

2008  
RELAY FOR LIFE  
OF JANESVILLE  
(OUTDOOR)



SURVIVAL GUIDE

## MISSION STATEMENT

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.

**Research:** to find a cure

**Education:** to prevent cancer and detect it early

**Advocacy:** to enact laws that help reach our 2015 goals and eliminate cancer

**Service** to help everyone touched by cancer make it through the journey

## 2015 GOALS

- To reduce mortality from cancer by 50%
- To reduce incidence of cancer by 25%
- To measurably improve the quality of life for cancer patients and their families

## FOR MORE INFORMATION

Call 1.800.227.2345 24 hours a day, 7 days a week

Visit [www.cancer.org](http://www.cancer.org)

## WHAT IS RELAY FOR LIFE?

Relay For Life is the American Cancer Society's Nationwide Signature Event. It is a unique community event that allows participation by individuals from all walks of life in the fight against cancer. As an overnight event, it is designed to celebrate survivorship, raise money to help the American Cancer Society save lives, help those who have been touched by cancer, and empower individuals to fight back against this disease. During the event, teams of people take turns walking laps. Each team keeps at least one team member on the track at all times – because cancer never sleeps.

Relay For Life is much more than a walk around the track. It is a time to remember those lost to cancer and celebrate those who have survived. It is a night for people who have shared the same experience to comfort and console one another.

## HOW DID RELAY FOR LIFE GET STARTED?

Relay For Life began in 1985 when Dr. Gordon Klatt, a Tacoma, Washington surgeon and an American Cancer Society volunteer, ran and walked for 24 hours on a local track to raise money for the Society. He traveled a total of 81 miles and raised \$27,000! Thus was born the inspiration for Relay For Life!

In 1994, the American Cancer Society adopted Relay For Life to be held nationwide as their Signature Event. In 1995, the first Relay For Life was held in Texas and raised \$15,000 for “the cure”!

In the years since Dr. Klatt’s incredible feat, Relay For Life events have raised millions of dollars for cancer programs and research. It is very important for teams to remain at the Relay and walking throughout the night, just as Dr. Klatt did. Walking throughout the night represents the darkest times that a cancer patient goes through after diagnosis. While the sunrise is symbolic of the hope for a cancer patient that comes with a new day.

## HOW DOES RELAY FOR LIFE WORK?

The Relay For Life of Janesville involves individuals and teams of walkers working together to raise money. Each team consists of approximately 8 to 15 people. Teams can represent businesses, civic groups, church groups, hospitals, schools, groups of friends, families, etc.

While the Relay For Life is taking place, a community party atmosphere is created with live entertainment, food, and lots of games that last throughout the entire night. Each team has a campsite that serves as that team’s headquarters. When a team member is not walking, he or she can hang out at the campsite or participate in any of the activities going on throughout the night.

## HOW IS MONEY RAISED?

Relay For Life is a donation event. Individuals and teams are asked to raise as much money as they can from donors prior to the event. Soliciting donations instead of pledges ensures that all money is collected before the event. Several ways to raise money are listed below:

- Donations
- Fundraisers (before event and day-of)
- Luminaria Sales
- Sponsorship
- Team Registration Fees

## HOW DO I GET INVOLVED?

There are many ways to get involved in Relay For Life. Relay For Life offers everyone in a community an opportunity to participate in the fight against cancer. Below is a short list of ways to get involved.

**Start a Team / Be a Team Captain:** Team Captains are an essential part of the Relay For Life! As a Team Captain, you’re responsible for recruiting a team of walkers, helping your team in fundraising, connecting your team members with your local

American Cancer Society office and programs, and guiding your team through the Relay For Life event! You are the heart and soul of Relay For Life.

**Join a Team:** Have fun as a Team Member! Team Members walk throughout the event, participate in games and activities throughout the night, and help your team in obtaining donations.

**Individual Fundraisers:** Whether you are on a team or not, you are welcome to register and be a part of the event! Have fun, donate, fundraise, and participate in the Relay For Life!

