



2015 Relay For Life of Houston County

Welcome Relayers!

We are thrilled that you have chosen to be a part of the 2015 Relay For Life of Houston County! With your passion and dedication we are looking forward to an even better year in the fight against cancer.

In your packet you will find information on – starting a team, important meeting dates, accounting information, committee involvement opportunities, how to become a corporate sponsor, honoring your loved ones with a Luminaria bag, survivor and caregiver activities, information on where the money goes, and important contact info. Please take time to look through all of the exciting info enclosed and let us know if you have any questions.

2015 Info

Starting a team:

First and foremost, please fill out and turn in the green team captain info sheet enclosed to the event chair, staff partner or team development chair so we can stay in touch with you about upcoming meetings and fundraisers.

All team registrations will be done online this year and you can sign up at www.relayforlife.org/houstonal. As the team captain, you will need to log on first to register your team and sign yourself up. Enclosed are how to flyers to be passed out to your team members to help them log on and join your team today.

Lastly, we ask that each team member raise a minimum of \$100 each to receive their 2015 participant shirt and help their team reach their overall fundraising goal.

Important Meetings:

Please see the enclosed Important Meeting Dates flyer so you can stay up to date on 2015 Committee Meetings, Team Captains Meetings, Survivor activities & more!

Accounting: “It’s not all about the money; it’s all about what the money can do”.

All fundraising money can be turned in at each meeting throughout the year. Each time money is turned in it will be signed off and receipted by both you and the accounting chair. If you are unable to attend meetings or would like to send your money in, you can mail checks, money orders and cashier’s checks to The American Cancer Society ATTN: Houston County at 3054 McGehee Road Montgomery, AL 36111. Please do not send cash and be sure to send a detail tape with your check and money order. You may also drop team money off in person and the accounting chair will count and receipt your funds. If you have any questions pertaining to accounting, please contact the Accounting Chair, Connie Wehner at (334)–702–7722.

Committee:

Relay For Life is about a community taking up the fight! Every event, ceremony, fundraiser etc. has a passionate volunteer behind making that happen. If you are interested in joining the 2015 planning committee you can get in contact with someone on the important contact info flyer or attend one of the meetings on the important meeting dates flyer and we will get you squared away.

Corporate Sponsorship:

Every Relay For Life event is made possible by our event sponsors. These include local businesses, companies or individual donors giving anywhere from \$250 to \$5,000. They receive recognition on the event shirt, event publicity etc. Corporate Sponsorship money raised for the event can count towards your team fundraising totals if recruited by a team member and sent to the ACS Staff Person (Taylore Logan) in Houston County before Relay. Included in your packet are the 2015 sponsorship opportunities for your reference.

Luminaria:

At the dusk of each Relay For Life event is our Luminaria ceremony. Small white bags, lit with a candle and purchased by Relayer's for \$5 each, line the track in honor of or in memory of those who have battled cancer. All money raised by you or a team member through Luminaria sales will be counted towards your team fundraising goal. Luminarias may be purchased online on the event website, or with the order form included in your packet. Help us line the track with HOPE and purchase a Luminaria bag today!

Survivors/Caregivers:

We invite all cancer survivors and caregivers to be a part of this life changing event through our survivor dinner and opening lap of the 2015 event. If you are a cancer survivor or caregiver you can fill out the registration form enclosed. You can turn these in at the next meeting or mail it to our local office address on the important contacts flyer. All survivors will receive a 2015 commemorative pin and survivor t-shirt.

Where the \$ goes:

Every dollar raised through Relay For Life goes to the American Cancer Society in helping people Get Well, helping people Stay Well, Finding Cures and Fighting Back. Together it funds Research, Education, Advocacy and Patient Services. Please find included our Programs and Services flyer for reference. You can also find more information on the event website and at www.cancer.org.

Important Contact Info:

Once again, we are thrilled to have your involvement in the Relay For Life of Houston County and look forward to working together to fight back against cancer. Please feel free to contact any of us via the important Contact flyer with any questions.

