



**Time to Fly<sup>®</sup> Walk/Run**  
benefiting **Children's Cancer Research Fund<sup>®</sup>**

**Saturday, June 27, 2009**

**Harriet Island Regional Park, St. Paul**

**2009 Team Captain Packet**  
**(Minimum of 6 people required to form a team)**

## About Children's Cancer Research Fund

Children's Cancer Research Fund is a national organization dedicated to eradicating childhood cancer by funding the pioneering efforts in the prevention, diagnosis, treatment and cure of childhood cancers at the University of Minnesota, a leader in pediatric cancer research. Many discoveries funded by Children's Cancer Research Fund have revolutionized the way childhood cancer is treated worldwide. It also provides education and supports quality-of-life programs for the patients and their families that come for this world-class treatment.

## About Time to Fly Walk/Run

Join us in the race against childhood cancer on Saturday, June 27, 2009 by registering for any of the following events (*all team members do not need to register for the same event*):

* 10K Run	\$25 pre-reg/\$30 race day reg	7:30 a.m.
* 5K Run	\$23 pre-reg/\$28 race day reg	8:30 a.m.
* 5K Walk	\$23 pre-reg/\$28 race day reg	10:00 a.m.
* 1K Kids' Fun Run	\$11 pre-reg/\$13 race day reg	9:30 a.m.

The 7th annual Time to Fly Walk/Run event features something for everyone: from the recreational walker, to the competitive runner, to people of all ages who simply like to get out and exercise for a good cause. Festivities include a family entertainment area, live music, a wonderful post-race spread, technical shirts and race bags for all walkers and runners. And, with its picturesque backdrop of the Mississippi River and downtown St. Paul, Harriet Island Regional Park offers one of the most scenic, certified courses in the Twin Cities. Get ready for a fun-filled and inspiring morning!

## A Celebration of Life



This year's Time to Fly is dedicated to Matthew "Thor" Hoff. Matt knew he could make a difference by sharing his cancer story with others. His courage, grace and ever-present infectious smile made a lasting impression on countless recipients of his message and the entire Children's Cancer Research Fund family.

Justifying his middle name in everyway, accomplished athlete Matt Hoff, aka Thor (the red-headed God of Thunder of Norse lore), conquered his opponents on the playing field with vigor and grit. In 2006, he was face to face with the most formidable of foes, cancer, which would be the most intense physical and mental challenge of his young life.

During the spring of Matt's senior year in high school, he broke his arm and dislocated his shoulder in a lacrosse game. Several weeks had passed with no improvement in Matt's condition— his arm was actually getting worse. Matt's parents brought him back to the hospital where they found the arm had not healed due to a cancerous tumor in the bone. He was diagnosed with osteosarcoma, or cancer of the bone.

Even throughout this difficult fight, which included chemotherapy regimens, surgeries and eventually an arm amputation, Matt's never-give-up attitude and upbeat spirit was never broken. Matt lost his battle with cancer in October 2008, but remains an inspiration to all who hear his story.

## Why Form a Team?

Because it is small way to make a big difference!

A team consists of 6 or more people who have registered together to participate in any Time to Fly event. Teams may consist of any combination of runners, walkers, kids and adults. Through participation as a team, participants enjoy the added satisfaction of making huge strides in the race against childhood cancer! Team members enjoy a special team gathering area where team photos are taken, constant motivation and encouragement from our Team Recruitment Chairs, and the chance to win one of two special team awards on race day:

\*Top Team Fundraiser

\*Most Team Members

## “In Honor” / “In Memory” / “I’m a Survivor” Signage

“In Honor” / “In Memory” / “I’m a Survivor” placards (with safety pins and markers) will be available in the Pavilion all day on race day.

New this year, signs can be ordered to be placed along the race course. 11” x 17” Signs are available for sale @ \$25.00 each and can be ordered with your choice of wording of any of the above honors. The deadline for sign orders is Friday, June 19, 2009. For more information on the race route signs, please visit [www.ccrftimetofly.com](http://www.ccrftimetofly.com) or call 952-224-8497.