**On-Site Fundraisers:** We invite you to fundraise at your campsite.

**Survivors and Caregivers:** We invite all cancer survivors and caregivers of cancer patients in our community to attend the Opening Ceremony of the Relay For Life. We encourage you to enjoy the day, make new friends, and celebrate! All survivors are welcome to join other survivors in the inspirational Survivors Lap that officially begins our annual Relay For Life. Directly after, all caregivers are welcome to join other caregivers in the Caregivers Lap. For many, the experience of gathering together with others is powerful and moving. Your family and friends are invited to join you during this celebration as well.

**Sponsorship Opportunities:** Relay For Life offers community-based sponsorship to give you and your company or organization the opportunity to show your commitment to the fight against cancer.

**Day-of Volunteers:** Relay For Life is a community gathering, where everyone can participate in the fight against cancer. We need your help before, during, and after the Relay For Life. All talents and interests are welcome!

**Visitors:** Friends, families, co-workers, and others are welcome to come find out what Relay For Life is all about!

**Relay For Life Committee:** Be a part of planning the event. The Relay For Life Committee meets monthly to plan and organize the Relay For Life and all its activities.

## REGISTRATION FEES

Registration is required for all Team Members and Individual Fundraisers submitting donations on behalf of others. Please try to register as soon as possible to guarantee team t-shirts.

The Team Registration Fee is \$150 for teams up to 15 people. Teams with more than 15 people may require additional fees to cover the costs of additional t-shirts. The Team Captain may pay this amount in full, or Team Members may pay \$10 individually.

Teams are encouraged to find a sponsor to underwrite the cost of their registration fee. Teams with less than 15 people will still be required to pay the full \$150 fee.

The Registration Fee for Individual Fundraisers (not associated with a team) is \$10.

Team Captains may register their team and pay the Registration Fee in person during Registration Night. This will require filling out a form for each member of the team, plus an additional form for the team itself.

Alternatively, Team Captains may register and pay online. Once the team is registered, Team Members can then join the team by registering online. Options are available to pay the full Team Registration Fee or the individual amount. If you choose the online method of registration, you are not required to pay online, but can still pay in person during Registration Night.

Individual Fundraisers may also register online.

Survivors, caregivers, volunteers, visitors, team supporters, and others who are not a team member do not need to pay a registration fee.

## HONORARY CHAIRS

2008 Honorary Chair- Marnie Harris  
2008 Honorary Chair- Sue Vinson  
2008 Honorary Caregiver- Barb Calhoun

## IMPORTANT DATES AND TIMES

**Registration Night:** April 14, 2008 – 5:30 pm (United Way Building)

**Team Captain Meeting:** May 12, 2008 – 5:30 pm (United Way Building)

**Bank Night:** July 28, 2008 – 5:30 pm (United Way Building)

**Relay For Life:** August 1 and 2, 2008 – 5:00 pm at the Rock County Fairgrounds

## GUIDELINES FOR INDIVIDUAL AND TEAM FUNDRAISING

**Bank Night:** Please do your best to have the majority of your fundraising money turned in by Bank Night on July 28, 2008.

**Checks:** Encourage all participants/donors to make their checks payable to the American Cancer Society for tax purposes. Should you receive checks payable to you or your team, the check recipient should endorse them over to the American Cancer Society.

**Cash:** Please ask team members to convert cash donations to cashiers checks or money orders if at all possible. For anything over \$20.00, a Cash Donation Form should be completed for tax purposes. This form can be acquired through your Relay For Life Committee or your American Cancer Society Coordinator. You can send the money and checks in ahead of time. Write one big check out for all the cash and send that to the American Cancer Society.

**Online Donations:** Donations may be made to anyone online. Simply go to [www.acsevents.org/relay/wi/janesville](http://www.acsevents.org/relay/wi/janesville).

**Individual and Team Fundraising:** All individual and team fundraising activities must clearly include the following statements for IRS purposes

1. Net proceeds from (*activity name*) benefit the American Cancer Society.
2. Prices as Marked are Suggested Donation. (For Example: “Candy Bar - \$1.00 Suggested Donation”).

**Matching Gifts:** Some employers will match their employee’s contribution for a charitable organization. This is a great way to increase your team’s fundraising totals. In order for matching fund to be included in the team or individual fundraising total, team members must turn in a completed and signed matching gifts form at Bank Night.

