

2017 Lower Moreland Mini-THON



Benefiting Four Diamonds



What is Lower Moreland's Mini-THON?



Lower Moreland's Mini-THON is an independent fundraising event benefiting pediatric cancer research with Four Diamonds at Penn State Children's Hospital. Four Diamonds is an organization devoted to fighting pediatric cancer. Lower Moreland's Mini-THON consists of 12 consecutive hours during which students may not sit, squat, or kneel; they may only stand, dance, and participate in numerous competitions and activities organized for them throughout the day. All 12 hours are packed with music, food, sports, games, guest speakers, dancing, and grade-versus-grade competitions. The grade with the most points after events such as zone football,

volleyball, and the extremely popular dance and lip-syncing contests, wins. At the conclusion of the evening, the total amount of money raised is revealed, along with the winning grade of Mini-THON.



In 2016-2017, over 280 elementary, middle and high schools, including Lower Moreland High School, held Mini-THONs across the U.S. and together raised a total of over 5.5 million dollars. Lower Moreland High School raised over \$151,000 in Mini-THON 2016, and we have set the bar even higher for 2017!

While the LMHS Mini-THON consists of grades competing against each other, our students

understand the true purpose of this event. The motto of Mini-THON is "FTK", or "For The Kids", meaning that everything we do, from asking for donations and sponsorships to enjoying the event itself, is all to help kids with cancer. In addition to taking time throughout the 12-hour event to focus specifically on the cause, one full hour of our Mini-THON is dedicated to listening to the stories of families and kids who have been helped by Four Diamonds and other cancer research facilities. The children's presence at our Mini-THON helps dancers understand the importance of our event.

**“One day, we will dance in celebration of beating cancer,
but for now, we dance for the cure.”**

Meet Our Four Diamonds Families!

The Trent Golden Family

The Golden Family has been a part of our Lower Moreland Mini-THON community for 10 years now. They have attended every Penn State Dance Marathon (THON) since 2005. Trent is 18 years old, and thanks to the care and support of the Four Diamonds medical team, he is cancer free.

Trent's mother, Tammy Golden, says to all of the dancers, "Without your commitment to Four Diamonds, I'm not sure where Trent would be or what our life would be like."



The Golden Family's Message to the THON Community:



"To all of you involved in THON, thank you for all of your hard work and dedication to support the fund and make it the HUGE success that it is. We love you all!!"

DID YOU KNOW LAST YEAR WE HELPED PROVIDE...

- Over **100 days** for a team of Specialized Nurse Coordinators to manage patient needs (cost: \$1,500 per day)



- Over **150 days** for a team of Social Workers to be dedicated to the entire Pediatric Hematology/Oncology population (cost: \$1,000 per day)



- Over **25 days** of research to be done in one of the Four Diamonds Pediatric Hem/Onc Research Labs (cost: \$5,893 per day)



- Over **200 experiments** in our labs looking for a cure (cost: \$750 per experiment)



- Over **200 routine maintenance visits** for treatment/therapy for a child with leukemia (cost: \$750 per visit)



- Over **1000 days** of ongoing outpatient treatment for a Leukemia patient (cost: \$150 per day)



- Over **6000 hours** of music therapy to assist children with pain management and developmental learning (cost: \$25 per hour)





LOWER MORELAND HIGH SCHOOL

555 Red Lion Road, Huntingdon Valley, Pennsylvania 19006

Expanding Horizons...

William J. Miles

Individualizing Excellence

Principal

Dear Sponsor,

We would like to invite you to become involved with Lower Moreland High School's 11th annual Dance Marathon (Mini-THON). Mini-THON is an event which raises money to aid families with children who are dealing with pediatric cancer. The event is on Friday, November 17, 2017. At this charitable event, students will be on their feet for twelve hours dancing and participating in a series of games and events. Mini-THON is centered on raising childhood cancer awareness. All proceeds go to Four Diamonds, an organization that works to assist families of childhood cancer and to initiate research for a cure.

