

LACROSSE OUT CANCER



powering cures, realizing futures



WHY PEDIATRIC CANCER RESEARCH?

- Cancer is the leading disease-related cause of death for children 19 and younger in the U.S.
- While research has improved outcomes and saved lives, 95 % of survivors have a significant side effect by age 45 from their disease or more commonly, its treatment.
 - Cognitive impairment affects 1/3 of survivors
 - Infertility is one of most common and life-altering complications
 - Survivors have 15-fold increased risk of Congestive Heart Failure
- With minimal federal funding dedicated to pediatric cancer research, PCRf funded research is critical to driving forward scientific advancements.
- Pediatric Cancers are different than adult cancers and therefore need to have different treatments for kids' developing bodies.



WHAT IS THE LACROSSE OUT CANCER CHALLENGE?

A national challenge that unites all lacrosse teams, coaches and players of any age, gender or skill level in the fight to end childhood cancer. Proceeds will support pediatric cancer research across the country.



COLGATE MEN'S LACROSSE ACCEPTS THE LACROSSE OUT CANCER CHALLENGE



HOW CAN WE ACCEPT THE CHALLENGE?

- Register on www.lacrosseoutcancer.org to create your own custom fundraising page.
- Decide which challenge works best for you/your team:
 - Complete 47 reps a day for one week at any time
 - Complete 47 reps once a week for any month
 - Complete 47 days of wall ball
 - Have a LaCROSSE Out Cancer Game where you can encourage donations, have a check presentation and a stand up for cancer moment, wear gold shoe laces, wristbands, etc to spread awareness
 - GET CREATIVE! Come up with your own challenge/initiative involving the number 47 or gold!
- Reach out to your networks to ask for \$47 donations in honor of the 47 kids diagnosed each day.
- Challenge other teams/players to accept the challenge!



WHAT ARE THE INCENTIVES?

- Participants can earn an official LaCROSSe Out Cancer t-shirt by raising \$150



- Participants can earn an official LaCROSSe Out Cancer hat by raising \$300



WHAT ARE SOME ADDITIONAL BENEFITS OF PARTICIPATING?

- Provide an opportunity for student-athletes to give back to their local community
- Unite with other NCAA, HS, Youth programs
- Engage fans and supporters to build excitement for your program
- Create media opportunities
- Raise critical funds for pediatric cancer research



LACROSSE OUT CANCER GAME WITH THE PLL



MESSAGE FROM EXECUTIVE DIRECTOR

seacrest
STUDIOS



“The LaCROSSe Out Cancer Challenge will transform the lives of pediatric cancer patients and their families. By joining forces with the Pediatric Cancer Research Foundation and adopting this initiative at your college or university, you will be joining us in the fight to power cures and realize futures for kids battling cancer!”

Jeri Wilson
Executive Director
Pediatric Cancer Research Foundation

TESTIMONIALS



Alex Kahoe
Head Women's Lacrosse Coach
St. Joseph's University

"The St. Joe's University women's lacrosse team is proud to accept the LaCROSSe Out Cancer Challenge. In accepting the challenge, we are pledging to complete a 47 yard sprint field sprint after each practice in honor of the 47 kids diagnosed each day with cancer in the US.

We were also honored to have some of our players get to spend time with a few local pediatric cancer patients from Children's Hospital of Philadelphia at the Premier Lacrosse League Championship game. This allowed our players to see firsthand why we are fundraising.

While we are the first college women's lacrosse team to accept the challenge, we want to challenge the other teams and players across the country to join us in our efforts to LaCROSSe Out Cancer!"

TESTIMONIALS



**Kevin Barney, Executive
Director of Massachusetts
Youth Lacrosse**

“Mass Youth Lacrosse was excited to start a partnership with the Pediatric Cancer Research Foundation in 2022. We wanted to develop a program that brought together our players, teams and communities to support a charitable initiative. After my first conversation with Bonnie and the team at PCRf I knew they were the perfect fit. Kids helping kids! We created a challenge to get kids out to practice lacrosse leading up to the start of the season that included a fundraising initiative for PCRf, LaCROSSE Out Cancer! We set a lofty fundraising goal of \$30,000 and the players, teams and towns responded by raising over \$32,000. It was great to see the fundraising competition between towns that drove the number higher. We are very excited to build upon this for 2023, and we have set our fundraising goal at \$47,000 for the 47 kids in America every day that are diagnosed with cancer. I hope other lacrosse programs across the country will join us in accepting the LaCROSSE Out Cancer Challenge!”

TESTIMONIALS



Josh Blumenthal
Boys Lacrosse Program Director
North Broward Preparatory School
Coconut Creek, FL

“Being the first high school team to take part in this truly worthwhile cause, LaCROSSe Out Cancer, means the world to us. At North Broward Prep School, a premium is put on community service, and assisting those in need, and this cause accomplishes just that. While wins and losses certainly matter, at the end of the day, the work we put in for this challenge, has truly opened our eyes to the true healing power that is the Medicine Game.

In accepting the challenge, we completed a full field sprint each day by which we scooped up 47 groundballs. The effort of getting down low and pushing through resembled those fighting this insidious disease with the hope that they too, can push through. We hope this challenge, very turnkey in nature, only grows from here on out.

The team at PCRF are driven individuals with the goal of one day finding a cure. Until that day, we remain huge supporters of their mission and life-improving events such as LaCROSSe Out Cancer!”

MESSAGE FROM AMBASSADOR, SCOTTY ROGERS



“Partnering with the Pediatric Cancer Research Foundation to bring a smile to these kids fighting this beast of a battle is a passion of mine. I am honored to be able to use my platform to share about the urgent need to fund pediatric cancer research. I accept the LaCROSSE Out Cancer Challenge and challenge all of my friends and supporters to accept the challenge as well! Together we can fund breakthroughs that will save lives! Let’s GO!”

Scotty Rogers
Former PLL Goalie
LaCROSSE Out Cancer Ambassador

RESPONSIBILITIES

PEDIATRIC CANCER RESEARCH FOUNDATION

- Fundraiser and donor stewardship
- Provide LaCROSSE Out Cancer and charity logo usage rights to college, university, school, team or players participating
- Fundraising Tool Kit filled with best practices for fundraising
- Canned content if needed for media – stories, where your money goes, etc.
- Website, registration & fundraising software
- Consulting as needed for events/fundraising initiatives
- Repost/engage with social media posts that tag @PCRF_Kids and #LaCROSSEOutCancer
- Provide fundraising incentives as levels are reached (\$150-tshirt, \$300-hat)



RESPONSIBILITIES

UNIVERSITY, SCHOOL, TEAM, PLAYERS

- Designate point person and/or small internal committee of players/stakeholders to meet as needed
- Logistics planning – choose which challenge works best for you!
- Using the fundraising playbook with best practices, execute promotional plan – website, emails, social media, press releases, media outreach, videoboard, etc.
- Post on Social Media and tag @PCRF_Kids and #LaCROSSeOutCancer so that we can help amplify your initiative
- Coach, team and player coordination and engagement



CONTACT:

Bonnie Lattimore
Director of Strategic Partnerships
Pediatric Cancer Research Foundation
BLattimore@pcrf-kids.org
949.625.7478



powering cures, realizing futures

