



TLC's Youth Committee

Learning Leadership and Philanthropy while Raising Awareness and Funding for Childhood Cancer Research

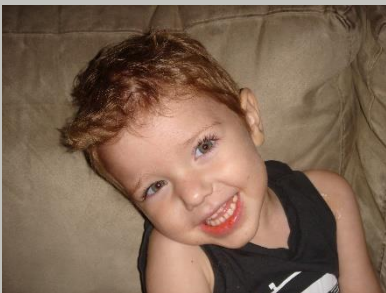
Our Inspiration:

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. He inspired a community to make the most of their lives and to rally against childhood cancer by raising awareness and funding research.

Ty was astoundingly beautiful and always quick to smile. His sheer magnetism developed not because of the cancer that consumed him, but rather his love for life that defined him.

For Ty, we will uncover better treatment options for children. Treatments that work without robbing children of their childhood.



ABOUT THE TLC YOUTH COMMITTEE

The TLC Youth Committee was formed in order to reach a young population of community leaders, engage them in volunteerism, build future leaders, and support the awareness and fundraising efforts of the Ty Louis Campbell (TLC) Foundation. Our members are charged with supporting the overall mission and activities of the TLC Foundation by acting as community leaders among their peers, participating in fundraising activities, and engaging others.

ABOUT THE TY LOUIS CAMPBELL FOUNDATION

TLC seeks less toxic, more effective treatments that are specifically designed for children fighting cancer. Our mission is to help fund the intelligence and technology that will uncover new ways to cure children with cancer.

WHY JOIN?

The TLC Foundation has been making huge strides in achieving our mission to fund childhood cancer research. The organization is growing rapidly, making this a wonderful opportunity for young leaders to get involved. As a member of the Youth Committee, you will:

- Build valuable leadership skills
- Develop knowledge of the communications and event planning aspects of an organization
- Learn project management
- Work in a designated role in order to enhance skillset
- Gain philanthropic experience
- Network with new friends
- Impact families who are affected by childhood cancer

TLC's Three-Tiered Approach to Fundraising

At the Ty Louis Campbell Foundation, we support our mission with a three-tiered approach focused on fundraising, volunteerism and charitable merchandising. Our youth committee may get involved in any of these initiatives.

The **Ty Louis Campbell Foundation** is the core of our organization. It is the beneficiary of all fundraising, and the sole source of decision-making around all of our childhood cancer research investments. TLC was created in memory of Ty Campbell and his brave battle against brain cancer in order to fund the research and therapeutic clinical trials that were not available to him when he was in treatment in order to give the next Ty Campbell a greater chance at life. All awareness initiatives and community fundraisers facilitated by our Board members, volunteers and supporters directly benefit the Ty Louis Campbell Foundation for childhood cancer research.

The PRET*TY Store is a growing brand of predominantly gold accessories and other assorted charitable merchandise that directly benefit the foundation. Gold is the awareness color for childhood cancer, and PRET*TY fills a void that existed in the marketplace for awareness accessories that went above and beyond the silicone bracelet. One-hundred percent of the proceeds from ALL merchandise sales directly support the foundation, which helps to offset the costs of operational expenses. This line of unique merchandise was created to leverage the growing popularity of charitable retail brands while raising awareness and funds to benefit the cause. Visit prettystore.org to see the products and get your own PRET*TY products.



The Muddy Puddles Project celebrates kids being kids in honor of those who can't. This national, public awareness and participation campaign was inspired by Ty, who dreamed of jumping in muddy puddles when he was cured of cancer. The core of the project involves getting communities involved in hosting activities that get children outside; letting them dance in the rain, jump in the mud, play in the sand and run among the wildflowers.

The Foundation launched the Muddy Puddles Project in April 2013, a volunteer-driven fundraising platform (to benefit TLC) that encourages parents everywhere to let their children have fun and get messy in honor of those that can't. The largest component of the project consists of increased volunteerism to create a huge outdoor fundraising event in NY (the annual "Mess Fest"), but it also consists of a year-round interactive website that documents opportunistic photos of children playing outside having fun in the mud. The Muddy Puddles Project is something that anyone can participate in, from anywhere, and has been featured on the *Today Show*, *Katie Couric* and *The Doctors*, and resulted in more than 4,500 Mess Fest attendees in 2 years.

"The Muddy Puddles MESS FEST was the best day of my life" – Carli, age 8

Collaborating to Cure Kids' Cancer

The purpose of the youth committee is for ambitious students to get involved in a wonderful cause as well as experience the inner workings of a non-profit organization. Membership will allow you to utilize the opportunity as a means to begin building a resume that includes volunteerism and leadership, both of which are vital when applying to college, internships, and jobs in the future.

Our young volunteers are essential to helping make our community events and fundraising efforts successful. In order for the experience to be beneficial for all involved, we require our youth committee members to attend meetings and consult with your team mentor on a weekly basis via email or text.

MEMBERSHIP REQUIREMENTS:

All Youth Committee Applicants Must:

- Be at least 15+ years old
- Be able to commit for one year
- Have had experience in at least one philanthropic event, or
- Express a strong desire to get involved with the cause.

EXPECTATIONS:

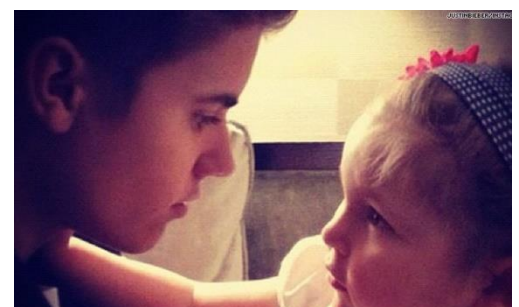
Youth Committee Members are expected to:

- Plan and execute fundraising events
- Attend meetings/Consult with mentor
- Support childhood cancer awareness initiatives
- Engage members of the community
- Interact with local businesses

Going Gold



Gold is the awareness color for childhood cancer, and awareness efforts are represented by the gold ribbon. The TLC Foundation shares a common belief that increased awareness will motivate supporters into action and drive increased funding for research. Our youth ambassadors may also find inspiration from newsworthy events in the childhood cancer community and leverage them to raise awareness.



Youth Committee Application

Name:

Address:

Age:

Phone:

Email:

School:



1. Why are you interested in becoming a part of the Ty Louis Campbell Youth Committee?

2. What makes you a good candidate for the Youth Committee?

3. Describe your philanthropic experience OR why you are strongly passionate about the cause.