Sincerely,
2015 Event Leads, Melanie Mills and Sharla Godwin
ACS Staff Partner, Taylore Logan

Relay For Life Online Guide

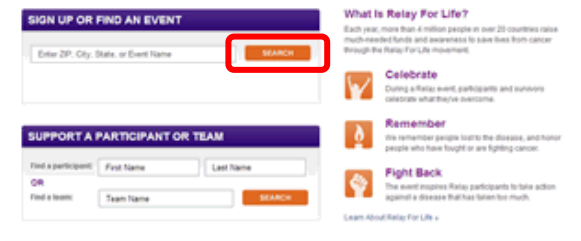
Sign Up. Set Up. Start Fundraising.

Welcome! Let's get started!

Follow the step-by-step directions below to set up your Relay For Life webpage and get going.

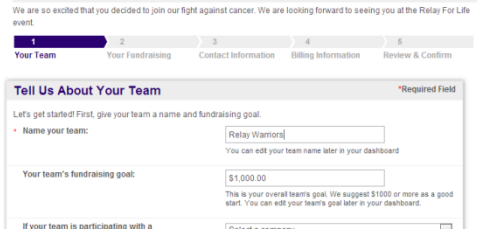
Step 1: Find Your Event.

Go to: relayforlife.org to locate your event, then click 'Sign Up'.



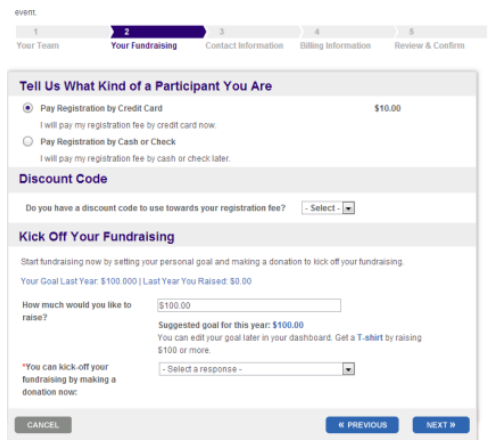
New Participants may choose to start a team, join an existing team, register for the Survivor Lap, or walk as individuals.

Register for this Event



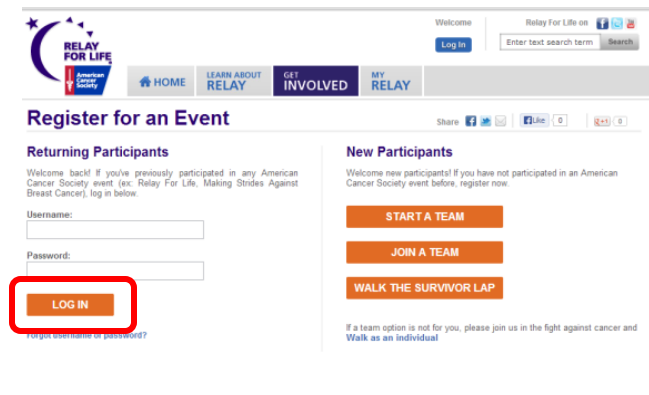
Step 3: Continue registration.

Continue registering by selecting your payment method, kicking off your personal fundraising, and entering your contact information.



Step 2: Register for an Event.

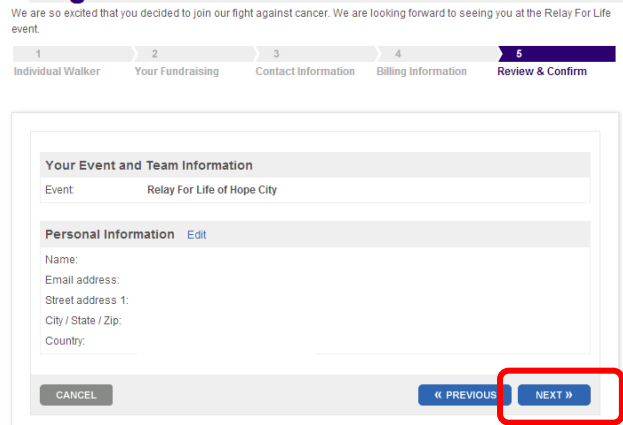
If you have participated in a previous event, login as a "Returning Participant" to reform your team, or start a new one. If you are a new participant, make a selection on the right to begin the registration process.



