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## NOVAdance FAQs

### What is NOVAdance?

NOVAdance is a yearlong fundraising effort that culminates in a 12-hour dance marathon each spring at Villanova University. NOVAdance benefits the Andrew McDonough B+ (Be Positive) Foundation, a national 501(c)3 non-profit organization dedicated to fighting pediatric cancer. The B+ Foundation provides financial and emotional support to families with children battling cancer. The foundation also provides research grants to institutions dedicated to developing better treatments for patients.

### How can I get involved in fighting pediatric cancer?

There are many ways to get involved with NOVAdance both big and small. These include:

**Committee:** NOVAdance Committee members are selected to work year-round and plan the dance marathon as well as other related events. The Committee works to ensure the success of the event, to increase awareness for pediatric cancer both on-campus and in the community, and to raise money for the B+ Foundation.

**Sidekicks:** Sidekicks are a sub-committee of NOVAdance Committee. Open to freshmen only, Sidekicks are mainly responsible for event promotion, fundraising assistance, and project logistics.

**Team Captains:** Team Captains act as liaisons between NOVAdance Committee and Villanova organizations that have elected to support NOVAdance and the B+ Foundation. All types of organizations on campus can get involved.

**Dancers:** Dancers pledge to stay on their feet for the entirety of the dance marathon, as well as to raise \$167. The \$167 represents the number of days Andrew McDonough battled cancer after his diagnosis.

**General Participants:** General Participants register for NOVAdance online at <http://www.novadance.org>, fundraise by e-mailing family and friends, and show up on the day of the event!

### How much money does NOVAdance raise?

In 2014, the founders of NOVAdance were simply striving to raise as much money for the B+ Foundation as they could. In its cardinal year, NOVAdance raised over \$68,000 for the kids. However, in just its second year, the success of NOVAdance skyrocketed and over \$102,000 was raised. Every year, NOVAdance will aim to raise more money than it did the year prior until pediatric cancer no longer exists.



### Are Dancers and Sidekicks eliminated if they can't meet their fundraising goals?

No! NOVAdance is grateful for every penny that goes toward eradicating pediatric cancer and for everything that Dancers and Sidekicks do for the organization. NOVAdance is not a fundraising competition—rather, it is an environment where everyone can succeed, contribute, and feel like they are making a difference. In fact, the roles of both the Dancers and the Sidekicks respectively are multi-faceted and are not confined to fundraising alone. If a Dancer or a Sidekick does not meet their goal despite their best efforts, they are still welcomed at the event where they will be recognized for their contributions.

### Is there a difference between NOVAdance and the B+ Foundation? If so, how can the two be distinguished?

NOVAdance and the B+ Foundation are not the same organization. However, the two work in tandem to support one another in achieving their shared goal of eradicating pediatric cancer. NOVAdance is a registered student-run organization at Villanova University, which benefits the B+ Foundation. The Andrew McDonough B+ Foundation is an IRS-Certified 501(c)3 organization, meaning that it is non-profit and relies on groups like NOVAdance to act as beneficiaries. Students who are involved with NOVAdance work in conjunction with the B+ Foundation. Throughout the year, they develop personal relationships with the B+ Heroes and their families.

### How does NOVAdance fundraise?

NOVAdance fundraises through a variety of methods. The majority of donations come from the effort of students involved with NOVAdance who have registered on our website and who have reached out to family and friends to accrue funds. However, the NOVAdance Fundraising Committee heads several other initiatives and events throughout the year including selling Chick-fil-A to students weekly, hosting on-campus events including a Silent Disco, partnering with local restaurants for profit-share events, and “canning” both at local stores and on the streets of Philadelphia. Finally, corporate donations also comprise a significant amount of the funds raised for the kids.



## The B+ Foundation



The Andrew McDonough B+ Foundation honors the memory of Andrew, a 14-year-old athlete and 'A' student from Wilmington, Delaware. On January 27, 2007, Andrew led his soccer team to victory in a Pennsylvania State Championship tournament. Within 48 hours, however, he was in cardiac arrest and was diagnosed with AML Leukemia shortly after.

The prognosis was grim. In fact, doctors didn't expect Andrew to live through the night. Amazingly, Andrew fought for 167 days before going to Heaven on July 14, 2007.

Andrew's B+ blood type became the perfect message — BE POSITIVE — it reflected how he lived his life. Throughout Andrew's illness, he inspired thousands to "B+."

The B+ Foundation was formed with the goals of providing financial aid to the families pediatric cancer patients, supporting pediatric cancer research, advocating for more government funding, and spreading the B+ message. We often say, "It's not a grade. It's an attitude."

