

STEPS
Stride To End Pediatric Sarcoma
Walk-A-Thon
to benefit
Dani's Foundation
Saturday, September 19, 2009
The Pepsi Center
Denver, CO

Dani's Foundation will be hosting its first annual ***STEPS (Stride To End Pediatric Sarcoma)*** walk-a-thon on Saturday, September 19 at the Pepsi Center in downtown Denver. This event has been designed to offer the pediatric sarcoma community and friends of Dani's Foundation an organized community gathering that will raise awareness for these rare forms of cancer and assist our Foundation in our effort to fund greater pediatric sarcoma research in the days ahead.

Anyone can participate in STEPS on September 19!

For information on this very special event and/or to register for participation, contact Dani's Foundation (Martha@danisfoundation.org or via phone to 303/601-1881.)

In advance, our thanks for your continued support of Dani's Foundation and our campaign to end pediatric sarcomas!

WHY STEPS?

STEPS stands for Strides To End Pediatric Sarcomas.

STEPS is a walk-a-thon event for Dani's Foundation with the goal of raising awareness and funding for the campaign to end pediatric sarcoma.

Webster's Dictionary defines a walk-a-thon as a walk covering a considerable distance organized especially to raise money for a cause.

Walk-a-thons have become a major fundraising activity for non profit organizations where participants raise money by collecting donations or pledges for walking a predetermined distance or course. They are similar in format to other physical activity based fundraising events such as marathons and cycling races, but are usually non-competitive and lower intensity. The low intensity model is ideal for mobilizing broad-based community support for, and as a result Walkathons usually target participants from a wide range of ages and economic backgrounds.

Dani's Foundation has developed the **STEPS Walk-A-Thon** as an event that will unite the pediatric sarcoma community (including patients, family members, caregivers, healthcare professionals, and others), with friends and supporters of Dani's Foundation with a goal of raising awareness and funding for the campaign to end pediatric sarcomas.

STEPS will take place on September 19, mid way through the month that is designated as Pediatric Cancer Awareness Month.

Funds from the 2009 **STEPS** will support Dani's Foundation's campaign to fund greater pediatric sarcoma research, implement a community education program that can help in seeking earlier detection for sarcomas and assist in our continuing efforts to provide information and resources to the sarcoma community.

Since its inception, Dani's Foundation has provided funding for local and national programs including:

- **1999** - A Dani Stell memorial fund at The Children's Hospital (TCH) in Denver received approximately \$30,000, which was used to fund 2 Dani's Dine In Kiosks. *Dani's Dine In Kiosks help families and staff order food from nearby restaurants while they are in the hospital.*
- **2000** - Dani's Foundation awarded \$18,000 to the Denver Cancer Center at TCH for Ewing's Sarcoma and other pediatric cancer.
- **2001** - Dani's Foundation awarded \$20,000 to Dr. Jeffrey Toretsky, at Washington DC's Lombardi Comprehensive Cancer Center, providing pilot funding to extend his research on Ewing's Sarcoma; \$10,000 to the new Teen Clinic at TCH; \$5,000 to Dr. Edythe Albano's research at TCH; and \$1,000 to the Marchello Scholarship Fund, a scholarship fund for young cancer survivors.
- **2002** - Dani's Foundation awarded \$5,000 to Dr. Jeffrey Toretsky to continue his research on Ewing's Sarcoma; \$5,000 to Dr. Edythe Albano's research at TCH; and \$1,000 to the Marchello Scholarship Fund.
- **2003** - Dani's Foundation awarded \$5,000 for the continuation of the Teen Clinic at TCH; \$5,000 to Dr. Jeffrey Toretsky to continue his research on Ewing's Sarcoma; and \$2,000 to the Marchello Scholarship Fund.
- **2004** - Thanks to funding support from Dani's Foundation, Dr. Jeffrey Toretsky's lab discovered a key combination of two proteins in Ewing's Sarcoma.

