

STILLBRAVE

Childhood Cancer Foundation



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ONE MORE TIME

Team Manager Toolkit

Stillbrave Childhood Cancer Foundation provides non-medical, supportive care to children with cancer and their families



Thank You!

I know you will find your task as Team Manager and mile sponsor for Tattoo Tom's final fundraising race, the Moab 240-mile in support of Stillbrave's mission truly rewarding and fun! Not only will you find yourself in a position of bringing together your employees or colleagues in support of a worthy cause, you will be helping Stillbrave in their mission to assist numerous families as they struggle with their battle with childhood cancer.



Making an Impact

Stillbrave is a non-profit 501(c)3 organization that provides non-medical support to children undergoing cancer treatment. Stillbrave directly impacts the lives of families who are struggling with their child's battle with cancer by providing them with support care services, both emotional and financial. Stillbrave provides families with gas, grocery and department store cards, as well as household and convenience items and sometimes helps with them with bills. If families are lacking time, Stillbrave volunteers to help with chores, yard work, home repairs, babysitting, and other tasks. Sometimes children and their siblings will receive wish list items such as backpacks filled with their favorite games and toys or special surprises such as room makeovers, princess parties, and tickets to sporting events. These services are truly unique and make such a difference! Stillbrave brings joy and hope to the everyday lives of these families as they suffer through the emotional journey during their child's battle with this deadly disease.

Our Vision

In the years to come, we hope to help more and more children each year, and to do that, we need your help. We are truly grateful for your commitment to sponsor the race this year. We hope that this will be the beginning of a wonderful partnership and we know that you will be happy to be a part of something so special!

Encourage



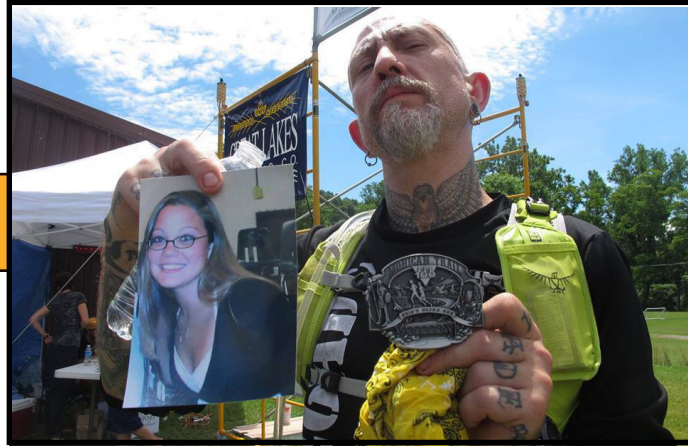
Team Building

Building a team of dedicated employees offers a special kind of experience that will inspire the spirit of giving, improve morale, and encourage goal setting within your business or organization.

Caring for your Community

Promote your business and increase awareness about the good that you do in the community by showing how much you care about the important work we do at Stillbrave.

The Story of Tattoo Tom Mitchell



When Tattoo Tom Mitchell's daughter, Shayla, was diagnosed with stage 4 Hodgkins disease, he found out quickly that there are no limits to what parents do for their children. As a single dad, struggling to make ends meet, on and off food stamps, and unable to work and care for Shayla full time, he turned to a local organization for assistance. This organization donated \$1,200 towards Shayla's care. Almost immediately, Tattoo Tom wanted to pay it back and raise awareness for childhood cancer.

As therapy for the mind and body, Tattoo Tom started boxing and working out again, met boxers, and eventually found himself back in the ring to help raise \$7,000 towards the fight against cancer. He lost the fight by TKO, but Shayla lost her own fight with cancer on January 28, 2009.

Tattoo Tom began running as part of his training for boxing, and eventually, found himself training for a marathon that would raise money towards finding a cure. This led to a 50 mile trail run ultra marathon, a 100 mile race, and eventually a 200 mile race, all of which were run in honor of children fighting cancer or in memory of those who have already lost their battle.

The profound sadness at the loss of Shayla, coupled with an intense drive to make her death have ripples of good and positive energy, have made Tattoo Tom a person who lives his life without regard to his limits. When limits are not set, you don't know when you reach them. His passion became his outer skin, as much as his tattoos have been.

Tattoo Tom's ability to console the inconsolable is an invaluable asset within the confines of a hospital room. Humor and compassion, and first-hand knowledge of this kind, are almost impossible to quantify and cannot be delivered in a gift card or care package.

Tattoo Tom's numerous speaking engagements are a platform to share what he's learned, grown to understand, but refused to accept. A recent Ted Talk made this passion evident. His continued activism and innate need to speak for those who cannot have led to him being at the forefront of a grassroots movement. You will often find Tattoo Tom carrying a picket sign, loud and vocal about what matters most, the eradication of childhood cancer.

