



**Date:** November 17, 2017

**To:** Northwest St. Jude Executive Board

**From:** Elizabeth Geier, Assistant Executive Director

**Subject:** Proposal for Northwest St. Jude board for main event

## Summary

On January 27, 2017, the St. Jude Executive board is hosting the annual Up 'Til Dawn event for the St. Jude Children's Research Hospital. The hospital was founded by entertainer Danny Thomas in 1962. It is a pediatric treatment and research facility focused on children's catastrophic diseases. The hospital costs about \$2.4 million a day to run, and there is no cost to be treated. It is located in Memphis, Tennessee, and is a nonprofit medical corporation designated as a 501(c)(3) tax-exempt organization by the Internal Revenue Service. Thomas also founded the American Lebanese Syrian Associated Charities (ALSAC), which helped him realize his dream. ALSAC is the fundraising organization of St. Jude. Since St. Jude opened its doors in 1962, ALSAC has had the responsibility of raising the necessary funds to keep the hospital open.

Discoveries at St. Jude have completely changed how doctors treat children with cancer and other catastrophic illnesses. Since St. Jude was established, the survival rate for acute lymphoblastic leukemia, the most common type of childhood cancer, has increased from 4 percent in 1962 to 94 percent today. During this time, the overall survival rate for childhood cancers has risen from 20 percent to 80 percent. St. Jude has treated children from across the United States and from more than 70 countries. Doctors across the world consult with St. Jude on their toughest cases. St. Jude has an International Outreach Program to improve the survival rates of children with severe illnesses worldwide through the transfer of knowledge, technology and organizational skills.

## Introduction

The purpose of this proposal is to get participants for the Up 'Til Dawn event at Northwest. It is hosted by the St. Jude executive board, which is made up of students from across campus. The goal is to raise as much money and awareness for St. Jude Children's Research Hospital. Throughout the semester, the executive board has side events to help with fundraising and promotion of the big event happening in January 27, 2017.

The problem is trying to get many participants to fundraise and attend the main event, Up 'Til Dawn. The solution is to host side events and use social media to promote participation and stress to students that this is a cause worth fighting for and spending time and donations on. The benefits for this project

is knowing that the money the school has fundraise will 100% to St. Jude, helping patients, their families, and research for childhood cancers and terminal illnesses.

### Proposed Program

**Part 1:** Getting people to fundraise for St. Jude, specifically the Up 'til Dawn Event happening on January 27, 2017. Here is an example of the information for fundraising pages online. This helps give a sales pitch on their personal fundraising page so donors understand where their funds are going in St. Jude.

I'm staying up 'til dawn to raise awareness for St. Jude Children's Research Hospital. You can help me reach my fundraising goal for the kids of St. Jude, who are battling cancer and other life-threatening diseases.

Here are some ways your donation could be used to support the patients of St. Jude:

- \$10 can help provide a new toy for hospital play areas or recreational areas at St. Jude housing facilities.
- \$30 can help provide a St. Jude family with meals for one day in the Kay Kafe, the St. Jude cafeteria.
- \$100 can help provide a pair of pediatric crutches, sized especially for children help them maneuver during treatment.
- \$250 can help provide one red blood cell transfusion; children undergoing treatment for cancer and other deadly diseases often need transfusions.

When you make a donation using this information, your donation will be used to provide breakthrough research, treatment and cures. Items listed here are representative of services and supplies that are part of the treatment and care of children at St. Jude. The cost of each item or service is an approximation, and will vary based on actual costs incurred and individual patient needs. Your donation will be used for the general operating needs of St. Jude, where **no family ever receives a bill** for treatment, lodging, travel or food — because all a family should worry about is helping their child live.

Thank you for your support. Every dollar makes a difference!

**Part 2:** Facts about St. Jude to show the lifesaving work. This adds the personal touch and having patient stories connects the donors to the cause. These statements can be used in conversations to donors or in social media posts. It's important to get these facts out in public for people to realize how amazing St. Jude is for their patients.

- Treatments invented at St. Jude have helped to push the overall childhood cancer survival rate from 20 percent to more than 80 percent 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.
- Because the majority of St. Jude fundraising comes from individual contributors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.

- St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.
- St. Jude Children’s Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.
- 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.

Patient Story: Christopher, continues to visit St. Jude regularly for follow-up appointments. When he returns home, the straight-A student plays basketball and participates in track and field. He plans to pursue a career as a chef.

