

The 32nd Annual AMERICAN CANCER SOCIETY'S

CLIMB

to Conquer Cancer

Saturday, March 3, 2018

Climb "A" Mountain

Team Leader Kit



CLIMB logo courtesy of Jeffry Gardner

American Cancer Society

Mission Statement

*Save Lives, Celebrate Lives, & Lead the Fight
for a World Without Cancer*

History

In 1913, ten doctors and five laymen founded the American Cancer Society (ACS). During a time when “mysterious cancer” was feared and even shamed, these individuals were determined to change the world’s attitude toward cancer and fight the disease through detection and treatment.

Today, the American Cancer Society is the largest voluntary health organization in the United States, with more than two million volunteers helping people understand, prevent and survive cancer.

Research: Launched in 1946, the ACS cancer research program has funded more than \$4.3 billion in cancer research and has led to primary contributions in cancer diagnosis and treatment. The program has a strong history of funding innovative research projects and has supported 47 researchers who have gone on to be selected as Nobel Prize Laureates. In Arizona alone, we are currently funding more than four million in local research grants.

Education: ACS plays an important role in educating health care providers and the public about cancer prevention and early detection. Information is provided on all aspects of cancer through published materials, a 24-hour toll-free information line (1-800-227-2345) and a website (cancer.org).

Advocacy: The Society protects the public's health by advocating for state and national policies that will increase support for cancer research, access to quality cancer care, prevention and awareness, and to reduce disparities in prevention and treatment.

Patient Support: ACS provides free information, resources and support programs for cancer patients, survivors, families and caregivers, including cancer and clinical trial information available 24 / 7, assistance with transportation to and from treatment, breast cancer mentoring programs, Cancer Survivors Network, hospital-based patient navigators and temporary housing for patients traveling for treatment.

For more information contact:

Tracelyn Sutton | 520-320-6384 | tracelyn.sutton@cancer.org





- WHAT:** The American Cancer Society’s 32nd Annual Climb to Conquer Cancer is a 5k walk from Pima Community College West Campus to the top of “A” Mountain. Participants enjoy food, fun, vendors, entertainment, and camaraderie.
- WHEN:** Saturday, March 3, 2018. Check-In 7:00 a.m. to 8:00 a.m.
Base Camp Festivities 7:00 a.m. to 8:00 a.m.
Opening Ceremony begins at 7:45 a.m.
Walk begins at 8:00 a.m.
Summit Festivities 8:30 a.m. to 10:30 a.m.
Summit Celebration begins at approximately 9:15 a.m.
- WHY:** We walk to raise funds in support of patients services, fund life-saving cancer research, and to celebrate survivors. From research to education, prevention to diagnosis, and treatment to recovery, we provide support to everyone impacted by cancer.
- WHO:** Everyone is invited to participate in this non-competitive fundraising event. People of all ages hike, run, walk, wheelchair and even push their babies in strollers up the mountain. Whether a cardio workout to the top of the mountain, a brisk walk or a leisurely stroll, ascending this Tucson landmark generates memorable photo opportunities, times of celebration and reflection, and funds our mission.
- WHERE:** Pima Community College West Campus, 2202 W Anklam Rd, to the top of “A” Mountain. Rides are available back down the mountain to PCC.
- HOW:** Teams and individuals can register online at tucsonclimb.com or request registration forms (see contact information below.) Registration is \$40 for adults (adult survivors \$20), \$25 for ages 13-19 and \$10 for ages 2-12 (youth survivors \$0). Each registered participant will receive a Climb Event T-shirt except ages 0-2.

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Partnering with the Climb to Conquer Cancer

As a Climb to Conquer Cancer Partner, you will help the American Cancer Society save more lives. In 2017, more than 1,688,780 people nationwide are expected to be newly diagnosed with this disease and 600,920 estimated deaths. Here in Arizona, 35,210 people are expected to be newly diagnosed with cancer with an estimated 12,050 deaths.

One in three consumers say they are more likely to purchase a product if it's partnered with our brand.

We continue to be a highly trusted source for cancer information, with 96 percent brand awareness among consumers.

