

Learning to
Ride.
Learning to
Give.

Fundraising Resource Guide

Teaching kids the
power of giving back.



St. Jude
Trike-A-Thon

What is St. Jude Trike-A-Thon?

The St. Jude Trike-A-Thon is a fun and educational way to teach young preschoolers and their educators how to make a difference for St. Jude kids. St. Jude Children's Research Hospital® provides materials for a week of learning and fun activities for preschools and childcare centers.

Trike participants also learn important lessons about helping others by raising awareness and support for children battling cancer and other life-threatening diseases at St. Jude.

St. Jude Trike-A-Thon seeks to energize and encourage preschoolers, their educators, family and friends to grow their empathy skills built into Trike's classroom tools and assets.

For more than 40 years, St. Jude Trike-A-Thon and its participants have raised over \$130 million for St. Jude kids. Because the majority of St. Jude funding comes from generous supporters like you, your family and friends, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.

Thank you for helping continue the Trike Legacy and its support of St. Jude.

Now, let's ride for St. Jude!

Meet St. Jude patient Luna

Luna is still a little girl, but she's already talking about pursuing a teaching career. "Me gustan mucho las matemáticas," she said. She's inspired in part by her time at St. Jude, where she attends the St. Jude School Program by Chili's.

Luna was a toddler living in Guatemala when she was diagnosed with blood cancer. She underwent two years of chemotherapy at a pediatric cancer hospital, but a relapse days before Christmas in 2019 led doctors to refer Luna to St. Jude. Luna has received two bone marrow transplants at St. Jude, plus chemotherapy and CAR T-cell therapy, a treatment that helps the body's immune system get better at destroying cancer cells.

Luna lost some of her of vision, but she doesn't let that discourage her. She is full of curiosity, eager to learn about the world around her. "For us, St Jude has been a blessing," her father said. "St. Jude is a place that shows that good exists."



Scan to
learn more
about Luna.



Make an impact for St. Jude!

St. Jude cares for some of the world's sickest children regardless of their race, ethnicity, beliefs or ability to pay. Our patients receive the customized care they need to treat childhood cancer and other life-threatening diseases, no matter what barriers they may face.



Every dollar raised helps St. Jude focus on what matters most – saving kids.

How can an individual donation help?

\$25

could help cover the cost of **1 DAY OF MEALS** for a St. Jude patient

\$50

could help cover the cost of **13 IV BAGS** for St. Jude patients

\$100

could help cover the cost of **1 RED WAGON**

\$250

could help cover the cost of **1 DAY OF OXYGEN**

How can my school's fundraiser total help?

\$500

could help cover the cost of **4 WALKERS**

\$750

could help cover the cost of **5 SETS OF SCHOOL SUPPLIES**

\$1,000

could help cover the cost of **7 GROCERY STIPENDS** for one week for St. Jude families

\$5,000

could help cover the cost of **3 DAYS OF CHEMOTHERAPY** administered intravenously to leukemia or solid tumor patients



Hosting your St. Jude Trike-A-Thon

Use this checklist to help guide you through your St. Jude Trike-A-Thon event from start to finish.



GET STARTED ONLINE

(Six weeks before event week)

- Visit stjude.org/trike to get started
- Click on “Find Your School” to find your school’s fundraising website



SPREAD THE WORD

(Three weeks before your event)

- Promote your event by using your Trike Mail Kit and Online Resources
- Encourage participating families to register to fundraise on the school’s event web page
- Send home Sponsor Form and Parent Letter with participants
- Display promotional poster(s) in your hallways and classrooms to build excitement for your event



EDUCATE

(Event week)

- Integrate the Trike Resources to best fit your classroom and lesson plans
- Use the Trike Storybook* and Coloring Book to help visually tell the story of St. Jude, the St. Jude mission and other ways to help St. Jude kids
- Pass out stickers at the end of each day to celebrate what everyone has learned

2022 St. Jude
Trike-A-Thon
event





GET READY TO RIDE

(Event day)

- Remind parents and students to bring a riding toy and safety equipment to school (A riding toy can be a tricycle, bicycle, scooter, etc.)
- Set up a fun and safe riding course for your participants (Course can be indoor or outdoor)
- Allow all participants to join in. While one group rides the course, encourage the other participants to cheer from the sidelines
- Share event day pictures on social media and don't forget to tag **@stjude** and use **#StJudeTrike**



WRAP UP

(No more than 10 days after event day)

- Encourage participants that collected check donations to use the mobile check deposit tool in their fundraising center
- Make sure to collect all donations to send to St. Jude (Includes checks not submitted digitally; Do not send cash)
- Ensure all donation forms are completed and ready to return to St. Jude using the postage paid envelopes provided in your kit
- Once donations are received and processed, participants will be notified for prize selection via email
- Prizes will be shipped directly to participant's home

Additional ideas and resources



BOOST YOUR FUNDRAISING

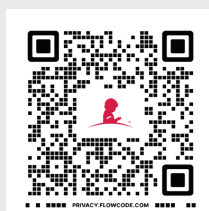
Maximize your fundraising and consider including additional activities alongside your event. Here are some ideas:

- Host a bake sale
- Launch a coin drive
- Promote a pajama day



LEARN MORE ABOUT ST. JUDE

- Make sure to follow **@stjude** on social media
- Learn more about St. Jude patients, supporters and other stories at **stjude.org/inspired**



*Check out the Trike Storybook and other helpful resources online.



The starting line for learning to give back

Be inspired to take your St. Jude Trike-A-Thon to the next level. Try some of these fun ideas to further excite your participants at your event.



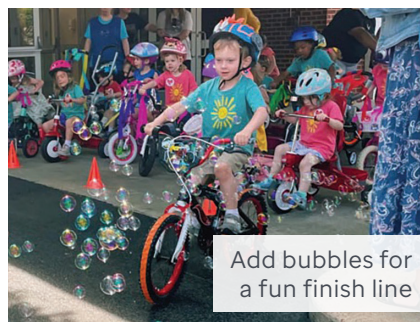
Invite parents and families to make signs and cheer on the young riders



Encourage riders to create their own racing bibs



Let the kids decorate their riding toys



Add bubbles for a fun finish line



Yard signs and trophies are exciting ways to celebrate



Share pom poms and noisemakers with attendees



A balloon arch makes a great start/finish line



Create fun signage for a guest check-in table



Build unique props, like a drive-thru "bike wash"

QUESTIONS?

Visit stjude.org/trike or call 1-800-626-2453.

Cut out the next page to use as a social media sign. Make sure to tag @stjude and use #StJudeTrike in your posts!



I HELPED ST. JUDE KIDS!



St. Jude
Trike-A-Thon



St. Jude Trike-A-Thon

stjude.org/trike | 1-800-626-2453

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