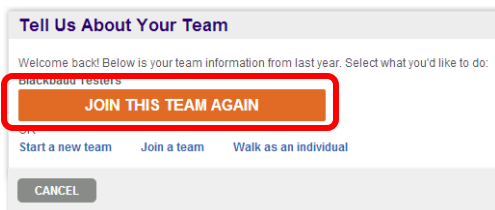
Step 4: Complete registration.

Complete the registration process by following the instructions on each page.

Register for this Event



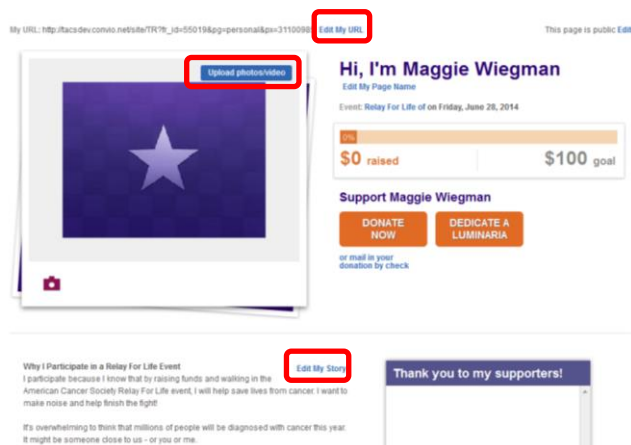
Returning Participants have access to their personal page and address book from the previous year. If you have forgotten your password, you can request it by email using the "Forgot username or password?" link.



Reforming a team will also give you access to your team page from the previous year.

Step 5: Personalize your Web page.

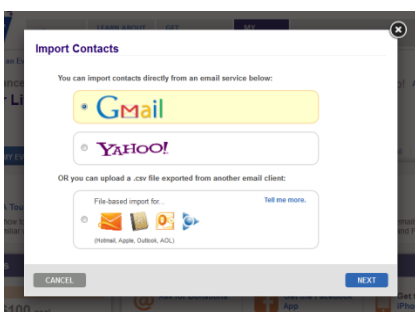
- Click 'Personalize Your Page' within the View/Edit section of your dashboard.
- Click on 'Edit my Story' to personalize your title and share the reason you are participating. Make it personal!
- Click the 'Upload Photo or Video' button to upload a personal Photo (must be .jpg and smaller than 200 kb), or add a YouTube video.
- Click on 'Edit My URL' to create a short URL for your personal page.



Step 6: Set up your address book.

To add names & emails into your address book:

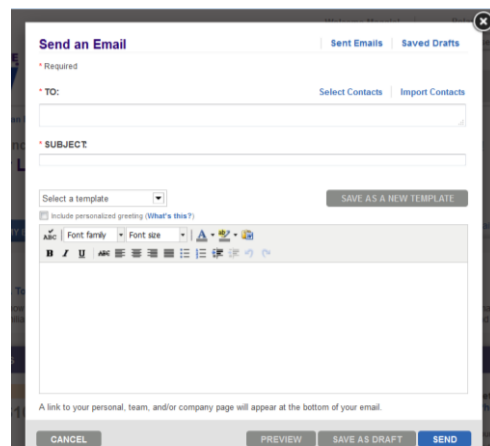
- Click "@My Contacts" in your Dashboard and then on 'Add a Contact' to add a single contact to your address book
- Click on 'Compose an Email' and then choose to 'Import Contacts' from a file, or from an external email client by clicking on your preferred provider and following the



Step 7: Send emails to friends and family.

Click 'Compose an Email' in your Dashboard.

- If you need some help, you can choose a type of email to start with from 'Select a Template' dropdown.
- If you set up an address book, click 'Select Contact(s)' and check the names you would like to appear in the "TO" field of the screen.
- If you did not set up an address book, you may type address in the address block (these addresses will be added to your address book for future use).
- Customize the message with the reason you are involved, or create your own message.
- You can review previous messages in the 'Sent Emails' section.



Step 8: Keep track of your Progress.