**Other Fundraising:** Other opportunities to raise money for the American Cancer Society include, but are not limited to, the following:

1. Luminaria Sales
2. Suns and Moons
3. Themed Basket Auction
4. Vendor and Craft Fair
5. Direct traffic at the Thresherre

**Expenses:** All expenses incurred during your fundraising efforts are the responsibility of the individual and/or team. The American Cancer Society cannot reimburse team expenses.

**Final Due Date:** The final date to have money turned in to count toward your team or individual total is August 31, 2008. Money received after this date will be credited to the 2009 Relay For Life of Janesville. However, please do your best to have the majority of your fundraising money turned in by Bank Night on July 28, 2008.

## WHAT FUNDING GETS CREDITED TO TEAM TOTALS?

**General Fundraising:** All monies collected by individuals that are included in the Team Member Envelope will be credited to their team and the respective individuals listed on the envelope.

**Matching Gifts:** If an employer matches a contribution, the matching gift is credited to the team and respective individuals. To qualify, team members must fill out the

Matching Gift Form and submit it on Bank Night. Contact your employer to acquire a Matching Gifts Form.

**Themed Basket Auction:** All monies collected for baskets auctioned off at the 2008 Relay For Life of Janesville will be credited to the individual or team who donated the basket. The name of the individual or team should be written on the form to be credited. Each team is allowed one basket for the Auction.

**Team Registration Fee:** The Team Registration Fee does not count toward the team fundraising total or an individual's fundraising total.

**Out of Respect:** Any money donated "In Honor of..." or "In Memory of..." **will not** go toward team totals out of respect for those individuals. For example, the sale of Luminaria will not count toward team totals.

**Event Sponsorship:** Sponsorship money does not count toward the team fundraising total or an individual's fundraising total.

## SUBMITTING DONATIONS

Each Team Member will receive a donation collection envelope. All monies (checks and cash) are to be placed in the envelope and submitted either at Bank Night (preferred) or at the Registration RV during the Relay For Life event. Money should be turned in no later than 10:00 pm. on Friday night of the Relay. After 10:00 pm. no money will be accepted until Saturday morning at 7:00 am.

Donations may also be made by anyone online. Simply go to [www.acsevents.org/relay/wi/janesville](http://www.acsevents.org/relay/wi/janesville).

## EVENT REGULATIONS

**Do not bring tobacco, drugs, or alcohol. Do not bring pets. Do not bring rollerblades, roller skates, bikes, scooters, skateboards. No running laps on the walking area when the Relay is taking place.**

## AWARDS

**Team Plaques:** Teams who raise \$1,000 or more will be awarded a plaque (for first year teams) or a plate engraved with the team's total.

**Incentive Prizes:** Individuals raising \$200 or more may pick an Incentive Prize from the 2008 Relay For Life Incentive Prize Form. This form must be turned in with the Team Member Envelope prior to Closing Ceremony.

**Everyone should have all their possessions off the Fairgrounds by Saturday, at 11:30 am. The Janesville Relay will not be responsible for anything left after close on Saturday August 2, at 11:30 am. The fairgrounds will not be open again until Monday morning at 9:00.**

**This year during the Luminaria Ceremony all fundraising, walking and activities will stop until the Ceremony is finished, out of the respect to the ones we have lost in the battle against cancer. We ask everyone to come to the stage area at 9:00 pm. for the Ceremony.**

## 2008 RELAY FOR LIFE OF JANESVILLE PLANNING COMMITTEE

**Nicole Barrington:** Publicity Chair  
**Vicki Enger:** Committee Co-Chair  
**Pam George:** Luminaria Co- Chair  
**Carol Hirsch:** Children's and Entertainment Co-Chair  
**Phyllis Keller:** Fund raising  
**Barb Peterson** Children's and Entertainment Co-Chair  
**Terry Peterson:** Logistics Chair  
**Anne Marie Reece:** Online Chair  
**Kimberly Restivo:** Survivorship Co- Chair  
**Nancy Restivo:** Survivorship Co-Chair  
**Brigette Thoms:** Committee Co-Chair  
**Sue Updike:** Mr. Relay Chair  
**Karen Warmke:** Advocacy Chair  
**Denise Weeden** Luminaria Co-Chair  
**Vicki Hirsch**

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