There's Power In Numbers
Coordinator Resource Guide

Get started online now at stjude.org/math

St. Jude patient Dallas

St. Jude Children's Research Hospital

St. Jude Math-A-Thon
Meet Charlotte

When Charlotte developed unexplained bruises and a scrape-like rash across her body, her pediatrician ran a blood panel. Results showed Charlotte had aplastic anemia, a condition where the bone marrow’s stem cells don’t make enough new blood cells.

At St. Jude Children’s Research Hospital®, Charlotte underwent radiation therapy and chemotherapy, followed by a bone marrow transplant in October 2018. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases—like aplastic anemia.

“St. Jude has been an immeasurable gift to our whole family,” said Charlotte’s mom. “I could never have imagined the hope, joy and miracles we’ve experienced during an otherwise difficult time. St. Jude has embraced us like family.” Charlotte, who visits St. Jude for regular checkups, loves making art and is obsessed with unicorns. Charlotte is one of three girls—she has a twin sister and a younger sister.
St. Jude Math-A-Thon Makes a Difference

Thanks to events like the St. Jude Math-A-Thon and supporters like you, St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. By freely sharing discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Thank you for being a special part of this program and for your commitment to the children of St. Jude.

Every dollar raised helps us ensure that families never receive a bill for treatment, travel, housing or food—because all a family should worry about is helping their child live.

Your donation  What it means for St. Jude

|$750 | Provides five days of oxygen for a St. Jude patient

|$1,000 | Helps cover about two-thirds of the cost of one day of chemotherapy

|$2,500 | Helps provide an ultrasound study

|$5,000 | Helps cover the cost of the daily room rate of the ICU

|$7,500 | Helps provide nearly two months of Child Life Specialist services

|$10,000 | Helps provide grocery gift cards for two years for one St. Jude family

Our Goal for St. Jude

We have ___________ students participating. Together, we'll raise $ __________________ for children battling cancer and other life-threatening diseases.

Get started online at stjude.org/math
Implementing Your St. Jude Math-A-Thon

Get Started Online
(six weeks before Challenge Week)
Visit stjude.org/math to set up your school’s fundraising webpage.

Spread the Word
(four weeks before Challenge Week)
Using the resources in your kit and online fundraising center, promote your event and encourage participating families to set up individual fundraising pages.
- Send emails to recruit staff, volunteers and families to participate
- Send home Sponsor Form Envelopes and Parent Letters
- Use the enclosed posters (or create your own materials) to promote your event

Host a Kick-off Celebration
(three weeks before Challenge Week)
Host an assembly or pep rally to announce your school’s participation in the St. Jude Math-A-Thon.
- Show students one of the videos included at mathathon.org/resources
- Send Challenge Week reminder emails to parents and volunteers
- Contact local media and post on your school’s social media pages to gain support
**Do the Math**  
*(Challenge Week)*

Distribute a Math-A-Thon Funbook to each student (place your order by emailing mathathon@stjude.org or access Funbooks online through your online fundraising center).

- Complete one page of math problems each day
- Congratulate students as they reach their fundraising goals
- Share the St. Jude mission with students to bring home the importance of helping others. Find patient stories and more at stjude.org/inspire

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**Wrap-up**  
*(post Event)*

Collect all donations and send them to St. Jude.

- Complete the Donation Submission Form and return to St. Jude in the postage paid envelopes provided in your kit. Be sure to include your school’s event code
- Once donations are received and processed, St. Jude will send an email to participants inviting them to order prizes. Remember, prizes are only for students who fundraise and/or log their donations online

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Get started online at stjude.org/math
Additional Ideas and Resources

Boost your fundraising total
To maximize your fundraising, consider including additional activities alongside your event. Here are some ideas:
• Homework pass giveaway
• Bake sales
• Coin drive
• Pajama day

Stay connected
• Follow St. Jude on Facebook, Twitter and Instagram
• Join our St. Jude School Programs Facebook Community
• Share your fundraising stories and photos with us at mathathon@stjude.org

Cut out the next page to use as a poster or social media sign. Don’t forget to tag #stjude in your posts!
THERE'S POWER IN NUMBERS