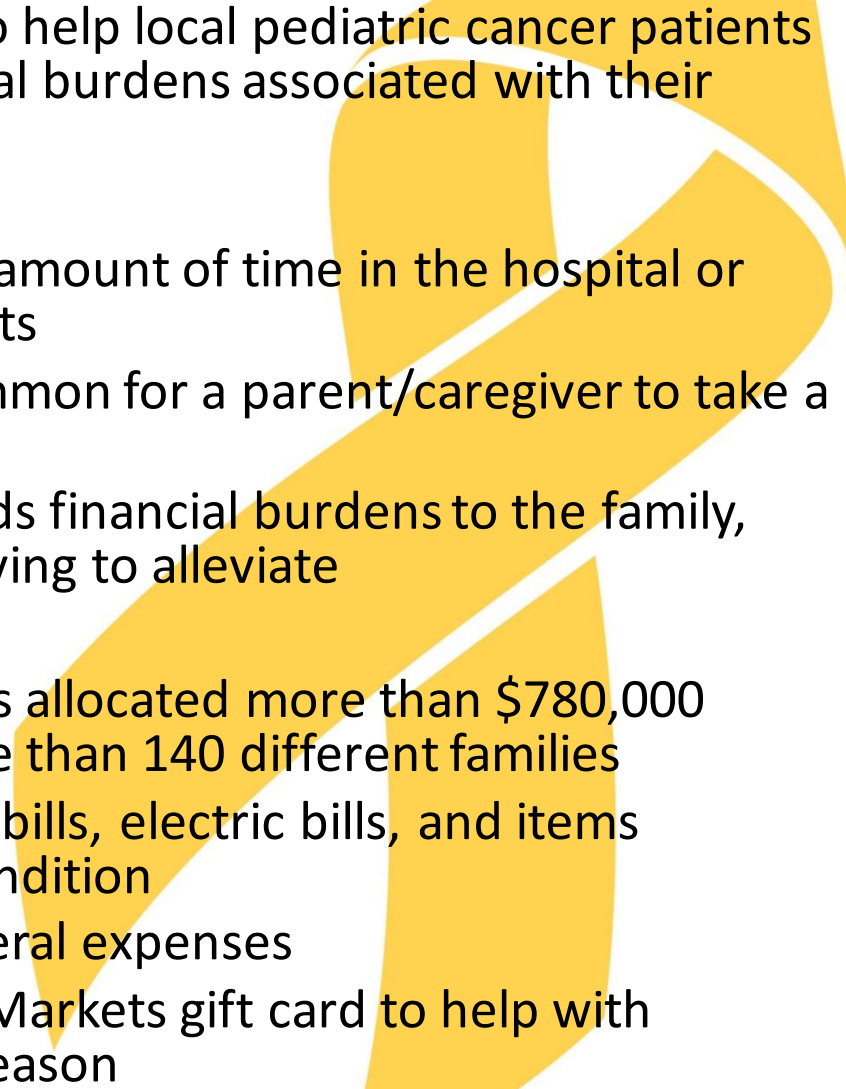


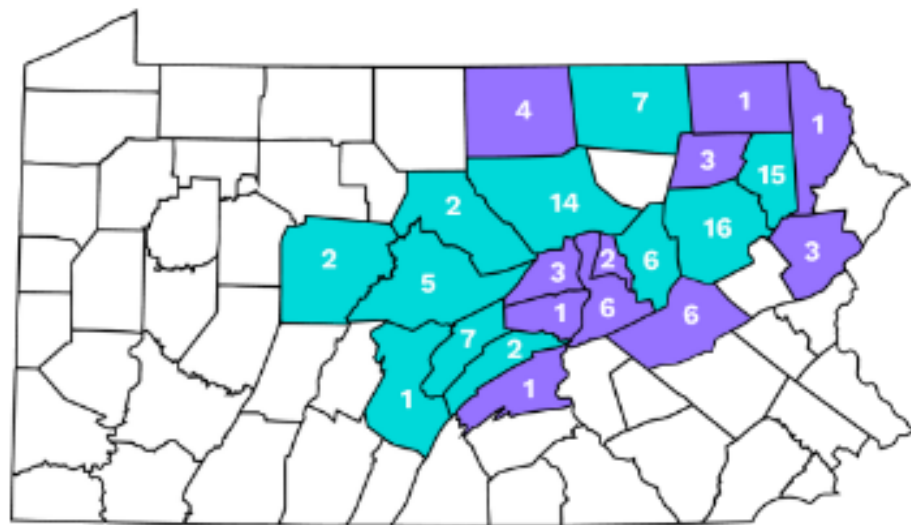


Geisinger

# What is ThinkBIG?

- An organization created in 2014 to help local pediatric cancer patients and their families with the financial burdens associated with their cancer diagnosis
  - Many families spend a significant amount of time in the hospital or traveling to and from appointments
    - Because of this, it's not uncommon for a parent/caregiver to take a leave of absence from work
    - This loss of income quickly adds financial burdens to the family, and this is what ThinkBIG is trying to alleviate
  - Since being founded, ThinkBIG has allocated more than \$780,000 worth of financial support to more than 140 different families
    - Helps families pay for rent, oil bills, electric bills, and items associated to their medical condition
    - Also unfortunately covers funeral expenses
    - Send all families a \$250 Weis Markets gift card to help with groceries during the holiday season
- 

## Number of Families Supported by PA County



- 8 - Bradford
- 2 - Carbon
- 6 - Centre
- 1 - Chemung, NY
- 2 - Clearfield
- 3 - Clinton
- 7 - Columbia
- 1 - Huntingdon
- 3 - Juniata
- 20 - Lackawanna
- 22 - Luzerne
- 16 - Lycoming
- 8 - Mifflin
- 9 - Monroe
- 2 - Montour
- 6 - Northumberland
- 1 - Perry
- 9 - Schuylkill
- 1 - Snyder
- 3 - Susquehanna
- 4 - Tioga
- 3 - Union
- 1 - Wayne
- 4 - Wyoming

*\*As of March 2021*

# What is High Schools For Hope?

- An online fundraising competition between school districts throughout central and northeast Pennsylvania in which proceeds benefit ThinkBIG
- 10% of each schools fundraising total will be donated back to the school to use for extra-curricular activity funds
- The top fundraising school will have 20% of their funds donated back, and the second place fundraising school will have 15% donated back
- Top fundraising students (male and female) will win a \$250 gift card
- Opportunities to win other prizes/gift cards
- Fundraising competition will conclude with a live streamed social media production that will feature DJ DOSK and testimonials from ThinkBIG families

[ThinkBIG High Schools for Hope Website](#)

