

# Fearless Fundraising Recognition Program

## Every Dollar Makes a Difference

## Energize Your Fundraising with these fun ideas!

## Facts and Figures

Approximately 75% of the costs of St. Jude are covered by public contributions.



Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since we opened more than 50 years ago.



Families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live.



We won't stop until no child dies from cancer



St. Jude FREELY SHARES discoveries, so every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

**OLD FASHIONED SNAIL MAIL**  
Who doesn't love getting a handwritten note in the mail? Write a letter with the reasons why you are supporting St. Jude through the St. Jude Walk/Run to End Childhood Cancer this year. You can even download stationary from your Participant Center at [www.stjude.org/walkrun](http://www.stjude.org/walkrun).



**EMAIL EXPLOSION**  
Import your contacts into your Participant Center and use the pre-formatted templates to begin your communication. Don't forget to pictures or even a video!



**SOME ST. JUDE SPIRIT!**  
Most families go out to eat at least once a week. Why not make it a spirit night for St. Jude? Many businesses will offer 10-20% of their sales for the day to a charity. Ask a restaurant you frequent about their program. TIP: The more people you give the flyer to, the more money you earn. Share it at your child's school, local fire station, church, workplace, etc....



**AT YOUR SERVICE**  
These days, everyone is busy and friends and neighbors often need help with their pet care needs and their household duties. Offer to walk dogs or mow a neighbor's lawns for a donation.



**UTILIZE SOCIAL MEDIA**  
Click on the Facebook icon in your Participant Center to share your post about supporting St. Jude. This is a great way to recruit members and receive donations. Facebook can reach your friends far and wide.



**WASHING IN THE WINNINGS**  
Ask a local business on a busy road to use their parking lot for a car wash. A great way to guarantee customers (and fundraising dollars) is to pre-sell tickets prior to the event at work, church, to friends, neighbors, etc....



**GOT STUFF?**  
Who's got stuff to sell? Gather up some old treasures you've been meaning to discard and schedule a garage sale. Want to earn more? Ask your entire neighborhood to join in and donate a portion of what they make.



Some people think that their individual donations won't make a difference. In reality, each dollar donated leads to a much bigger picture.

\$3 = pediatric isolation masks to help protect patients with compromised immune systems

\$4 = snack bags for patients and their siblings

\$7 = a medical teaching doll to help patients understand medical treatment and procedures

\$10 = a new toy for hospital play areas or recreational areas at St. Jude housing facilities

\$22 = rehabilitation weights to help improve patients' quality of life.

\$30 = meals for one day for a St. Jude family in the Kay Cafe, the St. Jude cafeteria

\$57 = necessities for parents who may have hurriedly left home after their child's diagnosis

\$10 = a platelet count test for two patients

\$100 = a pair of pediatric crutches sized especially for children

\$250 = one red blood cell transfusion for a St. Jude patient

\$500 = one hour of physical therapy for a St. Jude patient

\$750 = helps cover the cost of two chest X-rays for a St. Jude patient

\$1,000 = cover two-thirds of the cost of one day of chemotherapy

\$1,474 = One day of chemotherapy administered intravenously

\$2,500 = one ultrasound study

\$3,859 = one outpatient visit per day

\$5,000 = cost of the daily room rate in the ICU

\$10,000 = one CT scan for a St. Jude patient

2 million dollars = cost to run St. Jude for a day

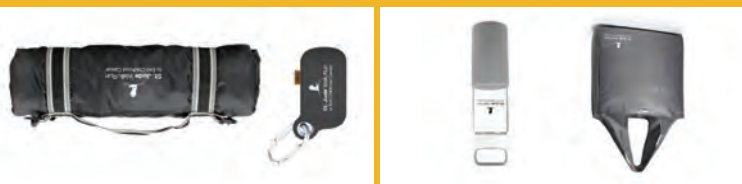
BECOME A MEMBER OF THE FEARLESS FUNDRAISING CLUB



Raise \$100 and earn your St. Jude Walk/Run to End Childhood Cancer T-shirt!



Raise \$1,000 and earn your St. Jude Walk/Run to End Childhood Cancer Hoodie!