- Check out the 'My Progress' section at the top of the page to see (or edit) your personal goal
- View your progress any time, by downloading the iPhone or Android app
- In 'My Donations', you can view the donations you have received, messages from your donors, and send / track thank you emails
- Click on 'Make a Donation' to donate towards your personal fundraising goal
- Ramp up your fundraising efforts by fundraising on Facebook



Visit RelayForLife.org

If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1.800.227.2345.



Houston County Relay For Life 2015

Relay Date: May 8, 2015

Theme: Heroes For Hope

Website: www.relayforlife.org/houstonal

Kickoff: November 17th @ Friend Bank, 5:30PM

Team Meeting: January 19th @ Friend Bank, 5:30PM

Team Meeting: March 16th @ Friend Bank, 5:30PM

Bank Night: May 5th @ Regions Bank, 5:30PM

Survivors Dinner: TBA

Relay For Life: May 8th @ Northview High School, 6:00PM

Note:

*All team registered online by December 15th will receive the team captain t-shirt early

*No registration fee for RFL 2015





2015 Relay for Life of Houston County

Event Sponsor Opportunities

May 8, 2015 • Northview High School

☐ \$5,000 Presenting Sponsor

- Presenter recognition in all advertising: brochures, event website, program, media, event emails
- Special recognition and invitation to speak at Relay For Life Event and Wrap-Up meeting
- Complimentary space at Relay For Life event
- Opportunity to display 2 banners at Relay event
- Prominent Logo placement at the event including on participant t-shirts
- Giant 4-foot ribbon sign displayed at Relay event
- Complimentary Relay For Life window cling
- Recognition gift awarded post-event

☐ \$750 Gold Sponsor

- Recognition on Relay For Life event website
- Opportunity to display 1 banner at Relay event
- Logo on 2 co-branded track signs displayed for duration of Relay For Life event
- Name placement on participant t-shirts
- Complimentary Relay For Life window cling
- Certificate of recognition awarded post-event

☐ \$2,000 Platinum Sponsor

- Recognition in all advertising: brochures, event website, program, media, event emails
- Complimentary space at Relay For Life event
- Opportunity to display 2 banners at Relay event
- Prominent Logo placement at the event including on participant t-shirts
- Giant 4-foot ribbon sign displayed at Relay event
- Complimentary Relay For Life window cling
- Recognition gift awarded post-event

☐ \$500 Silver Sponsor

- Recognition on Relay For Life event website
- Opportunity to display 1 banner at Relay event
- Logo on 1 co-branded track signs displayed for duration of Relay For Life event
- Name placement on participant t-shirts
- Complimentary Relay For Life window cling
- Certificate of recognition awarded post-event

☐ \$1,000 Diamond Sponsor

- Recognition in all Luminaria advertising
- Complimentary space at Relay For Life event
- Opportunity to display 1 banner at Relay event
- Prominent logo placement at the event including on participant t-shirts
- Logo on 3 co-branded track signs displayed at event
- Complimentary Relay For Life window cling
- Recognition gift awarded post-event

☐ \$250 Bronze Sponsor

- Recognition on Relay For Life event website
- Complimentary Relay For Life window cling
- Certificate of recognition awarded post-event

Mail completed form and sponsorship payments to: American Cancer Society • 3054 McGehee Road • Montgomery, AL 36111

Relay For Life Team, if any, to be credited for sponsorship: _____

Company: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

☐ Check Enclosed **OR** ☐ Please Invoice, indicate desired billing date _____



2015 Houston County Relay For Life "Heroes For Hope"

Everyone's reason to Relay is as unique as their own personal story. At Relay, people find healing, comfort, and support from others who have faced cancer or who have lost a loved one to the disease. Those who participate in Relay are passionate about finding an end to cancer in our lifetime.

No matter why, or how, you take part in Relay, one thing is clear; with every step taken and every dollar raised you are helping the American Cancer Society save lives. With your help, we aren't just fighting one type of cancer – we're fighting for every birthday threatened by every type of cancer in our community.

Each organization, each person, who shares the Relay experience can take pride in knowing that they are working together to create a world where this disease will no longer threaten the lives of our loved ones, or claim another year of anyone's life.

