

BE Good DO Good

2 Guys
Doing
GOOD

TEAM-GIVING ACTIVATIONS

Purpose fuels performance – and our latest lineup is designed to inspire and empower both your team and the communities they touch.

‘Force Multipliers for Goodness’

Through 2 Guys Doing Good, Steven Foster and Rowan Pickering are bringing hands-on team giving to meetings and events.



Our Story

Steven and Rowan connected and became friends through their individual experiences as entrepreneurs and military family members. They shared a vision to change the narrative around team-building as more than just competitions with winners and losers, and instead promote the idea that “Doing Good” is “Good Business” and produces meaningful outcomes.



FOSTER + FATHOM

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BE Good
DO Good

Event Options

Autism Sense: Building a Community of Hope

Facilitated by our team of Master Builders, this “hands-on” experience assembles custom set pieces, buildings, characters and cityscapes using a variety of LEGO® kits to be donated to local Autism therapy organizations. LEGOs® have long been used to calm, focus and engage children in overcoming stressful environments and developmental challenges. Autism, or autism spectrum disorder (ASD), refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. According to the Centers for Disease Control, autism affects an estimated 1-in-59 children in the United States today.



Be Brave Buddies

Join forces with local hospitals, first-responders, shelters and child advocate agencies and shelters to customize a stuffed animal (LOTS of variety) with costumes and accessories and then decorate a ‘Be Brave Bag’ filled with a variety of arts & crafts, books and games specifically requested our Goodness Partners. Each bag includes a handwritten card which provides the name of each stuffed animal and a personalized message of Love, Hope and Comfort.



Bee Good

Get your team together and “Make a Beeline” to a fun and unique experience that creates a “buzz!” and supports positive health and environmental impacts through the construction and donation of beehives that make a difference in a variety of ways.



CAN-Struction: Build a Better World

Food is one of the most basic needs of all human beings, yet thousands of men, women and children go to sleep hungry every night throughout the U.S. In this interactive team-building event, your group will design and assemble a one-of-a-kind sculpture made of canned and boxed goods which will provide multiple donations to local charities serving the area's homeless and needy populations.



Comfy-Cozy Caregivers for Cancer

A partnership with the Amanda Hope Rainbow Angels Foundation to tie-dye and assemble an assortment of ComfyCozy's for Chemo hoodies, socks, onesies and shirts that you can tie-dye and place inside a "Be Brave Backpack" designed especially for kids battling cancer.



In the Doghouse

Everyone comes together – with just a few basic supplies – in a fun and interactive activity to build and design a custom doghouse that will be a new home for a special furry friend. The finished doghouses and supplies will be presented to area pet adoption centers and no-kill shelters.



“Take Flight - The DRONE ZONE Challenge”

We put you in the pilot's seat to design, assemble and maneuver a smartphone-controlled Drone through an aerial obstacle course, from runway to landing zone, in a strategic exercise that demands total involvement and concentration to earn the title of “Top Gun!” The Flight Plan includes an exercise in aerodynamics to construct a paper airplane that can go the distance in a team contest of aviation innovation. Once that basic skill is acquired, players move to next phase that blends drone technology with purposeful, hands-on challenges to help build skills and improve team collaboration.



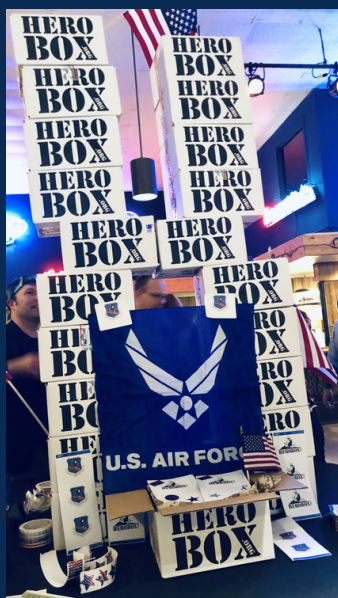
Give-Back BACKPACK Project

Every day, somewhere in America, disadvantaged children go to school unprepared to succeed. According to the Children's Reading Foundation, only 35% of public school students are proficient in grade 4 and 72% of the students are likely to have a low reading level. Finding a way to provide the essentials these children need to excel inside area classrooms is the goal behind the "Give-Back Backpack Project."



