

JIMMY FUND *Little League* PROGRAM



Take a swing at cancer!

Mid-July to Mid-August 2011
Celebrating 25 years!



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HISTORY OF THE PROGRAM

Little League Baseball and the Jimmy Fund are two organizations dedicated to providing children with the opportunity to become healthy adults. In this joint effort, the Jimmy Fund and participating Little League teams raise funds for Dana-Farber Cancer Institute.

Now in its 25th year, the program is celebrating the hard work and winning spirit of the coaches, parents, and players who have participated in the Jimmy Fund Little League Program and who have helped raise more than \$3 million for adult and pediatric patients at Dana-Farber.

By fundraising and participating in local tournaments, the 2011 Jimmy Fund Little League Program will provide more than 5,000 Little Leaguers of New England with the opportunity to continue to play baseball/softball after the conclusion of their regular season. On the field, the program will provide these players with the opportunity to develop their athletic skills and further build their self-confidence. Off the field, these young heroes can go out into their communities to raise vital funds for the Jimmy Fund and, most importantly, help others by joining in the fight against cancer.

ABOUT THE JIMMY FUND AND DANA-FARBER

The Jimmy Fund supports the fight against cancer at Dana-Farber Cancer Institute, helping to raise the chances of survival for children and adults with cancer around the world. Since 1948, the generosity of millions of people has helped the Jimmy Fund save countless lives by furthering cancer research and care.

The mission of Dana-Farber Cancer Institute is to provide expert, compassionate care to children and adults living with cancer while advancing the understanding, diagnosis, treatment, cure, and prevention of cancer and related diseases.

JIMMY FUND LITTLE LEAGUE DESIGNATED HITTER



Declan at the 2010 Jimmy Fund Fantasy Day at Fenway event

Declan

Declan is a happy six-year-old from Bedford, N. H. Declan loves to read, watch movies, play with his friends and play sports such as soccer, skating, and baseball. He is a big Boston Red Sox fan, but his favorite baseball player is his friend Raquel.

Back in 2006 Declan was diagnosed with an atypical teratoid rhabdoid tumor of the brain/CNS (ATRT). Over the course of 60 weeks Declan was given intensive chemotherapy and six weeks of focal radiation at Dana-Farber Cancer Institute's Jimmy Fund Clinic. Declan and his parents are proud to say as of now, four years from his diagnosis, there is "no evidence of disease."

Thank you for raising money to help each child, adult, and family that comes to Dana-Farber. Your involvement with the Jimmy Fund Little League Program allows us to hear success stories about patients like Declan and countless others.

GENERAL TOURNAMENT INFORMATION

Tournament Dates: Mid-July to Mid-August **Registration Fee:** \$75 per team*

To sign up for the tournament, please make your check payable to:

The Massachusetts State Little League Fund

Payment may be sent to your district administrator. Entry fees help support Little League Baseball endeavors.

**The registration fee of \$75 paid to the Massachusetts State Little League Fund is 100% tax-deductible.*

TOURNAMENT FORMAT

- Each participating district will organize a tournament following official Little League Baseball rules
- Participating players must be between the ages of 9 and 14
- Maximum of 14 players allowed per team

TOURNAMENT INCENTIVES & PRIZES

Tournament Dates: Mid-July to Mid-August

**The information below is based on timely receipt of team/district paperwork and fundraising dollars*

TOP FUNDRAISING TEAMS

The **TOP FUNDRAISING TEAM** from each district will receive:

- Tickets to the Sunday, Sept. 18 Boston Red Sox vs. Tampa Bay Rays game at Fenway Park
- A Jimmy Fund goody bag
- Recognition at the game on Fenway Park's center field JumboTron

Districts must raise a minimum of \$2,500 to send their top fundraising team to Fenway.

SECOND-HIGHEST FUNDRAISING TEAM

The **SECOND-HIGHEST FUNDRAISING TEAM** from each district will attend a minor league baseball game and experience the game like a big leaguer as a guest of the Jimmy Fund. Tickets will be provided for **ONE** of the three following games:

- Saturday, Aug. 27 - Lowell Spinners vs. Tri-City Valley Cats in Lowell
- Sunday, Aug. 28 - Worcester Tornadoes vs. Quebec Capitals in Worcester
- Sunday, Sept. 4 - Pawtucket Red Sox vs. Rochester Red Wings in Pawtucket

ONLINE FUNDRAISING - ALL TEAMS

THE FIRST 12 TEAMS to sign up online and raise \$500 **ONLINE** will receive one hour in the batting cages as a team and one private lesson for each player on the roster at an Extra Innings location of your choice.