By preventing these two proteins from interacting, the research scientists believe the effect could be similar to removing the spark plug wires from the spark plugs in a car: without spark plugs, a car cannot run. Similarly, without this protein interaction, Ewing's Sarcoma cells cannot survive. Dani's Foundation has provided funding for Dr. Toretsky's lab to create novel peptides to prevent this interaction.

- **2004** - Dani's Foundation awarded \$10,000 to Dr. Larry Wiese, at Therapherisis Inc., for research into new treatments for cancer patients.
- **2005** - Dani's Foundation awarded \$5,000 for the continuation of the Teen Clinic at TCH and \$5,000 to Dr. Jeffrey Toretsky to continue his research on Ewing's Sarcoma.
- **2006** - Dani's Foundation awarded \$2,500 in funding to TCH for the purchase of new DVD players for all patient rooms in the oncology ward; \$5,000 to Dr. Jeffrey Toretsky to continue his research on Ewing's Sarcoma; \$5,000 for the continuation of the Teen Clinic at TCH; and \$1,000 to the Marchello Scholarship Fund.
- **2007** - Dani's Foundation awarded \$10,000 to Dr. Jeffrey Toretsky to continue his research on Ewing's Sarcoma; \$5,000 for the continuation of the Teen Clinic at TCH in Denver and \$1,000 to the Marchello Scholarship Fund/
- **2008** – Dani's Foundation awarded \$10,000 to Dr. Jeffrey Toretsky to continue his research on Ewing's Sarcoma; hired a full-time Executive Director and staged the first annual EWS Medical Forum in Denver, CO with the goal of addressing new research opportunities and planning for the future of the Foundation.

By becoming involved with **STEPS** – registering to participate, collecting donations from family, friends, business associates and others and joining with other Foundation supporters on September 19 – **YOU** will be participating in the campaign to **Stride To End Pediatric Sarcomas**.

Make plans **NOW** to take **STEPS** with us - and for the children - on September 19!

FAQ's ***STEPS***

Saturday, September 19
The Pepsi Center in Downtown Denver

About STEPS - *STEPS* is a 3K Walk-A-Thon for Dani's Foundation.

This is Dani's Foundation's *newest* fundraising event that is designed to raise awareness and much-needed funding for our campaign to end Ewing's Sarcoma and the other forms of pediatric sarcomas that are affecting and taking the lives of children and young adults.

STEPS stands for ***Strides To End Pediatric Sarcoma***.

STEPS is sure to become an amazing celebration for everyone who participates and lends their support in memory of Dani and the other children and young adults who have lost their battle to pediatric sarcomas and/or those patients who are currently battling these horrific diseases.

STEPS is a way in which any person may become actively involved with Dani's Foundation.

Participation is simple:

- Register TODAY by obtaining a ***STEPS*** registration form.
 - Register your participation online via the Foundation website at **www.danisfoundation.org**.
 - Call the Foundation to send you a ***STEPS*** registration via the U.S. Mail.
- Begin collecting pledge donations from family, friends, business associates and others with the goal of becoming the ***TOP*** participant at this year's event.
- Ask others to join you and organize a ***STEPS*** Team of walkers to participate with you on September 19.
- Gather your donations at show up at ***STEPS*** on Saturday, September 19, turn in your pledge donations and spend the morning *stepping* with others in this very special event to end pediatric sarcomas.
- Join in the ***STEPS*** celebration immediately following the event at **Braun's Bar & Grill** (across from the Pepsi Center).
- Return home with the satisfaction of knowing that your participation has brought us ***STEPS*** closer to ending pediatric sarcomas!

Who Can Participate in STEPS? - Anyone and everyone can become part of ***STEPS***. The 3-K ***STEPS*** Walk-A-Thon will take place at the Pepsi Center in Denver, CO. The event is open to anyone who can walk or roll the distance. The site is wheelchair accessible. Bring everyone in your family, bring your friends and business associates and spend a day celebrating the campaign to end pediatric sarcomas!