# Timeline

- Sunday March 28th: Fundraising for High Schools for Hope kicks off
- Friday April 16th: Donations raised offline are due to ThinkBIG in order to be eligible for High Schools for Hope competition
- Sunday April 25th: Social media production featuring DJ DOSK. Fundraising concludes at 9 PM. Event tentatively scheduled to be hosted at Berwick Teen Center
- Sunday May 2nd: Winners/prizes announced via Instagram

The logo for DJ DOSK is displayed in white text on a black rectangular background. The letters 'D', 'S', and 'K' are in a simple, bold, sans-serif font. The letter 'O' is replaced by a power button symbol, which consists of a circle with a vertical line through its center and a semi-circle at the top.

# PRIZES

- All participating schools will receive 10% of their fundraised total donated back to their school
  - 1st Place School: 20% Donated Back
  - 2nd Place School: 15% Donated Back
- Top Male Fundraiser (All Districts): \$250 Gift Card
- Top Female Fundraiser (All Districts): \$250 Gift Card
- Challenge Prizes....

# Challenge Prizes

- **Patriotic Prize:** The school district that collects a donation from the most unique states will win \$200 towards their school district's overall fundraised total. The donation must be a minimum of \$10 to be eligible, and will be based on the credit card payment address
- **Miles Away Prize:** The school district that collects a donation the furthest away from 530 Montour Blvd, Bloomsburg, PA will win \$200 toward their school district's overall fundraised total (Student who collects the winning donation will also win a \$50 gift card). Winner will be determined by entering the donation billing address into Google Maps. The donation must be a minimum of \$10 to be eligible.
- **Gold Leadership Prize:** Each school district that posts a picture of their principal wearing a gold-themed outfit (Gold is the nationally recognized color for pediatric cancer) on their district's Facebook page will be randomly entered into a drawing to win \$200 towards their school district's overall fundraised total. Facebook post must tag ThinkBIG Pediatric Cancer Fund to be eligible. Picture must be posted by April 18<sup>th</sup>.

