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Nonprofit fundraisers aim high with plane pulls

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By ZACH WILLIAMS | JULY 12, 2019

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United Way of the Dutchess-Orange Region raised nearly \$50,000 by pulling a Boeing 757 jet on June 29. About 200 people were on hand to watch different teams yank the quarter-million-pound aircraft 12 feet down the tarmac at New York Stewart International Airport. The fastest team managed to cover the distance in 8.626 seconds. More than 700 people made donations to individual participants, who were each tasked with securing \$200.

Jeannie Montano, president of the nonprofit, was inspired to try this aviation-themed fundraiser after watching a video on YouTube, according to a spokeswoman. Plane pulls have increased in popularity over the last two decades, with charities now raising about \$1 million through such fundraisers, according to a press release.

"Pulling a plane is something people think they can't do," Susan Dean of McKesson Metro New York said in the press release. "It's symbolism for 'If I can tell my mind that I can pull this plane, what else can I accomplish in life?'"