Help save lives, and show your community how you provide employees and customers:

- A quality team building experience
- A platform for volunteerism and philanthropy

Help save lives with your partnership

Through your partnership, you are helping to create a world free from the pain and suffering of cancer by investing in innovative cancer research, providing free information and support, helping people reduce their cancer risk or find it early when it's more treatable. Here's how the Society puts your dollars to work in Arizona:

- 4700 newly diagnosed patients assisted by our patient navigators
- 3400 rides to treatment or cancer-related appointments
- 8400 nights of lodging for patients who must travel to treatment
- 5400 calls and chats to our 24/7 helpline
- 200 partnerships with health care systems improving prevention and early detection
- 1 million visits to our website
- \$4 million in current research funding

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Dear Team Leader,

Thank you for joining the **American Cancer Society's Climb to Conquer Cancer at 'A' Mountain**, and our mission of saving lives and creating a world with less cancer and more birthdays. We appreciate your passion and taking on the leadership role for your team.

Keys to success to help build your team and reach your goals:

- Decide on a team goal and make a list of who you want to approach to be on your team.
- Register your team online at: tucsonclimb.com.
- Send an email from your team page asking friends, family and co-workers to join your team and help raise funds to fight cancer!
- Follow up with each person and thank them for registering; follow up with those who have not yet registered and ask them if they plan on joining. If they can't participate, ask them to donate in support of your team.
- Hold a small kick off with your team to talk about a team fundraiser, team t-shirt and share stories about why your formed a team and why you are involved –make it fun!
- Turn in your t-shirt order and customized artwork (logo) by deadline of **February 1, 2018**.
- Keep in touch with team members, acknowledge their success and encourage them to reach their goal which will help with the team goal!

Thank you for being a Climb Team Leader!

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Fundraisers for Individuals

Conduct a letter-writing campaign

Dedicate your effort to someone who has won the battle or someone currently fighting it. Write a letter telling your friends, relatives, business associates, and those who provide you with services, such as beautician and dentist, what you are doing. Ask them to make a donation and provide a self-addressed, stamped envelope. Bring your collections into the office frequently.

Here's a plan to raise \$300 in one week

- Day 1:** Start by sponsoring yourself for \$25
- Day 2:** Ask two family members to sponsor you for \$25
- Day 3:** Ask five friends to contribute \$10
- Day 4:** Ask five co-workers to sponsor you for \$10
- Day 5:** Ask five neighbors to contribute \$10
- Day 6:** Ask your boss for a company contribution of \$50
- Day 7:** Ask one business you frequent for \$25

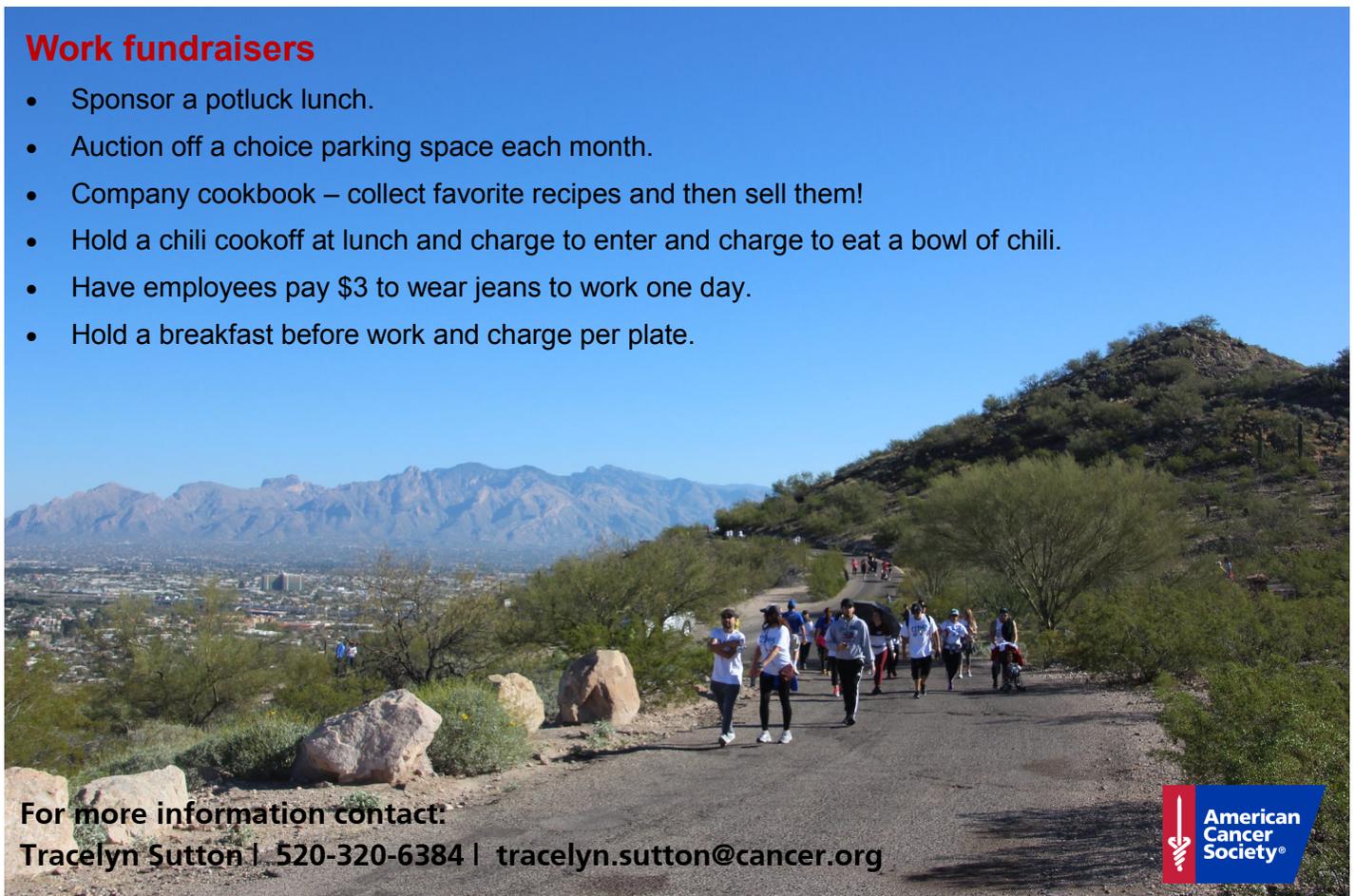
The key is to ask! The answer is always no, unless you ask. It really adds up in only one week. Start now and see how simple it can be. Good luck!