## TEAM REGISTRATION – All teams are encouraged to register online!

1. Go to [www.ccrftimetofly.com](http://www.ccrftimetofly.com) to register your team.
2. Click on **Register**.
3. Click on **Form a Team**. You will be asked to follow a series of steps to complete the team registration. Team Captains must also register to participate. Captains are not automatically registered. When selecting a team name, please avoid the words “Team” and “The” as the first word in your team name. Also, please remind your team members of the EXACT team name so that they do not accidentally register for the wrong team (i.e. “Jenny’s Team” when it should be “Jenny’s Joggers”).
4. Recruit your family, friends and co-workers for your walking and/or running team. Participants of the same team are able to register for different events. Organizations are encouraged to form multiple teams to generate friendly competition.
5. Make sure that all prospective team participants know the EXACT Team Name and register online through the **Join a Team** link. Please contact Children’s Cancer Research Fund if your company or group plans to sponsor all or part of the registration fees for your team.
6. Utilize your Team Page Participant Center to:
  - a. Track your team registrations
  - b. Monitor fundraising progress
  - c. Organize team fundraisers
  - d. Post important team announcements, including information regarding race day
  - e. Invite more people to join your team
  - f. Encourage people to make a donation to Children’s Cancer Research Fund in support of your team
7. Notify Jackie Lee Stone at 952/224-8497 or [jstone@childrenscancer.org](mailto:jstone@childrenscancer.org) of any team changes by Friday, June 19, 2009.
8. Provide information to team members regarding how and when to pick up their race packets. (Included in this packet under Event Schedule)

## IMPORTANT DATES for Time to Fly Team Captains

### WHAT YOU SHOULD DO NOW:

- \* Register your team online at [www.ccrftimetofly.com](http://www.ccrftimetofly.com).
- \* Recruit team members to register by sending them to the **Join a Team** link at [www.ccrftimetofly.com](http://www.ccrftimetofly.com).
- \* Utilize email, flyers, company intranet or personal website to recruit additional members.
- \* Set fundraising goal for your team and encourage team members to collect pledges.

### WHAT YOU SHOULD DO FROM NOW UNTIL JUNE 19, 2009:

- \* Motivate and encourage all team members in their training and fundraising.
- \* Plan one or more team fundraising events to make a bigger impact in the lives of children affected by cancer.
- \* Ask all team members to check if their companies have a Corporate Matching Gift Program.

### BY JUNE 19, 2009 – Make sure all team members have registered!

Notify Jackie Lee Stone ([jstone@childrenscancer.org](mailto:jstone@childrenscancer.org)) of any changes to your team.

### THURSDAY, JUNE 25, 2009 – 12:00 p.m. – 8:00 p.m.:

Race packet pick-up at Uptown Running Room location (2801 Hennepin Avenue South, Mpls).

Any team member (captain encouraged) can pick up the race packets for all team members.

### FRIDAY, JUNE 26, 2009 – 12:00 p.m. – 6:00 p.m.:

Race packet pick-up at Grand Avenue Running Room location (1068 Grand Ave, St. Paul).

Any team member (captain encouraged) can pick up the race packets for all team members.

### SATURDAY, JUNE 27, 2009 – RACE DAY ☺

The Team Gathering Area will be on the SOUTH side of Harriet Island Pavilion (facing the playground) as it was last year. Look for your team or for signs that say “Team Gathering Area.” Please plan ahead and allow plenty of time to connect with your team prior to the start of the numerous race events. There is not a specific area designated to each team. We encourage all teams to have additional team signage and to bring cell phones to ease team communication.

Make sure you take lots of pictures to share the fantastic work done by your team in the race against childhood cancer. Plan a post-race party to thank your team members for participating in Time to Fly and encourage them to join you again next year. We will have a picnic available (hot dog/chips/drink) at a small cost per person following the Team Awards at 11:30 a.m. if you would like to use that time to relish the experience with your team.

### SCHEDULE OF RACE EVENTS:

- 6:30 a.m.** Registration begins; registration ends 15 minutes before the start of each event.
- 7:30 a.m.** 10K Run (chip-timed)
- 8:30 a.m.** 5K Run (chip-timed)
- 8:45 a.m.** 10K Awards (Pavilion) – will be given out to top 3 runners in 8 age categories
- 9:15 a.m.** 5K Awards (Pavilion) – will be given out to top 3 runners in 8 age categories
- 9:30 a.m.** 1K Kids’ Fun Run
- 10:00 a.m.** 5K Walk
- 11:30 a.m.** Team and Fundraising Awards (Pavilion), followed by a picnic for all participants

# Team Building & Team Fundraising Ideas

## Planning & Recruitment

Consider building a small committee of co-workers, friends and family who can help plan your team activities. Enlist the help of others to recruit fellow participants. Use your contacts at work, school, or in the community to promote Time to Fly. Individuals associated with volunteer and community services, human resources, fitness/wellness programming, and running clubs may serve as effective resources.

