

2018 Kiwanis International Signature Project Submission

1. First and last name of person submitting project description
Tony Goergen

2. Your email address

3. Your mailing address

4. Name of district
Minnesota-Dakotas (Mn-Dak)

5. First and last name of district governor
Dan Leikvold

6. Name of club owning the signature project
Rochester Sunrisers Kiwanis Club

7. First and last name of club president
Tony Goergen

8. Club president's email address
tjgopher@gmail.com

9. Name of signature project
Rochester Public Schools Relay for Life

10. Has the district governor approved the submission of this project?

11. Describe the project. Is it a service project, fundraiser or event (such as a large event that is not a fundraiser or service project)?

The three Key Clubs of the Rochester Public Schools in Rochester Minnesota sponsor the Rochester Public Schools Relay for Life fundraising event that engages Rochester Public School students and their families to come together and raise money for cancer awareness and research. Relay for Life is a team fundraising cancer walk event where team members, families, and friends take turns walking around a track. The event is preceded by four months of cancer awareness and fundraising activities and the primary event is seven hours in length where teams have a member on the track at all times to signify that cancer never sleeps. Each team sets up a themed campsite at the event and continues their fundraising efforts by collecting donations for food, goods, games, and activities. This money counts towards their overall team fundraising goals and the event's total goal of \$30,000. Over the previous 5 years, this event has raised over \$85,000.

12. Describe the community need being met through the project. Was a community assessment completed to determine the need? How was the need discovered? [Please complete all questions using 200 words or less]

This annual event was initiated six years ago by the Key Club at John Marshall High School in Rochester, Minnesota to raise student awareness about cancer and help support those who are

fighting cancer. The Rochester community has a high level of need given that we host the Mayo Clinic which serves over 120,000 cancer patients a year and the Rochester Hope Lodge that serves over 1,600 patients and caregivers a year. The money raised during Rochester Public Schools Relay for Life supports programs like “Look Good Feel Better” where women learn to cope with appearance-related side effects of cancer treatment. ACS also offers patients free rides to treatment, free lodging at Rochester’s Hope Lodge, patient navigators located inside Mayo Clinic to help them find resources they need so they can focus on treatment, and a 24-hour call line that patients, caregivers, and survivors can call to have questions answered. Cancer affects a large number of people each year, so by working together through volunteering and fundraising at this Relay for Life event, we are leading the fight for a world without cancer.

13. Describe the population being served by the project. Please be as specific as possible and define the age group served and number of people served or helped.

The money raised at Relay for Life goes to the American Cancer Society to serve all ages. The funds are divided between cancer research, patient support, prevention/education, and detection and treatment. This money not only positively impacts the cancer patient, but it supports research, it allows for patients and their families to connect with other people sharing a similar experience, and it creates education and prevention systems in elementary, middle, and high schools. There are also support systems such as ACS’s 1-800 number where people can call if they need help or more information.

14. How does the project benefit children?

A portion of the money raised from this event is used for education and prevention systems for youth to become aware of the effects and warning signs of cancer. In addition, the children who are engaged in this event receive education and an increased awareness of cancer. Furthermore, by including younger students from middle, elementary, and high schools, these students learn how to work together to conduct their own awareness and fundraising efforts. In addition, students learn how to build leadership, be a part of the community and volunteer for a greater cause.

15. How many people attended the project?

In 2017, we had 21 teams and over 400 attendees engaged in the event. In 2018, the number of participants is anticipated to increase significantly as we continue to engage more schools.

16. How many people were served or helped?

In 2017, the \$26,000 raised through this event, contributed towards the support of the 36,000 people in the Look Good Feel Better program, 335,000 rides given, more than 456,000 nights of free lodging across the country, 45,000 people served by ACS patient navigators, and over a million calls to the 24-hour call line.

17. How many Kiwanis members participated?

There were 15 Kiwanis members from three different clubs involved.

