



fight 2010

Relay For Life Kick-off Party



*Welcome to the
2011 Relay For Life
Niceville/Valparaiso
KICK OFF!*

Relay For Life Kick-off Party



Local Relay among Florida's top 25

Exceeded goal by \$18K

The Niceville-Valparaiso Relay For Life was recently recognized as a top 25 event in Florida by the American Cancer Society.

The local Relay was 23rd in the state. No. 1 was Naples.

Top 25 events average more than twice the number of participants with more than 28 percent being survivors, and have committees that were twice as large as under \$40,000 events, with an average of 26 members

Top 25 events accounted for only 7 percent of all the events in Florida, but raised almost one-fourth of all team dollars statewide, with an average of \$1,500 per team. Niceville had a team average of \$3,333.

Niceville's final numbers for

2010:

—\$148,136 total net—
\$18,136 over goal

—44 Teams

—4.1 percent of gross for expense, well below the allowed 10 percent

—\$3,867 in sponsorships

Next year will be Niceville-Valparaiso's 14th year to participate in Relay. Thirty teams have already signed up for the 2011 Niceville/Valparaiso event, which will take place April 15 and 16, 2011.

To participate, attend a meeting from 6 to 7 p.m. at St. Paul Lutheran Church Tuesday, Sept. 21. Contact Dee Hayhurst, American Cancer Society Staff Partner, dee.hayhurst@cancer.org or 244-3813 ext. 3555



Niceville residents whoop it up during the 2010 Destin Relay for Life after heavy rains washed out the Niceville-Valparaiso event. In spite of the weather, the local Relay was 23rd in the state in terms of funds raised.

Top 25 Event!!

A Shout-out to Kendall and Alex Wagner, great article!!

Relay For Life Kick-off Party



American
Cancer
Society

fight
2010

The Theme is SPORTS

Our slogan is:

“Refuse to Lose”

Relay For Life Kick-off Party



2011 Relay For Life

Stretch Goal: 70 Teams

Stretch Goal: \$200,000

Sponsorship: \$10,000



What Is Relay For Life?

Relay For Life Kick-off Party



fight
2010

Relay is a.....



FUN



FESTIVE



FOCUSED



FUNDRAISING



FIGHT!



Relay For Life is a ...



TEAM event to FIGHT CANCER!



TEAMS...





fight
2010

REGISTERED TEAMS

AAC/PK (18)
BWB Survivor and Friends (1)
Bluewater Elementary (3)
Christ our Redeemer (22)
City of Niceville (16)
Curves (19)
Edge Tigers (4)
Holy Name of Jesus (12)
Kiwanis (20)
L-3 Stratis (17)
Lewis Middle School (7)
NHS Eagles (5 & 6)
Niceville Assembly of God (9)
Northwest FL State College (24)
Panther Pride (2)
Parkway Vet Hospital (13)
Qualis Corporation (23)
Ruckel Middle School (8)
St Jude's (10)
St. Paul's Lutheran Church (15)
Twin Cities Hospital (21)

Twin Cities Women's Club (14)
United Methodist Church (11)
Money Grubbers (25)
Niceville Family Dental Center (26)
Niceville Taekwondo (27)
S & S Swimmers (28)
Team Bruner (29)
Children's Advocacy Center (30)
Chrissy's Kids (31)
Plew Panthers (32)
Team America (33)
Steering Committee (34)
Hair of a Dog (35)

Your Team
Name can go
here!!!



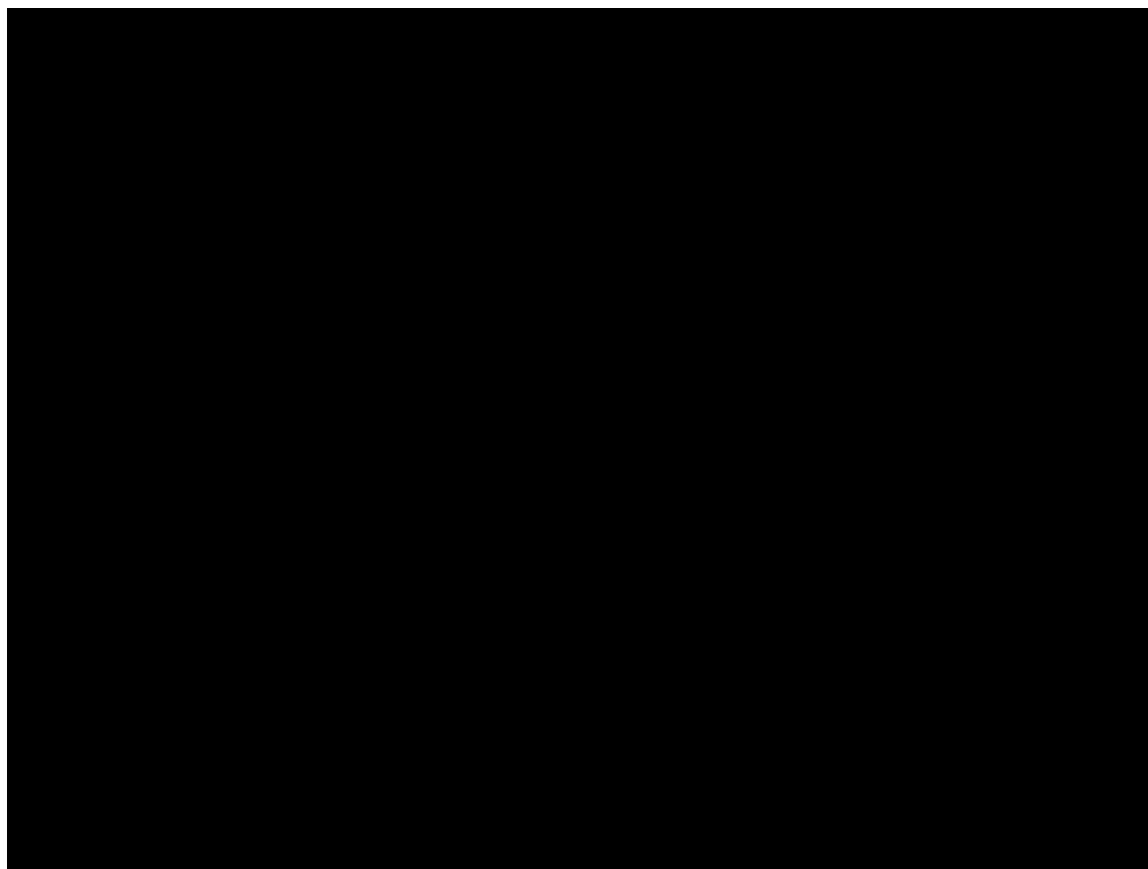
“Cheer Challenge”

