



THE SCENTSY ROCK-A-THON

LET'S ROCK ABOUT IT!

Since 2014, we've celebrated Scentsy's birthday each year by hosting a giving event to support organizations that strengthen children, families and communities in Idaho's Treasure Valley — and to give our employees, our Consultants and our community a cause to rally behind.

The Scentsy Rock-a-Thon is an annual tradition — now 10 years strong! — attended by thousands of people who want to contribute to the community we love.

10 YEARS
2014 – 2023

\$2.5 MILLION+
Donated to local charities

70 CHAIRS
Rocked by employees, Consultants and supporters

8,400 TOTAL HOURS
70 chairs rocking 12 hours each for 10 years



THE PLAN:

Help Scentsy fill 70 rocking chairs and keep them moving for 12 hours straight!

Every year, about 1,300 people join the cause, each taking their turn in a rocking chair for at least 30 minutes. For every hour a chair stays in motion during the 12-hour event, Scentsy donates \$250 per chair. As long as the chairs keep rocking, a minimum donation of \$210,000 is guaranteed — and we've never left a chair empty.

Not only does Scentsy sponsor the chairs, filled by employees, Scentsy Consultants and others who live nearby and sign up online, we also challenge the community to raise an additional \$40,000 to maximize our impact.

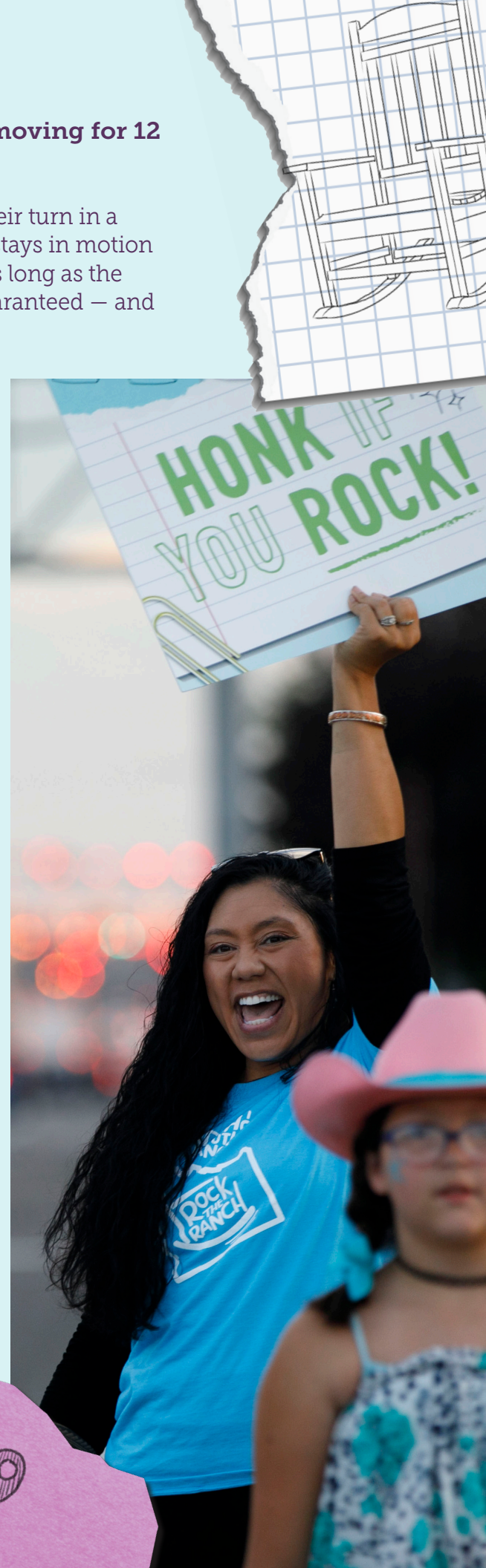
Together, the goal is to raise \$250,000 annually to help charitable organizations continue their life-changing work.* With that mission in mind, we set out to cause a scene along the main road in front of the Scentsy Campus — which is also the busiest road in Idaho!

Picture this:

- 70 colorful rocking chairs lining the sidewalks.
- Hundreds of volunteers rocking, rallying and promoting from the sidelines.
- Horns honking, fans cheering and cars creeping by slowly to try and take it all in. Sometimes they even give a drive-by donation or stop to rock.
- Come rain or shine, we rock on no matter the weather!

IN SUPPORT OF:

Idaho Youth Ranch
Camp Rainbow Gold
Boise Rescue Mission Ministries
Big Brothers Big Sisters of Idaho
Ronald McDonald House Charities of Idaho
Women and Children's Alliance
The Salvation Army
Booth Marian Pritchett School
Family Advocates
March of Dimes Idaho Chapter
Idaho Diaper Bank
Giraffe Laugh
The Idaho Foodbank
Meridian Foodbank



WATCH THE ACTION



<https://www.youtube.com/watch?v=pj25qbNGmtc>

FOOD TRUCK RALLY

We support local small business owners — and help keep our volunteers fed, hydrated and happy! — by inviting several food trucks to set up onsite. It feeds their businesses and contributes to the cause: A portion of each food truck purchase is donated to the charity each year.

DONATE TO VOTE!

Employees are challenged to donate items to support the cause, like diapers, backpacks, food or clothing. For each item donated, the employee gets to cast a vote for which Scentsy executive will “perform” to help kick-off the event. Attend, and you might see Scentsy’s Executive Team cheerleading, line dancing or tricycle racing!

FIREWORKS SHOW

As a thank you to our volunteers and as an added gift to our community, we end the day with a spectacular 20-minute fireworks show.

BEYOND LOCAL

Local businesses and Scentsy Consultants are invited to join the event, and the invitation also goes out to Consultants from all over to donate or get involved in a charity event in their own communities.

ROCK ON

The Rock-a-Thon is a beloved annual tradition that the Scentsy team — and our extended community — looks forward to every year. With results like these, you can bet we’ll keep rocking!

Learn more at [ScentsyRockathon.com](https://www.ScentsyRockathon.com).

**This specific donation format has been in place since 2017.*