Four Diamonds was founded in 1972 by Charles and Irma Millard in honor of their son, Christopher, who lost his battle with cancer at the age of 14. The Millards wanted to establish a program that would provide financial assistance for families whose children were being treated for cancer at Penn State Children's Hospital. The proceeds from THON have helped lessen both the financial and emotional burdens of over 4,000 families struggling with the battle against pediatric cancer. Since its beginning, Penn State's Dance Marathon (THON) has given over \$136 million to fund groundbreaking cancer research with 95 cents of every dollar donated directly impacting children fighting cancer and helping improve the path of kids who will face cancer in the future.

Last year, in our ninth year, our Mini-THON raised over \$151,000.00. With your help we can make Mini-THON 2017 an even bigger event. Here is how you can get involved.

The donation categories are as follows:

\$100+	Silver Sponsor
\$250+	Gold Sponsor
\$500+	Platinum Sponsor
\$1,000+	Diamond Sponsor
\$4,000+	Four Diamond Sponsor

We thank you in advance for your commitment to this worthy cause. *Please make checks payable to LMHS Mini-THON and mark "Four Diamonds" in the memo section. Email your company logo to lmhsthon@gmail.com for use in publicity items that you qualify for. If you do not send us a logo, we will simply use your company name in all publicity tools we distribute.*

Mail donations to Lower Moreland High School (attn. Mr. Seth Baron), 555 Red Lion Road, Huntingdon Valley, PA 19006. For tax purposes, our federal tax ID# is 23-6003908. If you have any questions, please email us at lmhsthon@gmail.com. Any donation, large or small, allows Four Diamonds to give children a second chance at life. Please join the Lower Moreland Mini-THON family.

Sincerely,

Seth Baron, Cody Pearson, Matthew Preedy
Faculty Advisors

Jack Sorkin, Lauren Vanartsdalen
Student Coordinators

Publicity Benefits	Silver	Gold	Platinum	Diamond	Four Diamonds
	\$100+	\$250+	\$500+	\$1,000+	\$4,000+
Company name on Ad flyer	*	*	*	*	*
Company name listed on website	*	*	*	*	*
Company name on Ad banner at event	*	*	*	*	*
Social media recognition and advertisement	*	*	*	*	*
Company Logo (small) on Ad flyer		*	*	*	*
Company name, logo & link on website		*	*	*	*
Company banner at event			*	*	*
Company Logo (large) on Ad flyer			*	*	*
Company logo / link on front page of website			*	*	*
Company name / logo on event t-shirts				*	*
Company Logo (extra-large) on Ad flyer				*	*
Invitation to LM Mini-THON and opportunity to speak at the event					*
Company "Shout Out" at LM Mini-THON					*

Lower Moreland Mini-THON Publicity Benefit Explanation

To benefit Four Diamonds

November 17th, 2017

Company name/logo on Ad flyer	The Ad flyer goes out once in November just before LM Mini-THON. Company name or logo size depends on the level of contribution. It reaches hundreds of homes.
Company name/logo listed on website	The company name/logo will be listed on the LM Mini-THON website depending on contribution level. Location of name or logo also depends on the donation amount.
Company name on Ad banner at event	The company name will be written on the Ad banner displayed at LM Mini-THON. All who attend will see this banner.
Company link on website	A link will be available on the LM Mini-THON website directly to the homepage of the company website. Location of link on website depends on donation level (may include front page).
Company banner at event	The company can supply their own banner to be hung and displayed at LM Mini-THON.
Social media recognition	Company name and support will appear on LM Mini-THON Facebook, Twitter, etc... (as will specials and products depending on level of donation).
Company name / logo on t-shirt	The company name and/or logo will be displayed on LM Mini-THON t-shirts.
Invitation to LM Mini-THON	We invite you to come and speak to the hundreds of students, faculty, and parents in attendance at LM Mini-THON. You will be able to put a face to your very generous donation.
Company "Shout Out" at LM Mini-THON	At the end of the event your company will be given individual recognition for your part in our total amount of money raised.