

Learning to
Ride.
Learning to
Give.

Coordinator Resource Guide

Get started
online now at
stjude.org/trike



St. Jude
Trike-A-Thon

Meet Bella

brain cancer

Bella is a precocious toddler who loves to dance. In 2018, tests in India revealed a mass on her brain. After an intense 8-hour surgery at a large hospital in Mumbai, Bella's parents were told her tumor was both cancerous and incurable.

But then, a stranger at the hospital told Bella's parents about a hospital in the United States called St. Jude. Bella's family had never been to the United States. Soon, they were in touch with a team of neuro-oncology experts, and based on additional pathology from St. Jude and another hospital in India, Bella's diagnosis was changed to anaplastic ependymoma—a survivable disease, if treated properly.

A month after being told Bella would die, she and her family arrived at St. Jude, where she received proton therapy and chemotherapy. Her parents were prepared to manage under any circumstances, live in any condition. Instead, they found out that St. Jude would provide much more than Bella's treatment.

"St. Jude has thought about the issues we face," said her father, Amit. "Accommodation, transportation—everything is arranged," because families never receive a bill from St. Jude for treatment, travel, housing or food. Said Amit, "Unless someone comes here and experiences it, no one will believe there could be such an organization in the world—in these kind of times, when everyone is living for themselves."

Bella completed her treatment in September 2018.



Years of fundraising experience and expertise have gone into the development and compilation of these tips and guidelines. They are provided for the enhancement and effectiveness of your experience as a volunteer for St. Jude Children's Research Hospital.® Please respect our request that this information remain proprietary by not sharing with others or using for other charitable purposes.

SPECIAL NOTE: Raffles cannot be conducted on behalf of St. Jude. Please contact the Coordinator Support Team at 1-800-626-BIKE (2453) if you have questions.



St. Jude Trike-A-Thon Makes a Difference

Thanks to events like the St. Jude Trike-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/trike



Hosting Your St. Jude Trike-A-Thon



Get Started Online (six weeks before Event Week)

Visit **stjude.org/trike** to set up your school's fundraising webpage.



Spread the Word (three weeks before Event 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 Forms and Parent Letters
- ☐ Use the enclosed posters (or create your own materials) to promote your event



Educate (Event Week)

Choose how you want to teach participating students about trike and riding toy safety.

- ☐ Read students daily lessons from the "Big Trike Adventure" online storybook at **stjude.org/trikerresources**
- ☐ Show students the safety lesson videos at **stjude.org/trikerresources**
- ☐ Have students color the appropriate lesson in their Trike-A-Thon coloring book
- ☐ Pass out stickers upon completion of each daily lesson



Get Ready to Ride!

Put your students' knowledge to the test on event day!

- ☐ Remind parents and students to bring a trike or riding-toy and safety equipment to the event
- ☐ Set up a riding course in a safe area
- ☐ Post event day pictures on Facebook, Twitter and Instagram using #stjudetrikeathon



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
- ☐ 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
- ☐ Share pictures with our St. Jude Preschool Programs Facebook Community



Your donation could help St. Jude patients like **Maelin-Kate**.



Get started online at
stjude.org/trike



Additional Ideas and Resources

Boost Your Fundraising

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 [f](#) [t](#) [i](#)
- Learn more about our patients and supporters at stjude.org/inspire
- Share your fundraising stories and photos with us at trike@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!

KIDS HELPING ST. JUDE KIDS!

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St. Jude Children's[®]
Research Hospital

St. Jude Trike-A-Thon

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