## Promotion

- \* Communicate your desire to create a team by using the resources provided and available online at [www.ccrftimetofly.com](http://www.ccrftimetofly.com)
- \* Distribute or display recruitment flyers and brochures (available after March 1, 2009 – call 952/224-8497 if interested in distributing)
- \* Post information on company Intranet site
- \* Send email blasts to co-workers, friends and/or family (sample included or click on the link at [www.ccrftimetofly.com](http://www.ccrftimetofly.com) to customize your own letter)
- \* Hold a meeting to promote Time to Fly and recruit team members (representatives from Children's Cancer Research Fund are available upon request)

## Group Fundraising Activities

*Here are just a few methods of increasing your team's fundraising for Time to Fly:*

- \* Hold a Time to Fly Blue Jeans Day in which a \$5 donation allows the donor to wear jeans.
- \* Hold a bake sale in the office cafeteria or a large conference room. Encourage a minimum donation.
- \* Auction off the company CEO's parking spot for a month.
- \* Ask your Marketing, Community Relations, or Corporate Giving manager if your organization will match employee pledges.
- \* Encourage vendors and clients to sponsor your participation.
- \* Host a garage sale and invite your co-workers, family and friends to donate items or baked goods to sell.
- \* Place a large spare change jar at the front desk or other central location to demonstrate how "a little at a time" adds up. Decorate it with inspirational quotes and photos. Empty it every few weeks.
- \* Organize a spaghetti dinner, pancake breakfast or potluck at work, your place of worship, your child's school or other venue. Get the food donated by local grocery stores. Have all of your team members assist with the cooking and encourage a minimum donation at the door.
- \* Organize a benefit concert and encourage a minimum donation at the door.
- \* Challenge other families, companies or internal departments to a fundraising competition.

## T-shirts & Creative Apparel

It is a great idea for your team to create personalized t-shirts and signs for easy team recognition. For all new teams, please remember that YELLOW is generally a color reserved for childhood cancer survivors. (We do know there are already some teams with yellow t-shirts, and that is okay 😊).

## Banners/Signs

Bring banners or signs to Time to Fly in order to promote your team, your organization or to honor a current or past cancer patient.

## Pre- and Post-Race Photo Opportunities

Bring a camera to photograph your team for use in your company newsletter or other communications.

## Time to Fly Pledge Program

Ask your friends, family, employer, co-workers and business associates to sponsor you and your team members in this event with a tax-deductible pledge. Your individual and overall team fundraising efforts will move us one step closer to a cure for childhood cancer.

### Three Easy Ways to Raise Pledges

1. Create an online pledge campaign at [ccrftimetofly.com](http://ccrftimetofly.com).
2. Download a pledge form at [ccrftimetofly.com](http://ccrftimetofly.com).
3. Solicit a corporate match from your employer.

### Individual Pledge Prizes

<u>\$ Raised</u>	<u>Prize</u>
\$4,000+	\$200 gift card
\$2,000	\$100 gift card
\$1,000	\$50 gift card
\$500	\$25 gift card

In addition to the incentive prizes, an award will be presented at the end of Time to Fly festivities for the Top Team and Top Individual Fundraiser (Beth Shultis Memorial Award). To qualify for a prize, money must be received by June 27, 2009. Prizes are not cumulative. Gift card will be mailed after the event.

## Sample Recruitment and Fundraising Letters

### INITIAL FUNDRAISING NOTE

Dear Friends and Family,

I recently accepted the challenge to join the race against childhood cancer by participating in the 7th annual Time to Fly® Walk/Run on Saturday, June 27, 2009.

This event, which will be held at beautiful Harriet Island Regional Park in St. Paul, benefits Children's Cancer Research Fund® in its efforts to eradicate childhood cancer. I join more than 2,000 people who will walk or run in support of childhood cancer survivors and current patients, as well as honor those kids who have lost their courageous battles with the disease.

One in every 350 kids will be diagnosed with cancer before age 20. Although 80 percent of patients can be successfully treated today, cancer is still the leading cause of death by illness among children in the United States. There's still work to be done and you can help!

Here's how.

Please consider sponsoring me with a tax-deductible donation to Children's Cancer Research Fund. Your contribution will enable Children's Cancer Research Fund to continue supporting the University of Minnesota Cancer Center in its pioneering efforts in the prevention, diagnoses, treatment and cure of childhood cancers.

And, it's faster and easier than ever to support this great cause: Simply visit my personal web page by clicking on the link at the bottom of this message and make your donation through a secure online system. Whatever you can give will impact kids' lives! I greatly appreciate your support and will keep you posted on my progress.

## Sample Recruitment and Fundraising Letters (cont.)

### TEAM RECRUITMENT LETTER

Dear Friends and Family,

I recently accepted the challenge to join the race against childhood cancer by participating in the 7th annual Time to Fly<sup>®</sup> Walk/Run on Saturday, June 27, 2009. This event, which will be held at beautiful Harriet Island in St. Paul, benefits Children's Cancer Research Fund<sup>®</sup> in its efforts to eradicate childhood cancer.

I join thousands of people who will walk or run in support of childhood cancer survivors and current patients, as well as honor those kids who have lost their courageous battles with the disease.

One in every 350 kids will be diagnosed with cancer before age 20. Although 80 percent of patients can be successfully treated today, cancer is still the leading cause of death by illness among children in the United States. There's still work to be done and you can help!