Patient Story: Isaac, age four, blood cancer. St. Jude patient Isaac loves his older siblings, Matthew and Alyssa. When he was diagnosed with a rare blood cancer, Alyssa was there to save the day.

Patient Story: Lilly, age 10, brain cancer. “Lilly has always loved music,” said her mom, Katie. “We used to perform at retirement homes as a family. Her daddy would play guitar, and I would sing, and Lilly would dance.” But in 2015, Lilly developed headaches and started having trouble balancing in ballet. “In fact, the night before she was diagnosed we played a retirement home,” Katie continued. “She wasn’t feeling well, but she danced for an hour straight that night because she didn’t want to let her elderly friends down.”

## Qualifications and Experience

Our board is made up of experienced students and staff that have made this event possible in the past.

- Lydia Chapman, is the regional director for the ALSAC organization for St. Jude. She is assisting multiple schools with their fundraising efforts for St. Jude Children’s Research Hospital. She has had three years of experience with St. Jude and when she was in college, she participated in a St. Jude board on her campus, hosting an Up ‘Til Dawn event and Dance Marathon. As well as, volunteered a partner organization, Make a Wish Foundation.
- Micaela Schoening, Executive Director, has had two years’ experience on the board. Last year she was the Sponsorship chair and got many Maryville and regional business to donate to St. Jude and donate prizes, food, and services for the main event. She also assisted others with their positions. This year she is the president and oversees all of the current, members. She has helped many of our team members, and she is a valued member of our board.
- Elizabeth Geier, Assistant Executive Director, has had two years’ experience on the board. Last year she was the Side Events chair and hosted multiple events throughout the year, such as, Colden Pond Plunge, Pie a Juder, Tailgating with St. Jude, and events leading to the main event. She also assisted others with their positions. This year she is vice president and helps Micaela oversee the board members. She takes meeting minutes and makes the agendas. She also works with the budget and collaborates with the treasure. She also works closely with the Side Events chair, helping her with the current side events happening before the main event.

## Budget

Our team spends about two hours per week for meetings and planning. As we approach the main event in January, the amount of time spent reaches about three to four hours per week.

Northwest Missouri State University									
Revolving Fund Activity Summary - Fiscal Year 18									
Fund - D424 Up Til Dawn									
Prepared on November 8, 2017 (Summary YTD)									
Fund	Title	BegBal.	Revenue	Expenses	Add ded.	Fundbal.	Commitm	Available	
D424	Up Til Dawn	\$571.95	\$0.00	\$0.00	\$0.00	\$571.95	\$0.00	\$571.95	
	Golden Plunge	\$571.95	\$0.00	\$171.96	\$0.00	\$400.26	\$0.00	\$400.26	
	Braclets	\$400.26	\$500.00	\$250.00	\$0.00	\$650.26	\$250.00	\$650.26	
	Breakfast	\$650.26	\$0.00	\$545.00	\$0.00	\$105.26	\$0.00	\$105.26	
	Capes (Flag)	\$105.26	\$0.00	\$72.00	\$0.00	\$33.26	\$0.00	\$33.26	
	Extra food	\$33.26	\$0.00	\$200.00	\$0.00	(\$166.74)	\$0.00	(\$166.74)	
	Crafts/games	(\$166.74)	\$0.00	\$150.00	\$0.00	(\$316.74)	\$0.00	(\$316.74)	
	DJ	(\$316.74)	\$0.00	\$250.00	\$0.00	(\$566.74)	\$0.00	(\$566.74)	
	Decorations	(\$566.74)	\$0.00	\$150.00	\$0.00	(\$716.74)	\$0.00	(\$716.74)	
	Prizes	(\$716.74)	\$0.00	\$100.00	\$0.00	(\$816.74)	\$0.00	(\$816.74)	
	Pr chair Filters	(\$816.74)	\$0.00	\$20.00	\$0.00	(\$836.74)	\$0.00	(\$836.74)	

## References

St. Jude Children's Research Hospital . (2017). *ALSAC Leadership* . Retrieved from St. Jude Children's Research Hospital: <https://www.stjude.org/about-st-jude/leadership/alsac-leadership.html>

St. Jude Children's Research Hospital . (2017). *Finding Cures. Saving Children.* . Retrieved from St. Jude Children's Research Hospital : <https://www.stjude.org/>

## Mission

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