Tattoo Tom Takes on The Moab 240 miler



October 9 – 13th 2020, Tattoo Tom will take on the Moab 240 mile Endurance Race through desert, canyons, slick rock, and two mountain ranges surrounded by Canyonlands and Arches National Parks in Utah. He will be dedicating each mile of the race in honor of children and young adults who have lost their battle with cancer and to those who are still fighting. For Tom, and for those children honored, this race means everything. Joining Tom this year is Katie Healy, pediatric oncology nurse; Charlie's Mom, Linda Poole; and childhood cancer survivor, John McKay. We hope that you will spread the word to all those in your networks and let them know the importance of our cause.

Stillbrave depends on the kindness of people just like you to reach out to their friends, neighbors, co-workers, and those in their community to make a difference in the lives of others. We thank you for making the commitment to support Tom as he takes on the challenge of the Moab 240, and he will be thinking of you and your efforts to support him, as well as the children of Stillbrave, as he faces each mile of the race.

You also have the option of a great marketing opportunity for your business by offering to partner with Stillbrave through a direct sponsorship, without having to raise funds for a mile through your networks. Please contact us to let us know if you are interested!

Guidelines

Select a mile for your team from the available miles not yet sponsored. All teams must commit to raising a minimum of \$1,000 between the time you register and the end of the race, so sign up today and get started!

Be creative!

You may choose to fundraise anyway that you like. We have included fundraising tips in this team manager toolkit. All we ask is that you spread the word about Stillbrave and our mission and that you raise as much awareness about childhood cancer as you can! We are happy to provide you with any information and marketing materials you may need!

Bring it on!

Your team will be competing against other fundraising teams, so let's see who can raise the most donations in support of Stillbrave! All 240 teams will be given a mile sponsor team link on our website to keep track of all funds raised. In addition to that, each team will be given a team webpage within our website with your team or company logo and description. You will be constantly promoted on the main page of the Stillbrave race site, so should someone desire your products or services, they will know how to contact you!

Your Role as Team Manager

The Team Manager's role is to recruit a team within your network of family, friends, neighbors, co-workers, employees, or fellow business owners to join in the fun, all in the spirit of a friendly competition in order to raise funds, build awareness, and give a voice to Stillbrave Childhood Cancer Foundation. Stillbrave recommends that you build a team of 5 -10 people to help you in your fundraising efforts.

Your team members can each raise funds and collect donations on their own, and/or participate and attend every event that you decide to organize during the time leading up to the race. These team-building and community-engaging events can be fun and rewarding for everyone! The following pages will give you ideas on how to get you started!

Plan a kick-off party for those interested in fundraising in order to build your team and to help them learn more about Stillbrave with the information we have included in this packet. Tell them more about the heart and soul of what it means to support Stillbrave. Set your team fundraising goal and rally your team to reach its goal. Have a party to celebrate once you have achieved and surpassed your goal!

How it works

1. Go to this link: <https://run.stillbrave.org/>
2. Scroll down to see the miles available. If a mile has been sponsored, there will be team name assigned to that mile. All other miles are available for sponsorship.
3. Click on the picture of the child to read their biography and story and choose the child you would like to sponsor.
4. Once you decide on the mile you want to sponsor, please email your mile choice, team name, contact name, phone number, and email address to moab240@stillbrave.org to register your team.
5. Once we receive your email, we will build your webpage and email you your personal team page link for you to share with your family, friends, and coworkers on all your social media pages.
6. We will follow-up with you in the months leading up to the race to check in to see how you're doing and to give you more fundraising ideas to help you reach your goals!



Ways to Raise for Stillbrave

There are so many fun and creative ways you can bring together your friends, employees, family, neighbors, fellow business owners or partners, and everyone within your social network in support of Stillbrave and their mission. Here are some ideas to get you started:

Fun Days and Special Events

Company Cook-offs or Bake Sales

Host a bake sale, cookie exchange, or cook-off as a friendly competition on a special day. You could ask for a specific minimum donation amount, just take general donations, or set out a donation box in support of Stillbrave. Here are some fun and easy ideas to get people to participate:

- Chili cook-off
- Cookie exchange
- Bake sale
- Guac-off

Fun Days at the Office

These days can be pay-to-play days where each employee pays a certain amount to participate, or they raise funds and get to participate in these fun events. In order to raise funds, each person involved can hold craft fairs, yard sales, or simply setup fundraising pages online or through social media as a way to support Stillbrave.

- Movie Day
- No-show Day
- Board Game Day
- Iron Chef event
- Casual Day
- Yard Sale
- Craft Fair

Theme Parties, Happy Hours, Galas

These nights can be held at a rented or donated space, or even at the office if your organization allows. You can hold raffles, set out a donation box, have a minimum donation to attend, sell tickets in advance, and even hold a silent auction.

