
 - Encourage families to spend time together outdoors

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Earth Day Festival

- **Annual Quiet Waters Park Earth Day Festival**
 - April 24, 2010 and every year thereafter
 - **Activities, Demonstrations, Exhibits and Entertainment encouraging and promoting:**
 - Earth Preservation and Literacy
 - School Environmental Literacy Presentations
 - Maryland's Natural Resources
 - Green Living
 - "No Child Left Inside"
 - Family Unity
 - Unveil plans for Garrett's Reading Garden
 - **Fundraising**
 - Multi-level Corporate Sponsorships
 - Strategic Partnerships
 - Individual Donations
 - Merchandise Sales
 - Raffle Tickets and/or Silent Auction
 - Media/Marketing/Promotion

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Promotion



- **“Calling all Artists”- Dec’09- April ’10**
 - A sponsor calls on local artists to submit fairytale-themed
 - In March 2010, top 15 benches are featured on WRNR and partner sites
 - At the Earth Day Festival, community votes and choose top six benches
 - The five runner-up benches will be displayed in the Reading Garden (sponsorship of benches will be sold to local businesses)
 - The #1 bench will be signed by celebrities auctioned off to the highest bidder
- **“On the Park Bench”- May ’10- Feb ’11**
 - #1 bench goes on the road to WRNR concerts
 - Bench will be signed by touring celebrity musicians
 - Signed bench will be promoted by media
- **“Off the Park Bench”- Feb ’11-April ’11**
 - Signed bench will be placed on eBay and auctioned off to the highest bidder
 - WRNR will promote the auction through on-air mentions and discussions
 - 100% of profits generated by auction will fund programs in-line with the mission of Garrett’s Light
 - The highest bidder will be awarded the bench Earth Day Festival

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Event Goals

- **Children's Nature Center:**

- Develop a nature center that will feature and teach the community about the life in and around the Chesapeake Bay and ways of preserving our Earth's natural resources

- **Classroom Without Walls:**

- Build a place for schools to execute lesson plans in a natural environment and promote environmental literacy

- **Destination Play:**

- Through a story-telling approach, a naturalist will lead a nature walk through trails that will evoke curiosity, creativity, wonder and excitement for our environment
- The trail walk ends at Destination Play, an unstructured play area
- Plans to pitch Reality Television Concept to network in order to fund and create play area

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Thank You

- Garrett's Light is excited about the opportunity to work with the organizations within Maryland Partnership for Children in Nature
- These ideas are just that, "ideas", and can be molded or changed to fit our common goals
- Garrett's parents, Kathryn and Lee, and brothers, Shane and Carter, as well as the whole Garrett's Light team, want to thank you for your time and support
- For questions and more information contact:
 - Kathryn Feldmann, (410) 279-0996, kathrynfeldmann@aol.com
 - Elicia Brand-Leudemann, (410) 980-6083, elicia.brand@me.com
 - www.garrettslight.org

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