# Challenge Prizes

- **Very Generous Prize:** The student who collects the largest online FlipCause donation will win a \$50 gift card.
- **Mascot Mania Prize:** Each school district that posts a video of their school mascot performing a school pride skit that incorporates gold/gold ribbons on their district's Facebook page will be randomly entered into a drawing to win \$200 towards their school district's overall fundraised total. Facebook post must tag ThinkBIG Pediatric Cancer Fund to be eligible. Videos must be posted by April 18.
- **Lots of Donors Prize (Individual):** The student who has the most unique \$10 (or more) donors will win a \$50 gift card. Minimum donation of \$10 is required to be considered a unique donor.
- **Lots of Donors Prize (School):** The school who has the most unique \$10 (or more) donors will win \$200 towards their school district's overall fundraised total.
- **School Pride Participation Prize:** The school district that has the most students create a FlipCause fundraising page and raise a minimum of \$25 on their individual page will win \$200 towards their school district's fundraised total.



# Challenge Prizes

- **Out of the Gates Prize:** The first school district who reaches a fundraising total of \$1000 on their FlipCause website will win \$100 towards their overall school district fundraised total.
- **Fast Start Prize:** The school district that collects the first donation greater than \$100 will win \$100 towards their school district's overall fundraising total.
- **Pizza Party Prize (1):** Any student who has raised more than \$50 on their FlipCause fundraising page by 7 PM on April 25th will be entered into a random drawing to win a pizza party for their homeroom/sports team/club (Individual student can pick the recipient. Pizza party capped at 40 individuals).
- **Fill up the Gas Tank Prize (2):** Any student who has raised more than \$50 on their FlipCause fundraising page by 7 PM on April 25th will be entered into a random drawing to win a \$50 Sheetz gift card.

# Steps to Get Involved

1. Start following ThinkBIG on Instagram (thinkbigcancerfund) and Facebook
2. Visit [ThinkBIG High Schools for Hope website](#) and find your high schools unique webpage
3. When at your school's page, register to become a fundraiser by clicking on "Join Your Class Team"
4. After creating your unique fundraising page, share your personal page with friends/family to start collecting donations.

# Tips for Collecting Donations

1. Call close friends/family and ask them to support your High Schools for Hope campaign
2. Share your High Schools for Hope page on social media and/or email it your closest friends/family (See next slide for sample letter)
3. Organize with your peers about what friends/relatives live in different states to try to capture that prize

# Sample Donation Email Template

Dear \_\_\_\_\_

I was emailing to see if you would be interested in making a donation to my ThinkBIG High Schools for Hope fundraising campaign. ThinkBIG is an organization that has the primary mission to alleviate the stress of everyday financial expenses so families who are battling pediatric cancer can concentrate on treatment and healing. ThinkBIG helps families in the central and northeast PA community, and has helped several families in my community.

This campaign is also part of a contest that my school is participating in, where a certain amount of the proceeds that are raised will also be donated back to my school to help support extra-curricular activity funds.

If you have the time and the means, please consider visiting my unique fundraising page and making a donation to help families battle pediatric cancer.

# QUESTIONS?

- If you have questions or concerns, please do not hesitate to reach out to Mark Stankiewicz by email at [info@thinkbigpa.org](mailto:info@thinkbigpa.org)

# Some Words from ThinkBIG Families

- “Bob and myself would like to thank you for helping us pay our rent and sending gift cards to get groceries. The generosity from the fund has lightened our load financially and has allowed us to fully focus on getting Amelia better. When we first started this scary journey, bills were the last thing that we thought of, but unfortunately, they kept piling up. Thanks to your help we were able to pay our rent and have a place to go home to.”

# Some Words from ThinkBIG Families

- “I just wanted to take the time to thank you and your foundation for helping my little family and I. I know you did not have to help us, but you chose to. We cannot express enough how grateful we are for people like you in this world. I never went to leave Mark during his treatment, which means I am not currently working, so the funds provided have been a huge help”

# Some Words from ThinkBIG Families

- “Thank you so much for all that your organization has done for our family during our journey with Abe. We were so amazed by your generosity towards Abe’s funeral expenses. We can’t say thank you enough for how you relieved that burden. It is the generosity of people like you that have helped carry us through this grief”