\$250 Choice of RuMeo Classic Medium Tote or Choice of Pebble 5000 Portable Charger or Choice of Picnic Blanket



\$750 Choice of Round Beach Towel or Coleman 16-Can Cooler With Removable Liner



\$2500 Choice of Bean Bag Toss Waterproof Rolling Stormtech® Gemini Waterproof Rolling Carry-on

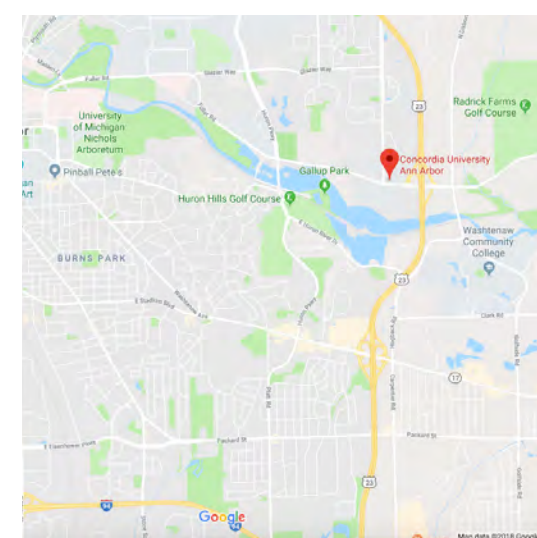
Raise funds to help the kids of St. Jude Children's Research Hospital and be recognized with cool St. Jude gear. Sign up and start fundraising today at [stjude.org/walkrun](http://stjude.org/walkrun).

# Welcome!

By signing on as a team for the 2018 St. Jude Walk/Run to End Childhood Cancer, you are helping find cures for the children at St. Jude by recruiting team members and fundraising.

Your fundraising efforts will help ensure that families never receive a bill from St. Jude—because all a family should worry about is helping their child live. Because of you, there is St. Jude.

In this guidebook you will find everything you'll need to be a successful team captain including fundraising tips, communication calendar, how to guides for registration and much more.



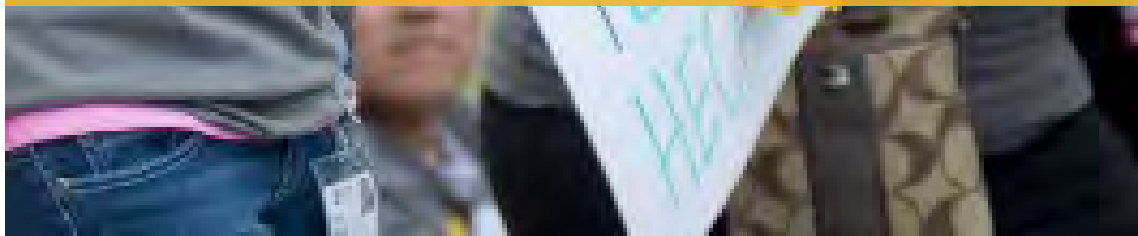
**Your Ann Arbor Event:**  
**WHEN:** Saturday, Sept. 29, 2018  
**WHERE:** Concordia University  
4090 Geddes Rd, Ann Arbor, MI 48105  
**REGISTRATION:** 8:00 am  
**5K WALK/RUN START:** 9:00 am

## MEET YOUR ST. JUDE STAFF AND VOLUNTEER COMMITTEE

**St. Jude Representative:**  
Megan Holt  
248.744.1300  
[Megan.holt@stjude.org](mailto:Megan.holt@stjude.org)



## St. Jude 5K Walk/Run Participant Guide



# How It Works



## Meet Londyn



For weeks in early 2016, 2-year-old Londyn wasn't well. Doctors thought she had pneumonia. When tests revealed Londyn was suffering from acute lymphoblastic leukemia, her parents, Anthony and Kascie, were devastated. When they arrived at St. Jude Children's Research Hospital with Londyn, they were overwhelmed and scared. But within moments of arriving, they felt a sense of peace. "Everyone was so welcoming," Kascie said. "The doctors, the nurses, the cleaning staff." Treatments invented at St. Jude have helped push the over-all childhood cancer survival rate from 20% to more than 80% since it opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until

no child dies from cancer.