Here's how:

- Join my team to walk or run and raise funds.
- Visit [www.ccrftimetofly.com](http://www.ccrftimetofly.com), and then click on "Register".
- Then click on "Join a Team".
- Search for the name "XXXXXX" in the team listing.
- Once you have become a team member, you will receive communications from me with team updates.

If you can't join me, please consider sponsoring me with a tax-deductible pledge to Children's Cancer Research Fund. Simply visit my personal web page through the link at the bottom of this page or search for my name in the participant listing to make your donation through a secure online system.

Your contribution will enable Children's Cancer Research Fund to continue supporting the University of Minnesota Cancer Center in its pioneering efforts in the prevention, diagnoses, treatment and cure of childhood cancers.

Regardless of your involvement, your support will impact kids' lives! I greatly appreciate your help and will keep you posted on my progress.

## Sample Recruitment and Fundraising Letters (cont.)

### **FOLLOW-UP FUNDRAISING NOTE**

The Time to Fly<sup>®</sup> Walk/Run benefiting Children's Cancer Research Fund is happening June 27th. The goal of raising \$150,000 dollars to help kids with cancer can only be met if we all pitch-in.

I hope you've had the chance to visit ChildrensCancer.org (<http://www.childrenscancer.org>) to learn about the special kids that have been helped by this organization the great research they are supporting. After you've learned about Children's Cancer Research Fund, I know you'll join me in my support of this great cause.

Please consider a last minute tax-deductible donation to Children's Cancer Research Fund by clicking on the link below. Thank you for your support!

### **THANK YOU FOR YOUR DONATION**

Thank you for making a donation on my behalf to the Children's Cancer Research Fund's Time to Fly. This cause is very important to me and learning about the kids who have been helped by Children's Cancer Research Fund makes me realize how lucky we all are.

Thanks again for your support. If you would like to learn more about Time to Fly or join me at the event on Saturday, June 27th, please visit [www.ccrftimetofly.com](http://www.ccrftimetofly.com).

## Where The Money Goes

Children's Cancer Research Fund directs most of its support to a research strategic plan at the University of Minnesota Masonic Cancer Center that is approved every five years with the goal to invest in the research areas that will make the most impact in the field of pediatric cancer treatment. Children's Cancer Research Fund supports cutting-edge initiatives that lead to larger studies, clinical trials and improved methods of treating childhood cancer. By providing funds for investigating new and promising research areas, we enable researchers to gather preliminary data required to secure larger national grants. As a result, every dollar we provide in research support typically generates \$15 to \$20 in national grant funding.

### The current strategic plan funds seven areas:

- \*Stem Cell Biology — research into the use of stem cells obtained from umbilical cord blood and adult sources.
- \*Immune Based Therapies — innovative treatments that enhance the ability of the patient's own immune system to fight cancer.
- \*Hematology/Genetic Disease — investigates ways to use cellular therapies developed from the two aforementioned programs to treat children with metabolic and genetic diseases.
- \*Phase 1 Experimental Therapeutics — investigates new treatments for children with cancers that are resistant to conventional therapy.
- \*Childhood Cancer Survivorship Studies — focuses on understanding adverse long-term effects of cancer treatments to help find therapies that limit these effects and to educate the patients to be proactive in their follow-up care.
- \*Epidemiologic Research — studies the influences that determine a child's risk of developing cancer.
- \*Molecular Cancer Biology — investigates the underlying biology of cancer to help identify better treatments.

Children's Cancer Research Fund also supports quality-of-life programs and public education initiatives:

Care Partners Program — a volunteer-driven program that provides non-medical support to pediatric cancer patients and their families. Since many of these families travel from around the world, and have no local family support system, Care Partners provides invaluable day-to-day support to help them better cope with their long hospital stay.

## Financial Information

### **Program Expense (For the fiscal year ending June 30, 2008):**

Research	\$4,725,152	51%	
Education	\$4,285,889	47%	<i>*The majority of our education expense is comprised of an in-kind public service</i>
Care Partners	\$ 167,118	2%	<i>ad campaign and efforts conducted jointly with our fundraising appeals.</i>

**Total Program Expense \$9,178,159 66%**

Total Outreach & Fundraising Expense 29%  
Total Management & General Expense 5%

Since its inception (through FY08), Children's Cancer Research Fund has:

- \*Raised nearly \$117 million toward the research and programs we support.
- \*Contributed \$75 million to research and the programs we support.
- \*Contributed \$50 million to innovative research that has revolutionized the way childhood cancer is treated worldwide.

**THANK YOU FOR JOINING US IN THE RACE AGAINST CHILDHOOD CANCER AND GOOD LUCK IN YOUR RECRUITING, TRAINING AND FUNDRAISING EFFORTS!**