Please note fundraising will continue until the end of the program on Monday, Aug. 15, 2011.

HIGHEST ONLINE FUNDRAISING TEAMS

THE TOP THREE TEAMS with the highest **ONLINE** fundraising totals by Monday, Aug. 1, 2011 will receive 20 tickets each to the double header Futures at Fenway Games on Saturday, Aug. 20, 2011.

Please note fundraising will continue until the end of the program on Monday, Aug. 15, 2011.

TOURNAMENT INCENTIVES & PRIZES CONTINUED

Tournament Dates: Mid-July to Mid-August

**The information below is based on timely receipt of team/district paperwork and fundraising dollars*

INDIVIDUAL PLAYER INCENTIVES

- **The top individual fundraiser from each district** will receive a baseball autographed by Boston Red Sox player Jarrod Saltalamacchia.
- **The top individual fundraiser from each district** will also be entered into a drawing to win a batting spot at the 2012 Jimmy Fund Fantasy Day at Fenway event.
- **The top fundraising individuals in age groups 9-10 and 11-14 from the entire Jimmy Fund Little League Program** will receive an Extra Innings Grand Slam Player Pack at the Extra Innings location of their choice. This prize includes:
 - One-half batting tunnel rental per week for a whole year
 - Five private lessons with a professional instructor
 - One baseball clinic
 - 10 percent off all Extra Innings Pro Shop purchases
 - Unlimited use of the Extra Innings members training area
 - Additional discounts on all lessons and clinics at an Extra Innings location of their choice

**MORE GREAT PRIZES ARE LISTED ON THE
NEXT PAGE**

TOURNAMENT INCENTIVES & PRIZES CONTINUED

Tournament Dates: Mid-July to Mid-August

**The information below is based on timely receipt of team/district paperwork and fundraising dollars*

TOP FUNDRAISING DISTRICT

The district that raises the most money in 2011 will receive a coaches clinic at one of Extra Innings' locations. The clinic will be open to all coaches in the district who participated in the Jimmy Fund Little League Program. Facility location is to be announced and the clinic must be conducted before the start of the 2012 season.

DISTRICT TOURNAMENT CHAMPIONS

The tournament winning team from each district will receive a Jimmy Fund Little League plaque for each player on the team after the championship game.

***THE JIMMY FUND LITTLE LEAGUE PROGRAM'S
FUDRAISING FOR PRIZES WILL END
MONDAY, AUG. 15, 2011***

TOURNAMENT MANAGEMENT

DISTRICT ADMINISTRATOR RESPONSIBILITIES

- Meet with the Little League presidents in your district to promote the program and strongly encourage the selection of a “Jimmy Fund Coach” to manage the fundraising for each team
- Complete the Supply Request Form and mail or fax to:

Jimmy Fund Little League Program
Attn: Amy Powers
10 Brookline Place West, 6th Floor
Brookline, MA 02445
Fax: 617-582-8403

- Distribute baseball hats, Jimmy Fund Little League fundraising posters, collection canisters, team roster, coaches bucket, and pledge forms to the presidents of participating leagues (see pages 16 and 17)
- Oversee the tournament by keeping in contact with league presidents, managers, and coaches
- In order to properly recognize the highest fundraisers please forward the following to Amy Powers at the Jimmy Fund (contact information listed above) by **Monday, Aug. 15, 2011**
 1. All fundraising proceeds and pledge forms
 2. Top fundraising team form
 3. Top individual fundraiser form
 4. Jimmy Fund district fund tracker
- **PLEASE MAKE SURE THAT ALL FUNDRAISING CHECKS ARE MADE PAYABLE TO THE “JIMMY FUND”**
- **PLEASE DO NOT SEND CASH GIFTS**

For questions or concerns please contact:

John Berardi at 781-938-6709 or at llb.ma@verizon.net

TOURNAMENT MANAGEMENT

LEAGUE PRESIDENT RESPONSIBILITIES

- Meet with team managers and coaches in your league to promote the program
- Distribute baseball hats, Jimmy Fund Little League fundraising posters, collection canisters, coaches bucket, team roster, and pledge forms to managers/coaches of participating teams (see pages 16 and 17)
- Collect team roster and \$75 entry fee from managers/coaches by **Tuesday, July 5, 2011**. Please mail the team roster to your district Administrator.
- Oversee the tournament by keeping in contact with managers/coaches
- Collect all pledge forms and fundraising proceeds from your managers/coaches by **Wednesday, Aug. 10, 2011**. Send or give your totals to your district administrator to determine the top fundraising team/individual
- **PLEASE MAKE SURE ALL FUNDRAISING CHECKS ARE MADE PAYABLE TO THE "JIMMY FUND"**
- **PLEASE DO NOT SEND CASH GIFTS**