- Paint Night
 - Pinata Party
 - Battle of the Bands
 - Lip Sync Battle
 - Karaoke Night
 - Silent Auction Event
 - Wine and Cheese Party
 - Guest bartender
 - Date Auction
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The Message

Reach out to your networks through email, social media or start a letter writing campaign to get the message out there! Let them know the good work you are doing to help Stillbrave and encourage each of your team members to do the same. Use the following message as an example:

“If you haven’t heard yet, I am raising funds for Stillbrave Childhood Cancer Foundation. Stillbrave is a non-profit 501c3 organization that provides non-medical support to children undergoing cancer treatment. Stillbrave directly impacts the lives of families that are struggling with their child’s battle with cancer by providing them with support care services, both emotional and financial. They provide families with gas, grocery and department store cards, as well convenience items and sometimes helps with them with household bills. If the families are lacking time, Stillbrave will help with chores, yard work, home repairs, babysitting and other tasks. Sometimes children and their siblings will receive special wish list items such as backpacks filled with their favorite games and toys, special gifts, room makeovers, princess parties, and tickets to sporting events. Stillbrave also funds a young adult support group. Sadly, Stillbrave has paid for children’s funerals. These services are truly unique and make such a difference that bring joy and hope to the everyday lives of these families as they suffer through the emotional journey during their child’s battle with this deadly disease.

Stillbrave was founded by community advocate, Tom Mitchell, AKA Tattoo Tom. This coming August, Tattoo Tom will take on the Moab 240 Endurance race through desert, canyons, slick rock, and two mountain ranges surrounded by Canyonlands and Arches National Parks in Utah. He will be running the race in honor of children and young adults who are fighting or who have lost their battle with cancer. He is not only the President and founder of Stillbrave, but also a community advocate, motivational speaker, father, musician, and inspiration for the mission and most of all, the hardest working support care worker who puts in 200% every day. He does everything from visiting hospitals to cheer up sick children to consoling families and siblings acting as their support system. He visits the children at the hospital often in order to lift their spirits and will sometimes arrive with their favorite meals, ready to play their favorite games and activities; anything to help keep their minds occupied as they suffer through cancer treatments. You will also find him in the community speaking to businesses to raise funds for Stillbrave to help support the mission. He does TED talks, public speaking events throughout the local community, and interviews to further advocate for the childhood cancer community. He never stops.

Please consider helping me raise \$1000 as I sponsor a mile for Tom to help him on his journey to assist more children and families as they experience the toll that cancer can take on their lives.”

Feel free to adjust the messaging and tailor it to suit your needs. Thank you again for taking on the task as Team Manager to help support Stillbrave and our mission.

Team Manager Checklist

- Sign up your team on Stillbrave Moab 240 website
- Choose team name and send contact information to Moab240@stillbrave.com
- Set your team goal for funds raised and team members recruited
- Invite everyone you know to join your team or support your efforts with a donation
- Send messages via Facebook or email to everyone you know to help support you
- Host a team fundraising event (or many!)
- Email or post on Facebook page to provide your team with fundraising updates
- Collect team pledges (that are not online donations and turn them into Stillbrave

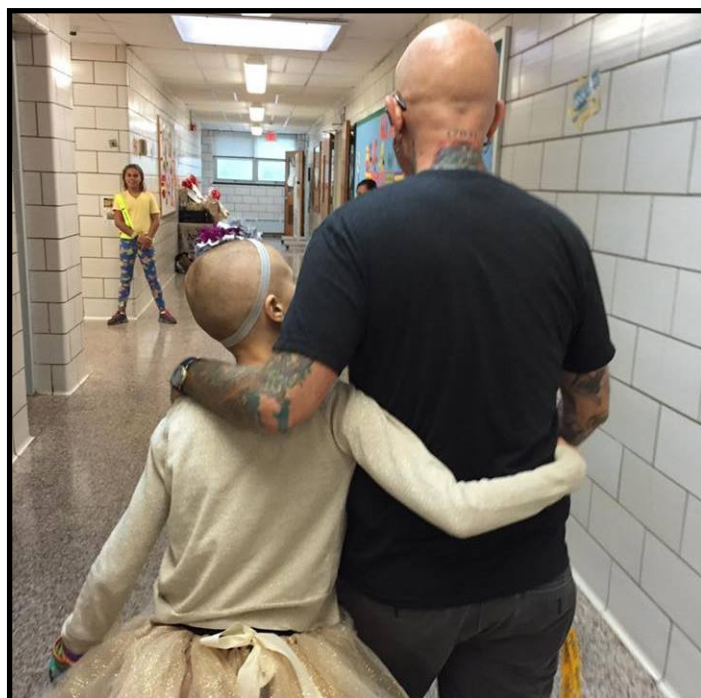
Contacts

Please use the following contact information if you need help and to arrange a time to turn in funds raised if they are collected outside of the Moab 240 donation page.

Email:

moab240@stillbrave.org

Donation receipts and pledge forms will be provided upon request.



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