18. Is the project recurring? If it was the first time, is it planned to be recurring? If so, describe its frequency (annual, monthly, every other year, etc.).

This event is recurring on an annual basis. Traditionally, it has been held in the month of May. The 6th annual event will be held on May 26th, 2018.

19. Are there Kiwanis partners involved in the project? If so, which partners and what is their role?

This event is led by the Key Clubs in the three Public High Schools in Rochester Minnesota. The Rochester Sunrisers Kiwanis Club is engaged in the following ways; planning, decision making,

contacting middle and elementary schools to get them involved, fund raising, selling tickets, speakers, entertainment, and handling money at the event. The last two years the Sunrisers Kiwanis Club has engaged two additional Kiwanis clubs in Rochester, the local US Army office, and the Boy Scouts at the event.

20. Are there other partners (outside of Kiwanis International's official partners) involved in the project? If so, which partners and what is their role?

Many Kiwanis partners are involved in this event. We partner closely with the American Cancer Society to leverage their signature Relay for Life event, as well as with the Rochester Public School District. In 2017 we have engaged the students from all three Rochester public high schools (each of which have Key clubs), as well as most of Rochester's middle and elementary schools. These schools all help raise awareness and fundraise at their schools, while also creating their own teams to fundraise for the Relay for Life event. Together, these schools are working closely with Key Club and Kiwanis Club members to raise money and awareness. Event sponsors include Rochester Kiwanis clubs, Olmsted Medical Center-Sports Medicine, Kwik-Trip, local radio stations (106.9 KROC and Quick Country 96.5), and a local television news station (KAAL). Each sponsor has made donations to have their brands printed on the back of our Relay T-shirts or, in the case of the local radio and television news stations, they have provided in-kind donations that will include advertisements, interviews, and live broadcasts of the Relay for Life event.

21. Describe how the Kiwanis brand is promoted throughout the project.

The event is sponsored by the three Rochester Key Clubs with support and participation from three Rochester Kiwanis clubs. The Kiwanis logo is printed prominently on the back of the participant T-shirt for the Relay for Life event. Kiwanis signage and an informational table are hosted by Kiwanis and Key Club members and Kiwanis promotional materials are posted at the Relay for Life event.

22. How is the project promoted?

This project is promoted through various social media apps (Facebook, Twitter, Instagram, Snapchat), our local newspaper, the Post-Bulletin, over the news and radio (KAAL and Townsquare Media which includes 13 radio brands in Southern, MN), and throughout the various schools in Rochester. Online competitions are held to compete for 'Relay swag', posters are made and distributed around each of the affiliated schools, and high school students work during lunch hours to encourage students to register and sign up with Relay. In 2017 a friendly "Coaches vs. Cancer" basketball competition was held between two of our high schools which raised over \$18,000 to start progress towards the Relay for Life fund raising goal. In 2018 we are adding a Daffodil Days campaign where Key Club members will sell bunches of daffodils to raise awareness and funds for the event.

23. Describe the media coverage your project received.

We partner with news and radio stations that provide in-kind donations that include advertisements, interviews, and live broadcasts of the event.

24. How many social media shares were made?

While we don't have exact numbers, the students engaged in the Relay for Life event make extensive use of Facebook, Twitter, Instagram, and Snapchat to promote the event. In addition to these social media platforms we have a Rochester Public Schools Relay for Life website that receives thousands of hits.

25. How does the project attract new members?

The Relay for Life event has been a significant activity for the Key Club at the John Marshall High School and has helped attract new members and retain members. As we continue to expand this event to all three Rochester Key Clubs, it will help strengthen each club. In addition, this event increases awareness of the Kiwanis brand which helps our three Rochester Kiwanis clubs attract new members. Another benefit of this project is increased interactions between members of Key Club and the Kiwanis.