Is There a Fee to Participate? - There is ***NO*** fee to participate in ***STEPS***. Participants are asked solicit tax-deductible donations from family, friends & neighbors, business associates and others with the goal of raising awareness and funding for Dani's Foundation and the campaign to end pediatric sarcomas. Participants can raise anywhere from \$100 to \$100,000 dollars - *the sky is the limit in STEPS!*

How Do I Register for STEPS? - Registering for **STEPS** is quick, easy and can be done from the comfort of your home.

1. The first **STEP** is to obtain an official **STEPS** registration form from Dani's Foundation.
To obtain this form, visit the Foundation website at www.danisfoundation.org.
If you cannot register on-line, simply call 303/601-1881 and request a **STEPS** registration brochure via the US Mail.
2. Next, email or call the Foundation (martha@danisfoundation.org or 303/601-1881) to notify us of your participation in **STEPS**.
Once your pre-registration is completed, we will begin preparing for your participation on September 19.
3. Participants may also choose to register for **STEPS** by visiting the **STEP UP** Registration Area on September 19. No one will be turned away from **STEPS**.

Location of the 2009 STEPS

The Pepsi Center, 1000 Chopper Circle, Denver, CO 80204

Date & Time of STEPS

Saturday, September 19

Registration – 9:00 a.m.

3K Walk - 10:00 a.m.

Post **STEPS** Celebration – 11:30 a.m. at Braun's Bar & Grill (across from the Pepsi Center) at 11th & Auraria Parkway.

Directions to STEPS

I-25 to Speer Blvd

East on Speer Blvd to Chopper Circle

South on Chopper Circle

FREE parking at the Pepsi Center.

What is a STEPS Team? - A **STEPS** Team is a group of walkers, walking together, to raise awareness and funding for the campaign to end pediatric sarcomas. **STEPS** Teams can make a tremendous impact on the success of this event and our efforts in the days ahead. The more **STEPPERS**, the more awareness and funding that can be devoted to our campaign to end pediatric sarcomas.

A **STEPS** Team may include anyone and everyone who wants to join together in support of one patient or the overall cause. **STEPS** Team members may include family members, friends and neighbors, co-workers, children and adults. Everyone is invited to participate.

There are two primary types of **STEPS** Teams:

1. **Family/Friend Teams:**

A Family/Friend Team is typically created by family members and friends whose lives have been personally touched by sarcoma issues. Family Teams usually rally around a loved one who is currently battling the disease or those who wish to walk in memory of a patient who lost their battle to Ewing's Sarcoma or the other forms of pediatric sarcomas that have taken the lives of children and young adults.

2. **Corporate Teams:**

A Corporate Team is created when a company wants to support Dani's Foundation's effort to end pediatric sarcomas. These teams are generally made up of co-workers and their family and friends. Corporate Teams may or may not have a personal connection to Dani's Foundation but they are all dedicated to improving the lives of those touched by pediatric sarcomas.

Other Teams:

If you are not forming a Family or Corporate Team, your team might fall under the "Other" heading. "Other" **STEPS** Teams include school teams, fraternity/sorority teams, civic organizations, and church groups - any type of team that would like to join the battle to end pediatric sarcomas.

What is a STEPS Team Leader? - A **STEPS** Team Leader is the organizer and motivator for a **STEPS** Team. **STEPS** Team Leaders are responsible for recruiting people to join their Team, naming their team, setting a team fundraising goal and continually communicating with and encouraging team members prior to and during event. **STEPS** Team Leaders are the Foundation's primary contact and liaison to the Team; he/she will receive ongoing information and updates from the Foundation during the months leading to **STEPS** event. Each **STEPS** Team should have a Team Leader.

If you are participating as a **STEPS** Team Leader, please fill out the Team registration form on our website and keep us updated (via email) of who your **STEPS** Team members will be so that we can add each and every person to our list of participants.