HERO BOX Campaign

Messages from Home are a welcome reminder of support for our military facing harsh and dangerous conditions overseas. Make a tangible contribution to active duty service members currently deployed overseas by designing, packing and shipping a "HeroBox" to a designated military unit that contains some of the most basic necessities of everyday life, but more importantly, words of encouragement; which mean so much to those serving our country



HONOR Art

A patriotic "twist" on team painting that honors America's Fallen Heroes, "Honor Art" with a memorial design that is presented to Gold Star Families. Participants are provided a complete set of supplies, including paints, brushes and a pre-sketched 11"x14" canvas depicting a Battlefield Cross, a time-honored tradition of showing honor and respect for the Fallen and their Families.



"HEARTSTRINGS" - An Instrument of Gratitude

"ROCK" your team to epic heights and orchestrate the Goodness and say "Thank You" to Veterans, active-duty military members and their families by assembling and designing a signature custom guitar. There are six strings on a guitar: five for each branch of the military and one "Heartstring," representing military families. In addition, each "band" will decorate an oversized 8" wooden guitar pick as an additional piece of art to accompany their guitar. The result will be a patriotic piece of musical art ready to play.

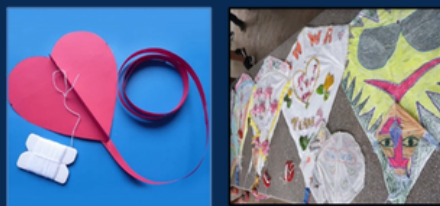




Let's Go Fly a KITE!

How do you know if your team are high-flyers?

Our “Go Fly a Kite” event provides a creative experience that allows participants to do something out of their routine environment and then see their creative works soar in the air! We supply all the basic materials and kits to construct a variety of kite styles - from traditional bat wing kites, to box kites and even heart-shaped kites. And, of course, the kite must be able to fly and we'll find out during a live “kite-flying” competition and photo opportunity conducted outside at the conclusion of the build and design segment.



Rock & Read Project

A partnership with various literacy groups to support continuous learning and the love of reading by providing customized Bookcases and Rocking Rocking Chairs, as well as book and blankets . to ds battling cancer.



“SK8BOARDS for GOOD”



Get ready to Get Rad in this skateboard challenge where everyone has a role to play. Each team is divided into several working groups to contribute to a variety of roles with specific responsibilities for the overall project. Mechanics will assemble the skateboards, Sketchers will customize both the team board and helmet, and Designers will create a poster/tabletop display showcasing the skateboard, helmet and related build components. The finished skateboards and helmets will be presented to the various Boys & Girls Club s across the country, as well as local skateboard parks.

Superhero Capes for Kids

Assemble your own Team of Avengers and help save the day for children who need to nneed to believe they can be their own Superhero when facing daunting challenges. Superhero Capes for Kids provides children in hospitals and shelters with a custom-designed “secret identity” they can call on to face any challenges. Author, psychologist and Holocaust survivor Dr. Viktor Frank called this experience, logotherapy, saying “It doesn’t matter if you’re 5 years old or 100, believing in yourself is everything. If we don’t have hope, what do we have?”



Color Your World

“Join the Scottish Rite Hospital for Children group to wrap up the very Best Medicine available – a few hours of fun and memories that last a lifetime. Grab a Goodie Bag and fill it with arts and craft projects - all specifically requested by the hospital’s Child Life Department - and guaranteed to put a smile on a child’s face.



Wheelchairs for Warriors



One out of every ten veterans alive today was seriously injured at some point while serving in the military, and three-quarters of those injuries occurred in combat. For many of these 2.2 million wounded warriors, the physical and emotional consequences of their wounds endure long after they finish their military service. “Wheelchairs for Warriors” was born out of a desire to help Veterans with various mobility challenges; and say “Thank You” to those injured serving in our nation’s Armed Forces.

VIVA Pinata!

Sometimes the “Best Medicine” for children in hospitals is something that makes them laugh, smile and just be kids. “Viva Piñata – The Best Medicine” gives your organization the opportunity to dispense some much-needed fun and serious cheering up to these children by creating piñatas stuffed with gifts, toys and games which are delivered to their hospital room.