26. How many new members were gained through the project?

The Key Clubs continue to be vital as they recruit annually to replace each year's graduating class. Each year, our Key Clubs generally gain anywhere from 40 to 45 new members due to the interest we generate through Relay for Life event.

27. What is the total cost of the project (if applicable).

The only costs for this project are the time invested by Key Club members who are organizing and hosting the event and the volunteers who assist them. All posters, "swag items", and supplies for the event are provided by the American Cancer Society.

28. What is the per-member cost of the project? (if applicable: total cost divided by total membership number).

No cost

29. What is the per-member amount of funds raised by the project? (if applicable: total profit divided by total membership number).

In 2017, the 50 Key Club members and 15 Kiwanis members raised \$408/member.

30. What are the total funds raised by the project (if applicable).

Over the previous 5 years, this event has raised over \$85,000; in 2017 alone, it raised \$26,500. In 2018, with the inclusion of all Rochester Public High Schools, our goal is to raise \$30,000.

31. Did members of any Service Leadership Programs clubs participate?

This event is led by the Key Club of John Marshall High School, Rochester Minnesota. In 2017, this event was expanded to engage two other Key Clubs in the Rochester Public Schools district in addition to the three Kiwanis clubs that participate.

32. Please add any additional comments in support of the project.

Summary:

The three Key Clubs of the Rochester Public Schools in Rochester, Minnesota sponsor the Rochester Public Schools Relay for Life fundraising event that engages students and their families to come together and raise money for cancer awareness and research. This annual event was initiated six years ago by the John Marshall Key Club to raise student awareness about cancer and help support those who are fighting cancer. Relay for Life is a team fundraising cancer walk event where team members, families, and friends take turns walking around a track. The event is preceded by four months of cancer awareness and fundraising activities and the primary event is seven hours in length. Each team sets up a themed campsite at the event and continues their fundraising efforts by collecting donations for food, goods, games, and activities. The money raised goes to the American Cancer Society, where the funds are divided between cancer research, patient support, prevention/education, and detection and treatment. This money not only positively impacts the cancer patient, but it supports research, it allows for patients and their families to connect with other people sharing a similar experience, and it creates education and prevention systems in elementary, middle, and high schools. This event provides additional awareness and support for these efforts. Furthermore, students learn how to work together to

conduct their own awareness and fundraising efforts. In addition, students learn how to build leadership, be a part of the community, and volunteer for a greater cause. In 2017 we had 21 teams and over 400 attendees engaged in the event. These participants included over 50 Key Club members and 15 Kiwanis club members. At the 5th annual event held on May 20th, 2017, the number of participants and fundraising increased as we grew from engaging one school to 12 schools which include three Key Clubs which are sponsored by three Kiwanis clubs. In 2018 we are continuing to expand engagement at across the Rochester Public Schools. Many partners are involved in this event. We partner closely with the American Cancer Society to utilize their Relay for Life process, as well as with the Rochester Public School District. In 2017 we have engaged the students from all three Rochester public high schools as well as the majority of Rochester's middle and elementary schools. These students all help raise cancer awareness and fundraise at their schools, while also creating their own teams for the Relay for Life event. We also have financial sponsorships from Rochester Kiwanis clubs, local businesses, and in-kind donations from local radio stations, and a local television news station that provide advertisements, interviews, and live broadcasts of the Relay for Life event. The Kiwanis logo is printed prominently on the back of the event participant T-shirt. Over the previous 5 years, this event has raised over \$85,000; in 2017 alone, it raised \$26,500. In 2018, with the inclusion of all Rochester Public High Schools, our goal is to raise \$30,000.

Up to 5 supporting documents can be uploaded, including media coverage, event flyers, photographs, etc.

A television broadcast from the 2016 Relay for Life:
<https://www.youtube.com/watch?v=pb65q4c-t4Q>

An image from the 2017 Relay for Life event:



An image from the 2016 Relay for Life Luminaria event:



A image of Relay for Life event provided by the American Cancer Society:

