

KICK★IT
FACING CANCER FINDING CURES

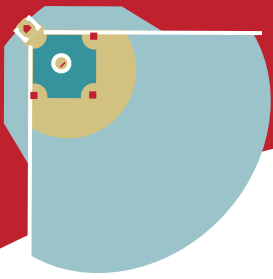
SCHOOL CAPTAIN PLAYBOOK



100% of proceeds from every single game go directly to pediatric, adolescent and young adult cancer research. Kick-It is a program of Flashes of Hope, a national non-profit with chapters in 40 cities across the country.



6009 Landerhaven Drive • Suite I • Cleveland • Ohio • 44124
440.461.KICK (5425)
WWW.KICK-IT.ORG



WHY KICKBALL?

Kick-It was founded by a 9-year old cancer patient with a big dream; to cure cancer by playing kickball. Quinn Clarke asked his friend Ava Harb to join him in a kickball game. Even though they were both undergoing treatment, they wanted to help their doctors find a cure. On just 5 days notice, more than 500 people were inspired to play in the first game and raised thousands of dollars. Within weeks, games were held in backyards, parks and playgrounds across the country.

REASONS TO KICK-IT!

Despite medical advances, childhood cancers are the #1 disease killer of children – more than asthma, AIDS, cystic fibrosis, and muscular dystrophy combine. More than 12,000 children in the United States are diagnosed each year and 25% do not survive.

Cancer is affecting the life of a child in your community. On average one in every four elementary schools has a child with cancer. Each school day 46 children are diagnosed with cancer. One out of every 330 children in the U.S. will develop cancer by the age of 30.

There has not been a new drug developed specially for pediatric cancer in nearly 20 years. Cure rates have risen through the collaborative research efforts of The Children's Oncology Group but funds need to be dedicated to research to save the lives of more children.

KICK IT • FREQUENTLY ASKED QUESTIONS

What makes Kick-It unique ?

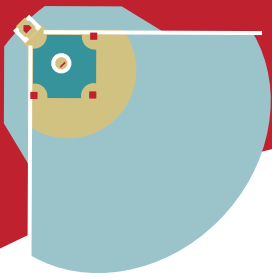
Kick-It was founded by two children with cancer who wanted to help others. The story of how kids can make a difference resonates with students and makes the games more rewarding. Kickball games also offer an opportunity for K-12 children to participate in an age appropriate physical activity which does not require a high level of athletic ability. Teachers, administrators and parents can easily join in the fun to make it a true community event.

We have a child who was diagnosed with cancer at our school. How does this help?

Kick-It games are a celebration and a positive way to honor the bravery of a child or teen battling cancer. Game materials can easily be personalized, "Kick It for Joey!", so students understand that by participating they are helping a classmate. Games also encourage students to talk about cancer and help the cancer patient feel supported by peers.

There is not a child with cancer in our school, is it still relevant?"

In the United States, one in four elementary schools has a child with cancer. Chances are, your students know a child or adult who is either in treatment or a survivor.



KICK IT • MORE FREQUENTLY ASKED QUESTIONS

How does Kick-It use the money raised?

100% of proceeds from every single game go directly to pediatric, adolescent and young adult cancer research. Kick-It is a program of Flashes of Hope, a national non-profit with chapters in 40 cities across the country.

Our students raise money for the school, how does this fit in?

A: With shrinking budgets, raising funds for school projects is vital but it is still important to teach children about helping others. Kick-It teaches younger children about giving back and fulfills community service requirements for middle and high school students.

What materials are provided to the school?

Kit includes kickball, banner, buttons, how-to-guide, and donation envelope. CD includes printable flyers, posters, a coordinator/teacher guide, letter for parents, and a sample press release. All documents are also available at www.kick-it.org. Optional items such as free game day sticker for students, must be ordered 3 weeks prior to the event.

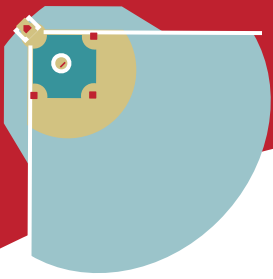
GET IN THE GAME WITH GRADES K-6

Option One • Kick-It Campaign

1. Register your game at www.kick-it.org and contact us so we can help you get started.
2. Kick off your 3-week campaign by distributing classroom fliers and parent letters to teachers.
3. Send or email "Dear Parent" letters to each student prior to the start of the campaign.
4. Begin morning announcements to promote the game, display the provided banners, posters and Kick-It kit and encourage students to make hand made posters.
5. Each week, teachers bring the money to the kickball captain. Volunteers (students, parents or teachers) count and organize the contributions.
6. On Kick-It Day, all students play kickball during PE class and at recess wearing stickers. Teachers can wear buttons and award the button the high fundraiser in each class.
7. Volunteers convert the donations to a money order or check at a local bank. Credit card donations are accepted at www.kick-it.org. Please do not send cash!
Checks should be made payable to • Kick-It, 6009 Landerhaven Drive, Suite I, Mayfield Heights, Ohio, 44124

Option Two • Kick-It Day

1. Register your game at www.kick-it.org.
2. Distribute to teachers: parent letter and posters.
3. Send or email "Dear Parent" letters to each student.
4. One week before the games, begin morning announcements, display banners and posters. Teachers can share the story of Kick-It and/or honor a classmate.



GET IN THE GAME WITH GRADES K-6

Option Two • more on Kick-It Day

5. Students are asked to raise suggested donations of \$2-\$10 to play in the special game.
6. On the day of the games, students wear stickers and play at recess, in PE class, as part of Field Day or as an after school event.
7. Volunteers convert the donations to a money order or check at a local bank. Credit card donations are accepted at www.kick-it.org. Please do not send cash!
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KICKIN IT WITH MIDDLE AND HIGH SCHOOL STUDENTS

Today's middle and high school students prefer to communicate online: at www.kick-it.org, students can log on, register for the event and spread the word to friends and family. Let the web site do the work! The site is the central hub, providing Team Captains, students and supporters a comprehensive set of tools that will allow them to easily organize, manage, promote, and support kickball games in order to raise money to help pediatric cancer.

Kick-It is an easy to organize fundraising event that fulfills community service requirements and engages the entire student body. There are volunteer opportunity for students with a variety of abilities: making signs, organizing check-in and playing in the games.

1. A teacher or administrator serves as the Team Captain by registering the game at www.kick-it.org.
2. Parent letter and information is distributed to students.
3. Morning announcements, banners and posters are displayed throughout the school.
4. Students register online to play as well as join or create teams: students perform most of the up front organization. This gives students the opportunity to work together to raise money.
5. Using turnkey online tools, the Team Captain organizes teams, manages volunteers and creates game day schedule.
6. On the day of the game, volunteer students set up the field and help with registration.
7. While the majority of donations will come through the Web site, students will convert any cash donations to a money order or check. Please do not send cash! All checks should be made payable to Flashes of Hope.

Ideas to make the game more successful with students:

1. Make it a contest between sports teams (soccer vs. field hockey), clubs (student council vs. key club), or the band (winds vs. percussion).
2. Games are an easy way to kick off the school year or celebrate the end of final exams. Freshman vs. Sophomore or Junior vs. Senior games create class unity.
3. Teacher vs. Student games are always popular: kickball does not require much athletic ability. The top 12 fundraisers win the opportunity to play against the teachers in featured game.



Material Order Form

Fax to 440.442.9706 or order online www.kick-it.org

School Name: _____

Grade Levels: _____

School Kickball Captain: _____

Ship To Street Address: _____

City, State & Zip: _____

Telephone: _____

Email: _____

Are You Having A Kick-It Campaign Or Kick-It Day

Materials • please check the boxes and provide quantities

Kick-It Kit (one per school)
Includes ball, banner, buttons and donation envelope

CD of Forms and Templates

- Please send 1 CD
 No thanks, I will download all forms



Optional Materials • must ordered 3 weeks prior to scheduled game or start of campaign

Student Stickers • please check the boxes and provide quantities

- Please send _____ stickers (suggested quantity 1 per student)
 No thanks