We developed B+ cards to encourage acts of kindness in Andrew's honor. From doing chores to opening doors, from giving gifts to strangers to giving gifts to other sick kids, various acts of kindness have been done to spread the B+ message. In fact, the B+ message is so powerful that people of all ages even ask for donations to the B+ Foundation in lieu of birthday and holiday gifts! Thousands of B+ supporters spread the message by wearing B+ Gear, talking about B+, and trying to "Live Like Andrew."

Every day, Andrew's family receives e-mails, letters, and phone calls about Andrew and The B+ Foundation, as well as requests for B+ T-shirts, wristbands, and B+ cards. People tell us that Andrew has changed their lives. But still, for the McDonough family and for everyone who knew him, life without Andrew is hard. Hearing from friends and from "friends we haven't met yet" inspires us to continue fighting for the kids. We know that by spreading the B+ message and by fundraising, we are making a difference and will end pediatric cancer one day.

### The B+ Foundation's mission statement includes three goals that drive every operational objective:

- To provide financial and emotional support for families with children battling pediatric cancer through the B+ Family Assistance Program
- To provide significant funding for research dedicated to ending pediatric cancer
- To spread the Be Positive message and to encourage others to "Live Like Andrew"





## Fast Facts about Pediatric Cancer

- Every school day 46 children are diagnosed with cancer.
- Worldwide, a child is diagnosed every 3 minutes.
- 1 in 285 children in the U.S. will have cancer before they turn 20.
- Less than 4% of the National Cancer Institute's annual budget funds pediatric cancer research.
- Pediatric cancer is the #1 killer of children and teenagers— more than any other disease.
- Survival rates today, while improving, have leveled at around 75%.
- Nearly 40,000 children are in cancer treatment each day.
- Unlike cancers in adults, nearly 80% of pediatric cancer goes undiagnosed until after it has spread throughout the body.



## Sample Donor Letter:

Dear Family and Friends,

I am proud to announce to you my involvement in this year's annual NOVAdance! NOVAdance is a twelve-hour dance marathon at Villanova University that benefits the Andrew McDonough B+ (Be Positive) Foundation, which fights pediatric cancer. Every school day, 46 children are diagnosed with cancer. We strive to decrease the burden of and to cure pediatric cancer to give these kids a future.

Pediatric cancer is different from cancer in other stages of life and requires highly specific treatment and research. Only 4% of federal cancer research funding is allocated to pediatric cancer research, yet more than 40,000 children undergo treatment annually.

Each year, approximately 13,000 parents hear the life-changing words, "your child has cancer." The B+ Foundation works to make that number zero. The non-profit organization honors the life of 14-year-old Andrew, who battled AML Leukemia, before passing away in July of 2007. The B+ Foundation provides emotional and financial support for families with children battling pediatric cancer. This financial assistance ranges from assisting with medical bills to car repairs. The foundation also provides research grants to institutions dedicated purely to fighting pediatric cancer.

NOVAdance 2015 spread awareness about pediatric cancer, broadcasted the B+ message by inspiring others to "Live Like Andrew," and raised \$102,657.29 for the kids.

I am very passionate about NOVAdance and am committed to making a difference in these children's lives! If you have the time and the means, please consider joining the fight against pediatric cancer and donating to NOVAdance.

You can donate online at [novadance.org](http://novadance.org) by clicking "Donate" and searching for my name, or make a check payable to "Villanova University" with the memo reading "NOVAdance and my name." If you send a check, please address it to the attention of Dougherty Hall 214 at 800 E. Lancaster Avenue, Villanova, PA 19085.

Thank you for taking time out of your day to read this. I hope that you will join and support me in striving to give every child a childhood.

For The Kids,  
**Your Name**



## Ways Your Corporation Can Donate:

VU Level \$1 - \$999	Blue Level \$1000 - \$1999	Wildcat Level \$2000+
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### VU Level:

- Recognition on the NOVAdance website
- Social media “shout out”

### Blue Level:

- Recognition on the NOVAdance website
- Social media “shout out”
- Company banner hung at event
- Company table offered at event

### Wildcat Level:

- Recognition on the NOVAdance website
- Social media “shout out”
- Company banner hung at event
- Company table and speaker offered on event day
- Company logo featured on NOVAdance event-day shirt
- Additional benefits may be discussed

### **ALL DONATIONS MADE ARE TAX DEDUCTIBLE!**

Checks can be made payable to “**The Andrew McDonough B+ Foundation.**”

Please send all checks to:

**Villanova University, 800 E. Lancaster Ave, Villanova, PA 19085 Attn. Dougherty 214**

For more information, please feel free to contact our fundraising director,  
Christopher Garcia: **NOVAdance.fundraising@gmail.com**