Sadde-Up and ROCK the Horse

Assemble and decorate a one-of-a-kind wooden rocking horse to be donated to a children’s advocacy organization. Working as a team, and with no pre-set plans or designs, the Goodness begins with your own creativity and imagination, and just a few supplies. Design a wild Mustang, Zebra, Unicorn or racing thoroughbred, as well as an oversized card that best illustrates the concept of gratitude – so get inspired and “don’t look this gift horse in the mouth!”



A Season of Service

The Holidays are always “just around the corner” and Boot Campaign is carrying on its annual tradition of offering specially curated Christmas gifts to veteran and active duty families through its Santa Boots program. Your organization is invited to join the mission as one of the Boot Campaign’s “Santa’s Secret Elf Squad” in this patriotic #GiveBack event.

You can add to personalized holiday packages filled with gifts especially selected for each member of a military family by designing Holiday stockings and signing Cards of Gratitude for those who Serve and Sacrifice for our Freedoms.

Team tables feature a holiday gift bag with a special tag that reads, “Do Not Open Until December 25.” Inside each bag are Christmas Burlap Stockings (which resemble military combat boots), note cards, fabric markers and additional design elements for creativity and customization.



A Holiday Heart for the Homeless

Food is one of the most basic needs of all human beings, yet thousands of men, women and children go to sleep hungry every night throughout the U.S. In this festive #GiveBack team event, participants will wrap, design, decorate and fill packages with food and clothing items specifically requested by the SoupMobile, all of which are guaranteed to put a smile on the face and warmth to the heart to men, women and children living on the street this Holiday Season.

Spokes & Hopes - Bike Build

The competition is fast and the fun is furious in this team event that turns your attendees into Master Bike Builders – and all for a good cause. There are no pre-set plans – just a few basic supplies and the opportunity to acquire additional design enhancements at our Chop Shop through a series of Team Challenges, all managed under a tight deadline, to keep both the action and completion lively.

Team participants will divide into distinct working groups: Design, Mechanics and Competition, each with a specific responsibility for the overall project, which isn’t just a bike build, it’s a launching pad for children in need to get where they need to go in life through your generous work.



Memory Makers

Activity is essential for a person with Alzheimer's. Physical activity keeps the body healthy while mental activity stimulates the brain, lowers stress and keeps the patient's life balanced. And support is just as vital for those caring for loved ones with this devastating disease. "Memory Makers" provides your organization the opportunity to join a local chapter of the Alzheimer's Association to decorate and fill gift boxes with age-and stage-appropriate games, activities, items and therapies that help patients build on skills and talents; a vital component of any Alzheimer's caregiving plan. Each "Memory Maker" box includes items designed to keeps a patient engaged physically or cognitively; including easy to use radio-mp3 players (music therapy), interactive activity books (art therapy), memory puzzles and card games (reminiscence therapy), as well as gift cards and support items for caregivers.



HOPE FLOATS

"HOPE FLOATS" provides participants a design creative challenge: assemble and decorate Parade Floats from wagons; and then fill them cards and decorated gift boxes filled with all the items guaranteed to put a smile on a child's face; balloons, party favors, noise makers and decorations, arts & crafts projects, musical instruments, books, toys and games – all specifically requested by Child Life Childrens Hospital Program.

We provide all the materials and items needed, or you can choose from a list of items to be donated. There are a variety of parade themes for all ages; and we can even custom-design a concept to fit your company brand or meeting theme.



COMMUNITY KNOWLEDGE BUILDERS

It's not the big things that make the most impact. It's the small, meaningful acts of intentional service that matter most. And if "Knowledge is Power," then Community Knowledge Builder provides your organization the opportunity to make a powerful contribution to promoting literacy and connection by assembling, decorating and placing "Take a Book/Share a Book" Little Free Library kiosks in the communities where you live, work and meet.

In this fun, collaborative event, teams will come together to assemble and decorate a Little Free Library® kit, as well as co-write a children's book using the power of AI. Whether you're a designated carpenter, artist, or author, everyone plays a part in bringing your Little Library to life.



Happy Feet!

Inspire your inner artist with a give-back that creates colorful footwear and delivers an uplifting experience for everyone. Partnering with TOMS footwear, participants paint sneakers and tote bags to organizations across the world for children who desperately need them. And for every pair given, TOMS helps provide access to mental health resources for millions of people around the globe. Get ready for a "Happy Feet!" feeling while making a positive difference.