Through your partnership with the American Cancer Society, it allows us to continue to offer our programs available for those in the fight against cancer. Most importantly, your sponsorship can help fund the research needed to fight this deadly disease.

Enclosed is a listing of sponsorship opportunities for you. Please check the appropriate box and return the sponsorship form, along with your check, to the address listed on the form. Remember to make all checks out to, The American Cancer Society. **All donations are tax deductible.**

On behalf of our Committee, Relay Teams, and Survivors, let us say THANK YOU from the bottom of our hearts, for your generous donation.

Sincerely,

Taylor Logan
Relay for Life, Specialist
Taylor.logan@cancer.org OR (901) 634-6051



Houston County

2015 EVENT GOALS

- **60 TEAMS** RAISING MONEY FOR THE CURE!
- **60 SURVIVORS** CELEBRATING LIFE!
- **\$8,500 IN SPONSORSHIP** FROM BUSINESSES JOINING THE FIGHT!
- **300 LUMINARIA** LIGHTING THE TRACK WITH HOPE!
- **\$128,000 OVERALL GOAL** TOWARDS MAKING CANCER HISTORY!

Relay For Life Rules & Regulations

What NOT to bring:

- No Alcohol
- No Pets

What to bring:

- Ant/bug spray
- Sunscreen
- Lawn-chairs
- Blankets
- Games/Activities
- Coolers



Torch of Hope:

Minimum \$50.00 Donation

“Torch of Hope” Form

Houston County Relay for Life

May 8, 2015

Luminaria Ceremony begins at 9:00 p.m.



The “Torches of Hope” will be lit at the Relay for Life during the Luminaria Ceremony. As everyone walks the track in silence during this ceremony, there is time to reflect on dedicating ourselves to finding a cure. The torches and luminaria symbolize the hope with which we all continue to fight. After the event, torches will be available to take home. Torch plates will include the American Cancer Society Logo and the name of the person it is honoring or remembering.

**I would like a Torch of Hope lit at the Relay For Life of Houston County Alabama
(Please Print)**

IN MEMORY OF: _____

IN HONOR OF: _____

Given By: _____ **Phone #:** _____

PLEASE NOTE: ONE NAME PER TORCH
(If more than one torch is purchased, please use separate form.)

Sold By: _____ **Team:** _____

***This form must be turned in by April 10, 2015**

Make checks payable to: American Cancer Society

Turn in form at the team captain meeting or mail form with check to:

Taylor Logan – ATTN: Houston County
3054 McGehee Road
Montgomery, AL 36111



Luminaria Order Form

Minimum Contribution: \$5 each

Join your community in the fight against cancer!

This year, we are giving you the chance to decorate your own luminaria. Please feel free to write a special note, decorate or even attach a picture in the space below. Make sure you include not only who the bag is in memory or honor of, but who the bag is given by (the donor). These labels will be attached to a white paper bag the night of Relay For Life for our ceremony.

In Memory / Honor of: _____
(circle one)

Your Name
Address
City/State/Zip
Amount enclosed \$_____ Check_____ Cash_____ Make checks payable to the American Cancer Society
Please return this form and donation to a Team Captain

(use space below to personalize your luminaria)



Luminaria Order Form

Minimum Contribution: \$5 each

Join your community in the fight against cancer!

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In Memory / Honor of: _____
(circle one)

Your Name
Address
City/State/Zip
Amount enclosed \$_____ Check_____ Cash_____ Make checks payable to the American Cancer Society
Please return this form and donation to a Team Captain

(use space below to personalize your luminaria)

Relay For Life of Houston County

Luminaria Order Form

Please make only one selection per form.



White Luminaria Bag = \$5.00
The white bags will line the entire track.

☐ In Honor of _____

☐ In Memory of _____

Given By _____ Phone _____

Street Address _____

City _____ ST _____ Zip _____

Completed forms & payment may be purchased in person or mailed to:

Please make checks payable to: American Cancer Society
Please mail to: Taylore Logan – ATTN Houston County
Relay For Life Luminaria Ceremony
3054 McGehee Road
Montgomery, AL 36111

For Office Use Only:
Processed



THE OFFICIAL SPONSOR OF BIRTHDAYS.™

Free Programs and Patient Support

- **Toll-Free Number and Website**

The American Cancer Society operates a toll-free number 24 hours a day, 7 days a week. Cancer Information Specialists answer questions about a patient's diagnosis/treatment and direct patients to resources within the American Cancer Society.