For questions or concerns please contact:

John Berardi at 781-938-6709 or *llb.ma@verizon.net*

TOURNAMENT MANAGEMENT

TEAM MANAGER/COACH RESPONSIBILITIES

- It is strongly recommended that you select a Jimmy Fund fundraising coach to manage the fundraising of the team
- Meet with team players and parents to explain the program and discuss fundraising initiatives, as well as manage the team's online fundraising page
- Complete your team roster with 14 players' names. Send the team roster and \$75 entry fee to your league president by **Thursday, June 30, 2011**
- Distribute baseball hats, Jimmy Fund Little League fundraising posters, collection canisters, and pledge forms to your team
- Communicate to players that they may raise funds by reaching out to friends, family, neighbors, and area businesses for contributions for the Jimmy Fund.
 1. Pledge forms should include the name and address of each donor
 2. **Contributions should be collected at time of pledge** (see page 17 for pledge form and view the next page for fundraising tips)
- Remember: **managers/coaches are also eligible to raise funds**
- Collect all funds raised from each player and send to your league president no later than **Wednesday, Aug. 10, 2011**, with a team total.
- The Jimmy Fund will send acknowledgments for all contributions made payable to the Jimmy Fund
- **PLEASE MAKE SURE ALL FUNDRAISING CHECKS ARE MADE PAYABLE TO THE "JIMMY FUND"**
- **PLEASE DO NOT SEND CASH GIFTS**

For questions or concerns please contact:

John Berardi at 781-938-6709 or llb.ma@verizon.net

GRAND SLAM FUNDRAISING IDEAS

FUNDRAISING SUGGESTIONS

- Send a letter to family, friends, and neighbors (see sample fundraising letter on page 13)
- Send a press release to your local newspaper
- Post your involvement on Facebook and Twitter
- Create your own online fundraising web page (see page 15 for details)
- Send an e-mail to family, friends, and neighbors that includes the link to your online fundraising web page. (You can view sample e-mails by logging in to “My HQ” on the Jimmy Fund Little League web site)
- Solicit local businesses from your community to support your team online at *JimmyFund.org/LittleLeague*
- Designate “Team Parents” or a “Jimmy Fund Coach” to oversee fundraising efforts
- Start a \$1 per-hit campaign
- Plan a home run derby
- Hold a canister collection drive at a grocery store or a neighborhood location that has a lot of foot traffic. (Make sure to ask permission from the business before you start fundraising)
- Hold a bake sale or a car wash
- Hold a drawing and have local businesses donate the prizes
- Collect proceeds from lawn mowing or other neighborhood chores
- **BE CREATIVE AND HAVE FUN!**

FUNDRAISING TIP #1

Matching gifts are a great way to double your fundraising efforts!
Visit *matchinggifts.com/jimmyfund* for more details.

FUNDRAISING TIP #2

At a league team meeting or league parents meeting share new fundraising ideas and updates on how your team is currently fundraising in your community!

FUNDRAISING TIP #3

Please remember, all Jimmy Fund events need to be approved by the Jimmy Fund office. If you will be conducting a fundraising event that you think will raise \$5,000 or more, please contact Amy Powers at 617-632-3613 or by e-mail at *amy_powers@dfci.harvard.edu*.
For all other events, please submit your event-related fundraising ideas to your District Administrator for inclusion in your district’s fantastic fundraising plan!

SPREADING THE WORD

-SAMPLE LETTER-

Hello Family and Friends!

You've all heard me talk about it...and finally the time has arrived for the Jimmy Fund Little League Program to begin! I can hardly wait for this year's tournament and hope that my team makes it to the championships! More importantly, I — along with thousands of others — am hoping to raise more than \$260,000 for the Jimmy Fund and Dana-Farber Cancer Institute. With your help, I know we can reach this goal!

The money raised goes directly to lifesaving cancer research and care at Dana-Farber. I am participating in this program on behalf of the many people this terrible disease has touched—mothers and fathers, grandparents, brothers and sisters, friends, and neighbors.