- ❖ Helping People Stay Well
- ❖ Helping People Get Well
- ❖ Finding Cures
- ❖ Fighting Back



fight
2010

CELEBRATE...REMEMBER...FIGHT BACK!



Relay For Life Kick-off Party



Our Keys to Success...





American
Cancer
Society

fight
2010

"No burden is too heavy if EVERYONE lifts"

REGISTER YOUR TEAM TONIGHT!

Relay For Life Kick-off Party



**We are pleased to announce our 2011
HONORARY CHAIRS**

*Virginia Crisafulli
& Chief Binnaker*



Recognition Programs

2011 Nationwide Team Fundraising Club


The American Cancer Society Relay For Life appreciates your team's fundraising efforts. We understand the commitment you make and the time and energy you spend to raise money to Fight Back against cancer all year long as a Relay For Life team in your community.

The Team Fundraising Club program was developed to provide your team recognition at the event and in your community for your fundraising achievements. You will be presented a Club Sign when you reach the Fundraising Club Level - Bronze (\$2,500). Each time you reach another level, your staff partner or event chair will update your sign with a new sticker - even during the event so be sure to do on-site fundraising at your Relay For Life event!


At team captain meetings you will be able to see the progress of your team against others participating in your Relay. You can also track your team's success on your event website.

Team Fundraising Club Levels

Rising Star Level - \$1,000
Bronze Level - \$2,500
Silver Level - \$3,500
Gold Level - \$5,000
Platinum Level - \$7,500
Jade Level - \$10,000
Sapphire Level - \$15,000
Emerald Level - \$25,000
Ruby Level - \$50,000
Diamond Level - \$75,000
Purple Level - \$100,000




Team Fundraising Club Car Window Clings



You will receive a Fundraising Club Level Car Cling after your event. Proudly display in your car window to promote Relay For Life and the Team Fundraising Club program in your community.

How to Use Your Team Fundraising Club Sign:

- Bring your sign to team captain meetings to display and have your levels updated.
- Proudly display your sign at team fundraising events at work and in your community.
- Display your sign in the front yard of your team captain's home or workplace to generate publicity for your Relay.
- Post at your campsite or along the track at your Relay For Life event to recognize your team's efforts and motivate other teams to reach higher levels next year.
- Safely store your sign so you can display it with your new sign next year. Other teams can see how much you have raised over time in the fight against cancer.

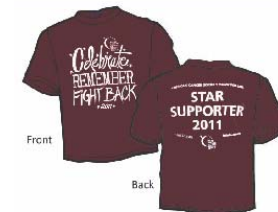


For additional information, please visit RelayForLife.org/fundraisingclubs



RECOGNIZING YOUR DETERMINATION IN THE FIGHT AGAINST CANCER

STAR SUPPORTER



The Star Supporter Program recognizes people who individually raise \$1,500 or more for Relay For Life. Each Star Supporter will be recognized during the opening ceremony and awarded a special Relay For Life t-shirt. For more information, talk to your Relay For Life Team Captain.

The American Cancer Society is the nationwide, non-profit, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.

Fundraising Division, Inc. • 1-800-ACS-2341 • www.cancer.org



Team Fundraising Club

Star Supporter

Relay For Life Kick-off Party



Relay For Life Team Challenger Program "Are you up for the Challenge in 2011?"