Call **1-800-227-2345** or check out our website at www.cancer.org.

- **Patient Navigation**

"Patient Navigators" provide information about cancer and treatment options. They answer your questions and suggest questions to ask the doctor. Navigators can also help with questions regarding financial and insurance needs, and locate resources for assistance. Additionally, they provide emotional support and information to your loved ones. Call **1-800-227-2345**.

- **Personal Health Manager (PHM)**

PHM is a free cancer information tool-kit made specifically to assist cancer patients within the first 12 months of their diagnosis. Pick one up at an American Cancer Society office or call your local office for more information about how to receive one.

- **Road to Recovery**

RTR is a volunteer driver program dedicated to providing cancer patients with free transportation to and from medically necessary appointments related to a cancer diagnosis. Oklahoma communities that currently have a Road to Recovery Program include Ada, Ardmore, Bartlesville, Enid, Idabel, Muskogee, McAlester, Oklahoma City, Shawnee, Norman, Stillwater, and Tulsa. Patients must be able to walk independently to get in and out of the vehicle and treatment facility. For more information call the office nearest you.

- **Wig Room**

The American Cancer Society provides wigs free of charge to cancer patients in active treatment. Turbans, hats and other head coverings are also available. Patients can visit their closest American Cancer Society Resource Room or Office during normal business hours. Call **1-800-227-2345** or your local office for more information.

- **Guest Room Program**

Guest Room is a program designed to provide free or low-cost accommodations for patients undergoing treatment on an outpatient basis at a facility at least 50 miles from their residence. Limited hotels currently participate in the program by donating rooms as availability permits. The Guest Room Program will be utilized only by those patients having a financial need and who would otherwise be unable to receive treatment without this assistance. Contact the American Cancer Society at **1-800-227-2345** for more information and availability.

- **Look Good...Feel Better (LGFB)**

LGFB is a program designed to help women deal with the appearance-related side effects of cancer treatment. Licensed cosmetologists volunteer their time to teach patients makeup techniques that can help a woman regain her sense of self confidence and ultimately help her look good and feel better! Also included is information about wigs, turbans and head wraps. Patients who attend a group session receive a free makeup kit. Call **1-800-227-2345** for session locations and times.

A "Look Good...Feel Better" self-help kit is available for patients who live in areas where no group session is available or who are ill or unable to find transportation to a group session. To receive the self-help kits, call the Look Good...Feel Better toll-free number at **1-800-395-LOOK**. A 30 minute video and patient instruction booklet is included with the self-help kit. (The makeup kit is not included.)

- **Breast Prostheses & Mastectomy Bras**

The American Cancer Society has both prostheses and mastectomy bras available free of charge to cancer patients. Contact the American Cancer Society office closest to you for additional information or to find a location for free fittings.

- **Reach to Recovery**

Reach to Recovery is a visitation program utilizing volunteer breast cancer survivors who respond to concerns of breast cancer patients and their families facing diagnosis, treatment, and effects of breast cancer. A Reach to Recovery Volunteer provides a “listening ear,” recommends resources and offers emotional support. Contact the American Cancer Society at **1-800-227-2345** for more information or to request a visit.

- **Cancer Survivor’s Network**

The Cancer Survivor’s Network is an internet-based source of information and support for cancer patients and family members. Survivors and their families, friends and caregivers share experiences of living with cancer and caring for those they love. Access the network at www.cancer.org.

- **Support Groups**

The American Cancer Society keeps a running list of current support groups in Oklahoma. Call the nearest office for information.

- **American Cancer Society Resource Room**

Wigs, turbans and information and access to our Patient Navigators are available at our ACS Resource Room at Flowers Hospital in Dothan, Blood and Cancer Center in Florence, Gulf Coast Cancer Center in Monroeville, and Helen Keller Hospital in Muscle Shoals. Patients can visit any of the rooms during business hours. sday, 9am to 3pm. Call (918) 502-3150 for more information.