I would greatly appreciate your cheers from the bleachers and your support of my fundraising efforts. Please mail your contribution in the enclosed self-addressed envelope or visit **(include the link to your personal fundraising web page here)** and help us take a swing at cancer!

Thank you.

Sincerely,

Player Name
[Town Name] Little League

FUNDRAISING TIP #4

A personal letter or e-mail sent to friends and family is a great way to reach a large audience and raise vital funds. Make sure to include the link to your online fundraising web page. You can find our e-mail template at JimmyFund.org/LittleLeague and easily e-mail all of your contacts with a simple click!



SPREADING THE WORD

-SAMPLE PRESS RELEASE-

FOR IMMEDIATE RELEASE: DATE

CONTACT: [Name, Phone Number & E-mail]

Little Leaguers Take a Swing at Cancer

More Than 50 Years of Supporting the Jimmy Fund

Soon after the Jimmy Fund was founded in 1948, Little Leaguers, dressed in wool uniforms, went door-to-door collecting pennies, nickels, and dimes for the Jimmy Fund in little round banks shaped like baseballs. Now, they wear their team jerseys and hit the streets in their communities to raise major league funds that support cancer research and care for the Jimmy Fund and Dana-Farber Cancer Institute.

Children in [town name] will be among the thousands of boys and girls, ages 9- 14, participating in this year's Jimmy Fund Little League Program. Please welcome [team name] members and be generous with helping them take a swing at cancer. This is a great program to teach children the importance of helping others.

To learn more about the Little League Program and the Jimmy Fund, please visit [***JimmyFund.org/LittleLeague***](http://JimmyFund.org/LittleLeague).

Dana-Farber Cancer Institute provides expert, compassionate care to children and adults and is home to groundbreaking cancer discoveries. The Institute is consistently ranked the number one cancer hospital in New England by *U.S. News & World Report*. Founded in 1948, the Jimmy Fund has raised millions of dollars through thousands of community efforts to advance Dana-Farber's lifesaving mission.

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A GUIDE TO THE JIMMY FUND LITTLE LEAGUE PROGRAM WEB SITE

Go to *JimmyFund.org/LittleLeague* to access your fundraising information, see your team’s progress, and track your district’s total!

The **HOME PAGE** is where everyone starts. The left side of the screen displays the site’s basic navigation bar, which appears on every screen to allow quick access to other parts of the site.

To register, click on **“PLAYER REGISTRATION.”** You can search for your team under the district or by typing in the team name. Either join a team or get team/district statistics by clicking on the team or district name.

Once you’ve found your team, click on **“JOIN TEAM”** and follow the instructions to create your account, make a gift, and set your fundraising goal! You will receive an e-mail confirmation with your username and password.

After you’ve created your account go to **“MyHQ”** (My Headquarters) to personalize your web page, send e-mails, access the **“COACH’S CORNER,”** and track your fundraising progress.

CAN’T FIND YOUR TEAM NAME? Make sure your coach has registered with the Jimmy Fund. If not, ask him or her to complete the attached registration form and return it to the Jimmy Fund.

QUESTIONS ON THE WEB SITE? WE ARE HERE TO HELP!

Please contact Amy Powers at 617-632-3613 or *amy_powers@dfci.harvard.edu*.

ONLINE REGISTRATION FORM (All information on the registration form must be completed for registration)

DISTRICT: _____

TEAM NAME: _____

TEAM COACH’S NAME/ JIMMY FUND COACH’S NAME: _____

TEAM COACH’S E-MAIL & PHONE NUMBER/ JIMMY FUND COACH’S E-MAIL & PHONE NUMBER: _____

TEAM FUNDRAISING GOAL: _____

2011 JIMMY FUND LITTLE LEAGUE TEAM ROSTER

TEAM NAME: _____ DISTRICT #: _____

LEAGUE PRESIDENT & MANAGER/COACH'S NAME:

| PLAYER'S NAME | ADDRESS | BIRTH DATE | E-MAIL (Optional) |
|---------------|---------|------------|-------------------|
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| 14. | | | |



2011 JIMMY FUND LITTLE LEAGUE DISTRICT FUND TRACKER

DISTRICT ADMINISTRATOR: _____

DISTRICT #: _____

DISTRICT FUNDRAISING TOTAL: _____

| PARTICIPATING TEAMS | LEAGUE: GENDER & AGE | FUNDRAISING RESULTS |
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