Pocket Flag Project & Honor Folds



Two Patriotic Give-Backs in one event to honor Service and Sacrifice.

The Pocket Flag Project, originally conceived as a project for Boy Scouts, is now a nationwide initiative to ensure no American service member is deployed without a small, American flag folded with respect and accompanied by a note of Gratitude to carry wherever they go.

Honor Folds provides patriotic-themed "No Sew" fleece blankets and customized tote bags to veterans. Participants learn how to properly fold the U.S. flag, write personal gratitude cards and support veterans and service members worldwide.



Our Story

GIVING BACK
July-August 2023



‘Force multipliers for goodness’

Through 2 Guys Doing Good, Steven Foster and Rowan Pickering are bringing hands-on team giving to meetings and events.

By Blair Potter

While Steven G. Foster, CMP, has been an MPI member for more than three decades, he’s having more fun than ever before thanks to a team-giving initiative he co-founded in 2020 with an industry colleague and friend that has really picked up steam since in-person meetings have surged post-pandemic.

2 Guys Doing Good was founded by Foster, managing partner of Foster+Fathom in Dallas, and Rowan Pickering, president and CEO of The Event Team in Phoenix. “We met after ‘stalking’ one another on social media,” Foster says. “Our companies had a similar mission and vision, and we also shared a common background as proud sons of veterans.” Both companies also offered traditional team-building programs, but the two entrepreneurs agreed on one thing: Most team-building “sucks” because the activities are often poorly facilitated and structured to create winners and losers instead of building collaborative teams. “Ropes, races and relays are good for networking, but offer no real opportunity to engage or connect participants to something greater, like doing something meaningful to help others,” Pickering says.

Foster and Pickering decided a great way to do good and give back in the communities where they live, work and meet was to formally align their companies, brands and missions. This also, Foster notes, helped to create more reach, depth and engagement. Three-and-a-half years in, 2 Guys Doing Good are aligned with almost 100 U.S. charitable organizations, serving a variety of causes.

“Our approach is simple: If your organization isn’t aligned with a charity partner, tell us the theme of your meeting or event—or what you’ve done in the past, what you liked and what you didn’t like—and we’ll customize a hands-on activation for you,” Foster says. “Rowan and I believe that if you’re taking the time to bring your people together to connect, learn and improve, it’s important to provide them the opportunity to join hands and work on a project that when completed will fundamentally change someone else’s life in an immensely powerful and positive way.”

While any organization can write a donation check, which is also important, that doesn’t create individual buy-in, Foster says. “When the real teamwork is done and the cause has been fully explained, we finish every event with what we call the ‘heart thing,’ a wow that underscores the impact everyone in the room has just made,” Pickering says. “It might be a recipient child or family thanking them in person or on video—or the CEO of the nonprofit organization explaining how their contribution of time, talent and treasure is going to enhance its ongoing mission.”

Their experience in the meeting industry and individual skill-sets (Foster is a speaker and author; Pickering an emcee and event facilitator for concerts and automobile auctions) helps the 2 Guys Doing Good team know how to manage a group. “We know when we walk in the room, there’s the plan on paper (contract) and the plan that develops in the room where it happens,” Foster says. “We’re not going to get stressed about changes in the timeline or last-minute hiccups. We’re there to help good people do great things, so we focus on being really good at the execution of the event, being flexible and making sure that the “WOW” we promised is the WOW we deliver.”

Foster and Pickering have the best jobs in the world, Foster says, because they get to connect great people with great causes to make a real difference in the world through an industry they love.

“We’re bucket fillers and force multipliers for goodness. What’s better than that?”

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Steven Foster and Rowan Pickering have the best jobs in the world, connecting good people with great causes to make a real difference in the world through an industry they love. "We're 'bucket fillers and force multipliers for doing good in the communities where we all live, work and meet. What's better than that?"



"We tend to encounter people in life that steal from the bucket of our souls, so its inspiring to come across someone who so selflessly fills those levels and promotes the same in everyone else. What a wonderful 'bucket filler' you are!"

Julie Bell, Med Mart

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Giving Back in the Comm



Rowan Pickering & Steven Foster

2 GUYS DOING "GOOD"



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