The American Cancer Society saves lives and creates more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back!



2015 HOUSTON COUNTY RELAY FOR LIFE

Survivor Registration

Please list below the names/addresses for any cancer survivors so can they can be included in our special events for the survivors.

Survivor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Survivor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Survivor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

If you have any questions or concerns, please feel free to contact our the ACS Staff Partner, Taylore Logan, at Taylore.logan@cancer.org

This form can be returned at a team meeting

A YEAR IN THE LIFE OF THE AMERICAN CANCER SOCIETY IN ALABAMA



THE OFFICIAL SPONSOR
OF BIRTHDAYS.®

EVERY DAY, THE AMERICAN CANCER SOCIETY IS SAVING LIVES AND CREATING A WORLD WITH MORE BIRTHDAYS. HERE ARE SOME WAYS WE MAKE AN IMPACT EACH YEAR.



349,968

VISITS MADE TO
CANCER.ORG
BY STATE
RESIDENTS

48,572

ONLINE CANCER SURVIVORS
NETWORKSM SESSIONS



663 VISITS

ARE MADE TO BREAST CANCER
PATIENTS BY OUR REACH TO
RECOVERY[®] VOLUNTEERS.



32,890

trips taking cancer patients to treatment are
provided by American Cancer Society
Road To Recovery[®] volunteers and
other transportation programs.



8,626

CALLS ANSWERED

Our trained cancer
information specialists
offer information,
answers, and support
to those who call our
24-hour information line at
1-800-227-2345.



FREE OR
REDUCED-RATE
ACCOMMODATIONS
provided to
27,238 PEOPLE

THROUGH OUR LODGING PROGRAM TO CANCER PATIENTS AND
THEIR FAMILIES TRAVELING AWAY FROM HOME FOR TREATMENT



2,338 WIGS
AND GIFT ITEMS,

SUCH AS TURBANS AND PROSTHESES,
ARE PROVIDED TO CANCER PATIENTS
LIVING IN OUR STATE



cancer.org | 1.800.227.2345

The American Cancer Society, Inc.
adheres to the Better Business Bureau's
strong standards for charitable giving.



Houston County Relay For Life Contacts:

Event Co-Lead: Melanie Mills

mmills68@gmail.com

(334) 899-3772

Event Co-Lead: Sharla Godwin

godwinmommy@gmail.com

(334) 726-7623

Logistics Chair: Jonathan Barron

jonathan.barron28@gmail.com

Luminaria Chair: Jeanette McCraney

Bishopswife04@gmail.com

(334) 796-8220

Activities Chair: Ashley Kimbril

Aj2183@live.com

(334) 797-3052

Team Ambassador(s): Mendy Parmer & Ashley Croom

cmparmer@gmail.com (850) 527-5860

momplus2ofakind@gmail.com (334) 596-5891

Accounting Chair: Connie Wehner

Connie.wehner@regions.com

(334) 702-7722

American Cancer Society Staff: Taylore Logan

Taylore.logan@cancer.org

(901) 634-6051





Relay For Life *Campsite Registration*

Forms due by: April 10, 2015

Sites will be assigned as to the space availability for the comfort of all teams involved.
We want to make all teams happy, and we will do our best to be sure this happens.
Requests will be considered on a first come, first serve basis.

COMPANY NAME_____

TEAM NAME_____

TEAM CAPTAIN_____

PHONE:

WORK_____HOME_____CELL_____

APPROXIMATE NUMBER OF TEAM MEMBERS:_____

Campsite Selection

- ☐ PERSONAL TENT

Size_____

- ☐ RENTAL TENT

NOTE: PLEASE FURNISH NAME AND SIZE OF THE RENTAL COMPANY

COMPANY_____SIZE_____

- ☐ RV/ MOTOR HOME

Note: ALL MOTOR VEHICLES MUST BE ON SITE NO LATER THAN 2PM ON RELAY DAY TO BE ASSURED OF LOCATION

SIZE:_____

ELECTRICITY NEEDED?

☐ YES

☐ NO

SPECIAL REQUESTS:_____

TURN IN FORM AT TEAM CAPTAIN MEETING TO ACCOUNTING