What is a STEPS Team Member? – **STEPS** Team members are individuals who participate as part of a Team. **STEPS** Team members will communicate regularly with their Team Leader and encourage friends and family to support their team, as participants or through making donations. Along with other **STEPS** participants, Team members will collect their donations and bring those donations with them to the **STEPS** event to add to the other Team contributions.

What is an Individual Walker? - Anyone can participate in **STEPS** as an Individual Walker! People who choose to participate as Individual Walkers do not belong to a specific Walk Team; rather, Individual Walkers choose to participate as a single member of **STEPS**. Along with other **STEPS** participants, Individual Walkers will collect their donations prior to the event and bring them with them to the **STEPS** event.

What is a Virtual STEPS Walker? - People who choose to participate as Virtual Walkers at *STEPS* are those individuals who cannot make physical attendance at the event but still would like to support the event by collecting donations from family, friends, business associates and others. Virtual walkers may be individuals or a member of a virtual walk team. The choice is yours. In order to qualify as a virtual walker, these participants must register like other event participants and turn in funds by the collection date.

Letter-Writing Campaigns - One of the most effective (and easiest) ways to raise money for *STEPS* is to launch a letter-writing/email campaign. *STEPPERS* who launch a Letter-Writing or Email Campaign typically raise 5 to 10 times more money than participants using other methods of collecting donations.

By simply drafting a “Dear family and friends” letter or email and explaining why you and/or your family/friends are participating in *STEPS*, and asking for support via their donations for Dani’s Foundation, you can reach many potential supporters. Remember to include everyone in your holiday greeting cards list, address book, email address books and associations to which you belong when sending your letters.

Ask your donors to send their donations to you, made payable to Dani’s Foundation, so that you can turn them in and receive proper recognition for your participation in *STEPS*.

Where/When Should STEPS Donations Be Submitted? - Bring all your donations to the Registration Area at *STEPS*. Use a *STEPS* registration brochure that will enable you to track donations that you receive. Simply collect contributions from family members and friends, record their names and donation amounts on the *STEPS* registration form and submit that form and all donations at the *STEPS* event.

Should you need additional registration forms to record donations, simply make copies of your registration form and attach those together when you turn in your donations at *STEPS*.

If you are participating as a member of a *STEPS* Team, you can gather donations and submit them to your Team Leader before *STEPS* or prior to starting the event on September 19 to insure that all collections are tabulated correctly. All donations received after September 19 should be mailed to Dani’s Foundation, 1600 Broadway, Suite 2400, Denver, CO 80202 at your earliest convenience.

STEPS Awards - Your tremendous fundraising efforts will not go unnoticed! Every participant will receive a *STEPS* Award Certificate. In addition, Golden *STEPS* Awards will be awarded to the TOP participants including awards for:

Individual STEPS Awards

Most Funds Raised by an individual

Most Creative *STEPPER* (award for most creative t-shirt worn)

Virtual STEPS Award

Most Funds Raised by an individual virtual *STEPPER*

Team STEPS Awards

Most *STEPS* Team Members

Most *STEPS* Team Donations

Most Creative STEPS Team (award for most creative Team t-shirt worn)

Virtual STEPS Team Awards

Most Virtual *STEPS* Team Members
Most Virtual *STEPS* Team Donations

Post STEPS Celebration

Gather your family, friends and others and plan to join in the festivities immediately following *STEPS* at Braun's Bar and Grill (across from the Pepsi Center). Braun's will be hosting a Post *STEPS* Celebration Party from 11:30 a.m. - 1 p.m. in honor of this year's *STEPS* participants! Plan to join in on this very special celebration honoring those who participate to end pediatric sarcoma!

Other STEPS Questions - If your question was not answered above, please contact Martha Simmons via phone to 303/601-1881 or via email to martha@danisfoundation.org.

Thank YOU! On behalf of Dani's Foundation, we thank you for your support of *STEPS*! Because of your effort on behalf of those sarcoma patients and scientific investigators that we seek to serve, tomorrow will be a brighter day!

Dani's
FOUNDATION

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