

TEAM UP for ST. JUDE™

Spirited by Varsity All Star

St. Jude patient and All Star Cheerleader Breanna,
at age 13, acute myeloid leukemia

©2014 ALSACS. St. Jude Children's Research Hospital (18647)

stjude.org/varsityallstar
#TeamUp4StJude



St. Jude Children's
Research Hospital



Varsity
All Star

TEAM UP for ST. JUDE™

Spirited by Varsity All Star

How Team Up for St. Jude Spirited by Varsity All Star is helping St. Jude:

- In 2011, Varsity Spirit teamed up with St. Jude Children's Research Hospital® through the Team Up for St. Jude Spirited by Varsity program where high school cheerleaders and dancers participate in a letter-sending program at camp and have raised \$1.5 million in 3 years. This year, Varsity All Star wants to invite you to join this fight. Varsity All Star and St. Jude both believe in making a positive difference in children's lives which is why Varsity All Star is partnering with St. Jude to support its lifesaving mission of finding cures for children fighting cancer and other deadly diseases.
- In July, eleven All Star gym owners and athletes were picked to come to Memphis, serve dinner at Target House, tour St. Jude and brainstorm on how the All Star industry could help pay for a day! In the collaborative effort of the St. Jude Advisory Panel and St. Jude, we believe we have designed a program that will encourage your athletes, support your goal and help you succeed. We are excited for the All Star community to invest and commit their time to rally around this community of kids and raise funds for St. Jude's mission – Shine On All Star!

How it works?

- Register your gym at stjude.org/varsityallstar.
- You will receive a fundraising kit in the mail 7-10 days after you register your gym.
- Receive your gym's personal fundraising page from your St. Jude representative.
- Set an event date(s) and hold an event at your gym to raise money for St. Jude Children's Research Hospital.



St. Jude patient Brianna, at age 6, acute myeloid leukemia



St. Jude patient Allyson, at age 3, acute lymphoblastic leukemia

stjude.org/varsityallstar | #TeamUp4StJude



St. Jude Children's
Research Hospital



Varsity
All Star

TEAM UP for ST. JUDE™

Spirited by Varsity All Star

Ideas for events your gym can host:

- **Silent Auction** - Across your community, provide your local businesses with a donation letter explaining the Team Up for St. Jude program and ask them to donate a basket or gift to provide at your St. Jude silent auction. At the event, individuals will walk around and place their bidding price on your different offerings. After announcing the winners, have them donate directly onto your gym's fundraising page and provide them with their prize. Silent Auctions are fun for the whole family!
- **Parent's Night Out** - Kick off your St. Jude fundraising by joining us in a Parent's Night Out! Give your parents a break from their athlete(s) and let them enjoy a night on the town. Set up your gym iPad or computer to collect the admission into Parent's Night Out which would be a minimum donation to your St. Jude fundraising webpage. To begin the evening, show the St. Jude video to explain to your athletes why your gym is teaming up for St. Jude. Show the athletes how easy it is to share your gym's fundraising page across their social media and encourage their friends and family to donate.
- **St. Jude Open Gym** - Host an open gym to bring the community in the doors and provide athletes with a fun and safe environment on a weekend night. Host an open gym once a month that benefits the kids and families of St. Jude. Collect the admission of the open gym on your gym iPad or computer to which all proceeds go towards your gym's fundraising web page. Hang your St. Jude banner, blow up your St. Jude balloons and have fun!
- **Create Your Own Event**



St. Jude patient Elias, at age 6, acute myeloid leukemia



TEAM UP for ST. JUDE™

Spirited by Varsity All Star

Raising Money Online:

Take fundraising efforts to the next level with the easy-to-use fundraising website, which allows you and your participants to manage your fundraising efforts, raise more money and save time.

Gym Owners/Coaches and members can:

- Personalize event on participant web pages and set fundraising goals
- Upload and import contacts to easily send emails about your event
- Customize email templates to recruit participants, request donations and send thank you notes
- Accept online donations from sponsors
- Track online and offline donations and monitor your fundraising success
- Gym Owners/Coaches and Cheerleaders can link their fundraising pages to social networking sites like Facebook and Twitter to spread the word about the event and request donations.

For specific instructions on how to get started, email varsity@stjude.org. All personal information on the fundraising website is secure.

Submitting Donations:

Offline donations? In your online participant center, click on "Print your check submission form" and follow the instructions.

Questions? Email varsity@stjude.org.



St. Jude patient Alana, at age 6, Ewing sarcoma



TEAM UP for ST. JUDE™

Spirited by Varsity All Star

Breanna
13 years old
Louisiana
acute myeloid leukemia

Breanna competed as an all star cheerleader from the ages of 5-11 years old. She also landed a spot on her middle school cheer squad last year, right before her family learned she was very sick.

The signs that something was wrong with Breanna started in June of 2013. Her gums and then her entire mouth began to swell. Breanna's mom, Dara, was worried and took her to the doctor. But when the doctor said Breanna was fine she was off to a Varsity Spirit summer cheer camp.

Hours after Breanna arrived, her mother got a call from the camp manager. Breanna was running a fever and couldn't stop shaking. Dara took her back to the doctor and tests soon revealed Breanna suffered from acute myeloid leukemia. Breanna's doctors at her local hospital referred her to St. Jude the very same day, where St. Jude is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases.

At St. Jude, Breanna's treatment included chemotherapy and two bone marrow transplants. "Everyone here was so reassuring those first few days," Breanna's mother said. "It's unbelievable that we're not paying for anything. I was so stressed out about the cost, but at St. Jude, you don't have to worry about that." 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.

Breanna's cancer is now in remission and she has begun a slow but steady period of recovery and monitoring. Breanna hasn't been able to cheer with her school squad yet, but she can't wait for that day to come. In the meantime, Breanna has been chosen by Varsity to design hair bows – the proceeds from sales of the bows she designs will go to St. Jude.



stjude.org/varsityallstar | #TeamUp4StJude



St. Jude Children's
Research Hospital



TEAM UP for ST. JUDE™

Spirited by Varsity All Star

St. Jude Key Messaging

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

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened in 1962.

St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade. We won't stop until no child dies from cancer.

St. Jude freely shares the breakthroughs we make, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

St. Jude Quick Facts

St. Jude is where doctors send their toughest cases because St. Jude has the world's best survival rates for the most aggressive childhood cancers.

We are a top national referral center for children with tough-to-treat forms of cancer or who have not responded successfully to standard treatments.

St. Jude is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children.

St. Jude has helped increase the survival rates for acute lymphoblastic leukemia (ALL) from 4% before opening in 1962 to 94% today.

We develop new treatments that reduce side effects while maintaining or improving outcomes, so that survivors of childhood cancer can have the best possible long-term health.

Because we have seen our patients with brain tumors improve dramatically through proton therapy, we are building the world's first proton therapy center dedicated solely to treating children.

St. Jude researchers and doctors have research and treatment programs for children with pediatric HIV and AIDS, as well as using new drugs and therapies to fight related infections.



St. Jude patient Kenlie, at age 7, sarcoma



St. Jude patient Hayli, at age 3, acute myeloid leukemia

stjude.org/varsityallstar | #TeamUp4StJude



St. Jude Children's
Research Hospital



Varsity
All Star