

# GOALS 4 GOLD

## SPORTS FUNDRAISING FOR CHILDHOOD CANCER



### HAVE FUN WHILE HELPING KIDS WITH CANCER BY HOSTING A GOALS FOR GOLD FUNDRAISER

The first “Goals 4 Gold” fundraiser was hosted by two young philanthropists from Pawling, NY, the town where young Ty Campbell called home and where his family still resides. Ty passed away from brain cancer when he was five years old, and the youth in his community wanted to do something to help prevent a similar fate for children diagnosed with cancer in the future. After hosting a very successful event, the founders of “Goals 4 Gold” were willing to work with the Ty Louis Campbell Foundation to build an entire program around the concept.

### WHAT IS GOALS 4 GOLD?

Sports bring people together, and a little friendly competition doesn’t hurt. Goals 4 Gold encourages members of an individual team to get their community involved in fundraising by hosting a simple event that leverages one component of the game. For example, a free-throw competition in basketball, a home-run competition in baseball, or a penalty kick competition in soccer.



The TLC Foundation is a nonprofit organization (EIN: 45-1858390) that funds innovative research and clinical trials that provide less toxic, more effective treatment options for children fighting cancer. Our ultimate mission is to help fund the intelligence and technology that will improve long-term survival rates for children diagnosed with the deadliest cancers.

# LET'S GET STARTED!

## STEPS TO SUCCESS

- Choose a date and time and make sure to recruit volunteers who can help execute the event.
- Research and choose a location to host your Goals4Gold fundraiser. Preferably a park or a place with a field and a soccer net.
- Speak to who manages the area (usually a recreation department) to get permission to use the location on the day of your fundraiser.
- Create a registration form, fliers and sign-in sheet (see following pages for templates that you can use to create these).
- Start advertising (use announcements, fliers, emails, social media, etc.)
- Keep track of who registers for your fundraiser.
- Communicate with volunteers as the event day approaches in order to make sure event details are being managed.
- Get tshirts made if you would like to sell/for volunteers/for prize winners (you can get creative and create your own “goals 4 gold” logo).
- Get all necessary supplies and prepare for your Goals4Gold!
- Follow the steps on executing the fundraiser that follows
  - Consider expanding the fundraising efforts such as:
    - Face Painting
    - Relay Races
    - Bake Sale (put out word for people to bake items)
    - Raffles (ex: gift cards, tshirts, candy, etc.)
    - Sell Wristbands and Tshirts or other merchandise
    - Guess how many \_\_\_\_\_ are in the jar.
    - Water Balloon Toss
- If you host your event through an organized soccer club or another organization you will not need waivers, but if doing this independently you should print copies of the attached waivers and have each participant sign the waiver at the sign-in table.
- Promote your event heavily by posting signs around time, and leveraging social media to promote the upcoming event.
- Create a Facebook event page and invite everyone you know, post photos to Instagram and tweet about the upcoming event to drive participation.

## EVENT DAY SUGGESTIONS

- Go to location about 1.5 to 2-hours before the event is scheduled to begin in order to make sure there is ample time for setting-up.
- Set up soccer net with 10 soccer balls lined up at the penalty line. NOTE: The balls can be lined up at different distances from the goal for different age groups (have 2 extra balls on hand, just in case).
- If registration was particularly successful, you might want to set up two nets and have kick-offs taking place simultaneously.
- Set up other tables and activities you choose to have at the fundraiser (you might want to find a shady area if this is outside in an open field). Use signage to increase visibility.
- Enlist 2 volunteers to be “ball chasers” who are in charge of chasing down the soccer balls that miss the goal and setting them back up again.
- Have volunteers set up at registration table and any other activity tables.
- Make sure registration table has copies of the sign-in sheet, a list of those that registered in advance, and copies of waivers (if necessary).
- Registration table should also have a cash box for day-of collections, a calculator, a device to take credit card payments via smartphone (optional), a folder for collecting waivers and pens/clip boards.
- Once kickers arrive, have a volunteer manage the list of kickers and line them up by age group when it is time to begin. Keep track of how many goals are scored by each individual participant. Pens and clipboards required).
- Host a “winner announcement” ceremony (optional) or simply award the winners of each age category as they complete the kick-off.
- At the end of the fundraiser pick the raffles if you have them and look at who won each age group.
- Give the winners their prizes if they are still there. If not find another way to give them their prize.
- Have fun counting the money you made for kids with cancer!

## KNOW THE FACTS ABOUT CHILDHOOD CANCER

- Have fun counting the money you made for kids with cancer!
- Childhood cancer is the #1 cause of death by disease among children in the U.S.
- Following accidents, cancer is the second leading cause of death in the US among children ages five to fourteen.
- One in five children diagnosed with cancer in the U.S. will not survive.
- Sixty-Five percent of the children who survive cancer suffer chronic, life-threatening and long-term side effects as a result of receiving treatment at such a young age.
- Fifty years ago, fewer than 10% of children diagnosed with cancer survived long term. Today, that number is almost 80% overall. *We have research to thank for this.*



# TY LOUIS CAMPBELL FOUNDATION

## OUR MISSION

The Ty Louis Campbell (TLC) Foundation is a certified nonprofit organization that funds innovative research and technology specifically geared toward the treatment of the most aggressive cancers found in children. Our organization seeks less toxic, more effective treatments that will improve the survival rates of children diagnosed with the deadliest cancers.

## OUR REASON

Pediatric cancer is the number one cause of death by disease among children. It doesn't discriminate. It happens at random sparing no ethnic group, socio-economic class or geographic region. There is no known cause or prevention for most childhood cancers. One out of five children diagnosed with cancer will not survive, and we believe that is unacceptable.

Pediatric cancer patients are robbed of their childhood fighting this disease, and then many, if they survive the toxic medication, are robbed of their future by the lifelong side effects. Ty Louis Campbell, for example, was unable to walk or play with his toys for two years – even when he was cancer free, because the side-effects of treatment caused paralysis. He passed away peacefully in his parents' arms after more than two years of fighting the disease.

## OUR INSPIRATION

We call him SuperTy because he was our little fighter. Ty Louis Campbell graced this earth for five beautiful years, and before he left he made it a better place to live. He made an astounding impact on all who heard his story, and inspired others to make the most of their lives and to rally against childhood cancer by raising awareness.

For Ty, we will uncover better treatment options for children. Treatments that work without robbing children of their childhood. Until then, we ask you to do this in his honor...

*“Let your kids jump in muddy puddles whenever they want. Let them get wild with finger paints and glitter. Soon they'll be all grown up and see the dirty clothes and wet shoes as nothing but a nuisance.”*





## SAMPLE LETTER TO COACHES/PARENTS

Dear Coaches/Parents,

We would like to inform you of a fundraiser we are/would like to host(ing) called Goals4Gold. Gold is the awareness color for childhood cancer, and Goals4Gold is a soccer-related fundraiser to raise money for childhood cancer research through the Ty Louis Campbell Foundation (learn more about the foundation at [www.thetlcfoundation.org](http://www.thetlcfoundation.org)).

We invite you or your child to sign-up for this fun-filled kick-off. Each participant will kick 10 soccer balls on goal (registration is \$10 per participant). The winner in each age group receives a prize (as well as bragging rights)! In addition to the kick-off, we will have a variety of family-friendly activities taking place at the venue.

Our Goals4Gold will take place on (date) from (time) at (location). Thank you and I hope to see you there!

Sincerely,

(Your Name)

The TLC Foundation is a certified 501(c)(3) nonprofit (EIN: 45-1858390) and all donations are tax-deductible.