Londyn's treatment includes chemotherapy, but because her cancer did not go into remission, she also received a bone marrow transplant. Kascie has stayed at St. Jude with Londyn, and Anthony has traveled back and forth from home, so that he can continue working. "We're thankful for everything St. Jude has provided for us," Anthony said. "St. Jude helps to take the worry away."

Throughout everything, Londyn has remained a sassy, happy little girl. She loves her baby dolls, dancing and playing hide and seek. "Londyn is my sunshine," said Kascie. "We're so grateful for everything St. Jude has done for us, for our family."

## St. Jude Children's Research Hospital

ALSAC • Danny Thomas, Founder  
Finding cures. Saving children.



## Register

Start or join a new team, or bring back your team at [stjude.org/walkrun](http://stjude.org/walkrun).



## Form your team

Set up a fundraising page and invite family, friends, co-workers and neighbors to join your team.



## Fundraise

Log in to your participant center for great fundraising tips. Send emails to friends and family asking for support.



## Walk or Run!

Join with your team to celebrate your fundraising and enjoy an inspiring family friendly event!



# ST. JUDE WALK/RUN

## To End Childhood Cancer



TEAM FUNDRAISING  
GOAL

TEAM MEMBER  
GOAL

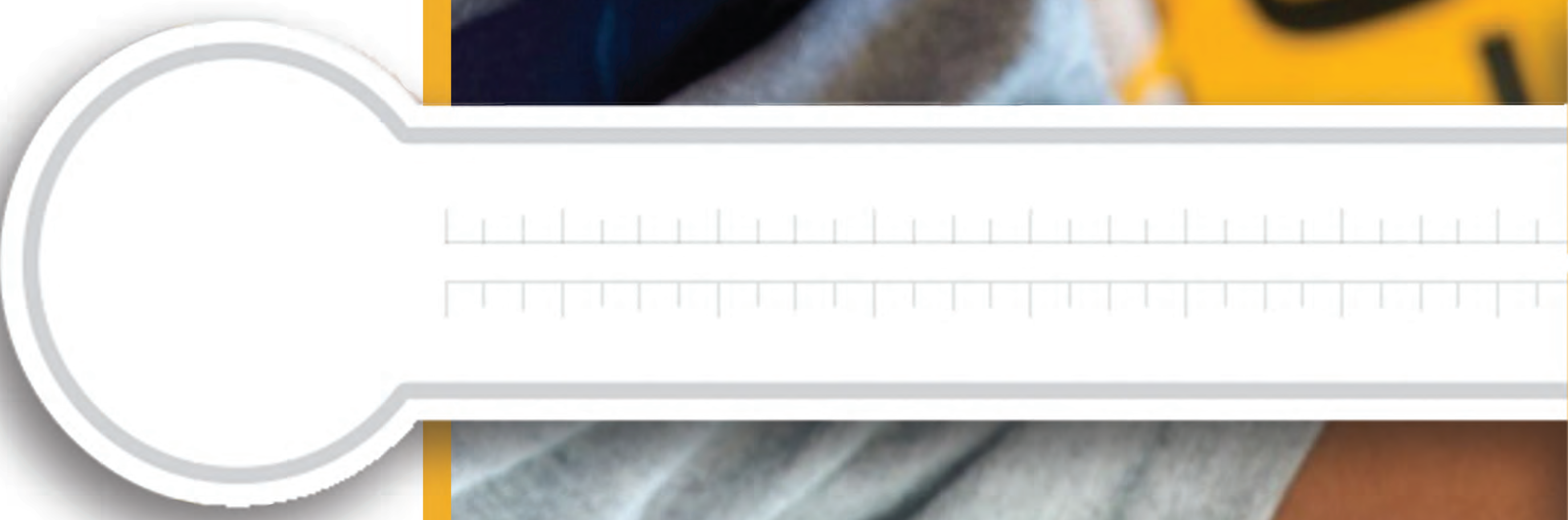


Saturday, September 29nd, 2018

Location: Concordia University

Team Name: \_\_\_\_\_

Team Captain: \_\_\_\_\_



Sign up and donate today.

[stjude.org/walkrun](http://stjude.org/walkrun)



St. Jude Children's  
Research Hospital®

Finding cures. Saving children.

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