

Bounce's Penny Wars Pay Off

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Pitted against four teams for three weeks, employees at Bounce Logistics braved decades-old crumbs under couch cushions and car seats, siphoned leftover lunch money and smashed open piggy banks, all in the name of amassing piles of pocket change.

This was war. Penny Wars!

The fundraising idea was the brainchild of Bounce administrative assistant Ann Lyons, a longtime participant in Relay for Life. Relay is an annual national overnight event raising money for the American Cancer Society. Lyons,

captain of her relay team, Cubbies for a Cure, had asked for employee donations in prior years, but this was the first year she proposed Penny Wars.

According to Bounce Logistics president Bryan Tumbleson, Penny Wars was the most successful fundraising event the company has ever hosted.

"People went above and beyond what anyone would have expected," said Lyons, whose mother and aunt established Cubbies for a Cure almost a decade ago to honor family members who battled cancer. When Lyons' mother passed away from ALS (Lou Gehrig's disease) in 2010, Lyons rallied and carried on the family tradition.

How exactly did Penny Wars work? Employees divided into four teams, with a bucket for each team lined up in the lunch room. People dropped pennies, worth a point each, into their team's bucket. It would be simple enough to say the team with the most pennies won, but here's the kicker: employees could drop larger money – nickels, dimes, quarters, and dollars – into their opponents' buckets and negate their pennies' value. For example, if Team A has five pennies in their bucket and someone from Team B comes along and drops in a nickel, Team A's balance is back at zero.

The competition grew cutthroat in the final week. "One gentleman made a generous contribution to multiple teams," Lyons said with a laugh. Operations manager Dave Abbott brought in a coffee can brimming with pennies and raffled it off. People clamored to add the can of loot to their buckets, and bidding ran as high as \$140. The lucky winner was Inside Sales manager Jeremy Horvath.

"It was a fun competition with lots of strategy," said Laura Gamble, an employee with the Inside Sales group and a longtime member of Cubbies for the Cure. "You would see everyone coming in after lunch dropping in dollars and change to decrease other teams' chances of winning and then bringing in bags of pennies in the morning."

She added, “It was really nice to have the support of the employees in the office, as well as the bosses who offered free lunch to the winning team, good-natured competitive prodding and donations of their own. Of course it all goes to a good cause!”

All told, the teams successfully raised the equivalent of nearly 84,000 pennies for Relay for Life. The winning team, Admin/Nights/Weekend, beat out PODS 1, 2 and 3.

“I love the way that Bounce employees come together and support local charities. We truly are one big family and hopefully since this year was such a great success, we can make this a Bounce tradition,” Lyons said.