Fundraisers for Teams

- Have a garage sale, car wash, jelly bean count contest or bake sale.
- Take advantage of the holiday season and hold your fundraiser months before to give your team momentum.
- Auction yourself or other team members to work a day for someone else.
- Place donation jars in business, classroom or office.
- Ask your neighborhood to sponsor a team for \$125 or \$150.
- If you belong to a service club or church group, ask if you can have two minutes at the next meeting to ask for support.

Work fundraisers

- Sponsor a potluck lunch.
- Auction off a choice parking space each month.
- Company cookbook – collect favorite recipes and then sell them!
- Hold a chili cookoff at lunch and charge to enter and charge to eat a bowl of chili.
- Have employees pay \$3 to wear jeans to work one day.
- Hold a breakfast before work and charge per plate.



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Order Commemorative Flags \$10 each



Commemorative flags are a special tribute to those who have been through treatment, who are facing cancer, or those we have lost to cancer. Flags will be displayed on the route and you can collect them as you walk up "A" Mountain. Many people like to share photos of themselves with the flags with friends and family who are unable to participate.

Each flag is custom made and can be as unique as the person they represent.

Place your flag order online at tucsonclimb.com or turn in this completed form to the American Cancer Society Office, 2015 W River Rd, Ste 245, Tucson, AZ 85704.

Your Contact Information:

Your Name _____

Your Phone Number _____

1 Name: _____

In Honor Of In Memory Of \$ _____

Message _____

2 Name: _____

In Honor Of In Memory Of \$ _____

Message _____

3 Name: _____

In Honor Of In Memory Of \$ _____

Message _____

Total Flag Donations Enclosed \$ _____

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EXAMPLES OF FLAGS:



2018 Climb T-shirt Orders
Orders are due by February 1, 2018



PLEASE NOTE: You must remember to include in your order any members who may register online after your report was sent. Additional team members who register after February 1st will receive a t-shirt with no customization on the back.

Teams with less than 10 registered members will receive t-shirts with no customizing on back.

Team Name: _____ Date: _____

Team Leader: _____ Phone: _____

Registered Team Members: _____ # of Registered Survivors: _____

Please mark how many shirts you are ordering in each size and total your order. This will be the report we submit to our t-shirt vendor for your team.

Small	Medium	Large	XLarge	XXLarge	XXXLarge	Youth Small	Youth Medium	Youth Large	Total of t-shirts

All registrations have been paid online Offline registration fees are still owed

Total Due \$ _____ (monies not paid online)

Customized logo or team name on back – minimum (10) shirts

Blank shirts: _____ Customized shirts: _____

Use same artwork as last year: Yes or No Not providing artwork: _____

Please write out team name as you would like it to appear on back of shirt if not providing artwork:

Staff use only:

Artwork Received in office: _____
DATE

Verified by: _____
DATE

Called for pick up: _____
DATE

Picked up by: _____
DATE





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