2011

TEAM CHALLENGER CHECKLIST: ✓

1. RECRUITER CHALLENGE

- Recruit a NEW team with 12-15 members
- Ensure NEW Team Captain submits registration form and commitment fee
- Provide support to new Team Captain

2. NEW TEAM CAPTAIN CHALLENGE

- Submit registration form and commitment fee
- Attend Team Parties

3. COMMITTEE CHALLENGE

- Present Exclusive Team Challenger Jacket to recruiter



Imagine
a world
with more birthdays.

RelayForLife.org • 800.227.2345



30 Wright Avenue
Litzitz, PA 17543 800-343-0990

Team Challenger

Relay For Life Kick-off Party

Nationwide Individual Fundraising Club

Thank you for participating in Relay For Life in your community. Your commitment to fundraise is not a small one and we appreciate your efforts in asking your Friends, family, co-workers and community for donations in the fight against cancer. When you registered you were asked to raise a minimum of \$100 - but don't stop there! The Individual Fundraising Club Program was developed to motivate and award volunteers for fundraising excellence. You can review the list of levels and award gifts below and work towards your favorite prize! Most items are branded with the Relay For Life logo which helps promote our mission within your community every time you use or wear the item. Good luck and happy fundraising!



RIISING STAR \$100

Each registered Relay For Life participant will be awarded a 2011 Commemorative Event T-shirt for having raised a minimum of \$100. If you raise \$250 or more and reach another club level, you will receive both an event T-shirt and the prize you select. To redeem your incentive prizes below, follow the easy instructions listed on the bottom of page 2.

Bronze Level - \$250 - \$349



Stainless Waterbottle



Long Sleeve T-shirt



Neoprene Laptop Sleeve



Tote-N-Go Stool/Cooler



Sweatshirt



Beach Towel

Silver Level - \$350 - \$499

Gold Level - \$500 - \$749



Athletic Shirt



Messenger Bag Cooler



Pajama Pants

Platinum Level - \$750 - \$999



Portable Hammock



Black Hoodie



Laptop Messenger Bag

Jade Level - \$1,000 - \$1,499



Commemorative Afghan



Lightweight Jacket



Tunegate Folding Chair w/Speakers



For additional information, please visit RelayForLife.org/fundraisingclubs

Individual Fundraising Club



Please welcome our 2011 Survivor/Caregiver Chair...



Patti Checkler



Supporters Make it POSSIBLE...
Scientists make it HAPPEN...
Survivors Make it PERSONAL!



“We Walk”

Please close your eyes...





American
Cancer
Society

fight
2010

How Can You Help Put More Purple Shirts on The Track?

REGISTER YOUR TEAM TODAY!

Relay For Life Kick-off Party



Please welcome our 2011 Luminaria Chair...



Patti Ferguson



fight
2010

Please join me for this lap...

Walk this lap to show your
commitment to finding a CURE...

Relay For Life Kick-off Party



Relay For Life Kick-off Party



American
Cancer
Society

fight
2010

Help Us Create A World With Less Cancer...

REGISTER YOUR TEAM TODAY!

Relay For Life Kick-off Party



American
Cancer
Society

fight
2010

Welcome our Mission Education Chair Ruth Shambo Edwards

Relay For Life Kick-off Party



ACS is the first place for resources, information and guidance

- The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy, and service.



R.O.C.K. Programs

- R.O.C.K= Reaching Out to Cancer Kids
- Offers three types of programs: ROCK camp, Families ROCK weekend, Rock College Scholarships
- Partners with Camp Boggy Creek
- Serves children and teenagers ages 7-15 who are referred by pediatric oncology centers



R.O.C.K Programs continued

- Many volunteer counselors are cancer survivors and alumni
- Offers College scholarships
- Designed to help children, adolescents and young adults cope with cancer while ensuring the same opportunities as others



Man to Man

- Offers one-on-one patient support from specially trained prostate cancer survivors
- Provides a comfortable and confidential meeting environment for men and their families
- Provides support programs for spouses
- A local support group meets at the Fort Walton Beach Medical Center on the second Thursday of the month.
- Provides personal visits and telephone support
- Helps men and their families cope with prostate cancer



Road to Recovery

- Provides rides to patients who have no way to get to their cancer treatment
- The American Cancer Society trains volunteers and schedules rides for patients
- Volunteers must have a valid driver's license, good driving record, safe and reliable car and proof of insurance.
- Driver coordinators can work whenever it's convenient for them, one day a week, during the evening, or weekends.



Now it's your turn

Game on!

Relay For Life Kick-off Party



Match the facts to the programs

First two tables to match all their facts correctly win a prize.



October is Breast Cancer Awareness Month...

**The Challenge is decorating
a bra...**

Like this...



fight
2010

My REASON to RELAY...





YOU...CAN...MAKE...A...DIFFERENCE!

Walk this lap with me and
commit to **FIGHTING BACK!**



Are You Ready To Tell Cancer...

**WE'RE NOT GONNA TAKE IT
ANYMORE**



REGISTER YOUR TEAM...

Commit to **FIGHTING BACK!**





On Behalf of the Relay Steering Committee...

Thank you
and we will see you
at the next meeting
Tuesday, Oct 26th



fight

2010

Relay For Life Kick-off Party