



Take a swing at cancer!

Mid-July - Mid-August, 2008

Contribute to your team **ONLINE** at  
[jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)



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# 2008 Jimmy Fund Little League Program

## OVERVIEW

Little League Baseball and the Jimmy Fund are two institutions 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.

The 2008 Jimmy Fund Little League Program provides Little Leaguers of New England with the opportunity to continue to play baseball/softball after the conclusion of their regular season by participating in this local tournament and fundraising effort. The program provides these youngsters with the opportunity to develop their athletic skills, build self-confidence, and, most importantly, help others by fundraising in their local community. (See pages 10-13 for ways to maximize your fundraising!)

In 2007 Little Leaguers reached out to help those fighting cancer and raised more than \$300,000 for the Jimmy Fund!

**TOURNAMENT DATES:** Mid-July to Mid-August, 2008

**REGISTRATION FEE:** \$75

Please make check payable to the Massachusetts State Little League Fund and send to your district administrator. Entry fees help support Little League Baseball endeavors including the Bart Giamatti Center in Bristol, Conn.

**BASEBALL CAPS & SOFTBALL VISORS:** Every participating coach, manager, and player will receive a new Jimmy Fund Little League Program cap or visor.

**TOURNAMENT FORMAT:** Each participating district will organize a tournament following official Little League Baseball rules. Participating players must be between 9 and 14\* years old. There will be a maximum of 14 players on each team.

*\*Please note that in 2006 the program was extended to include the 13-14 year old teams.*

## **ABOUT DANA-FARBER CANCER INSTITUTE AND THE JIMMY FUND**

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, thousands of events, coupled with the generosity of millions of people, have helped the Jimmy Fund save countless lives by furthering cancer research and care.

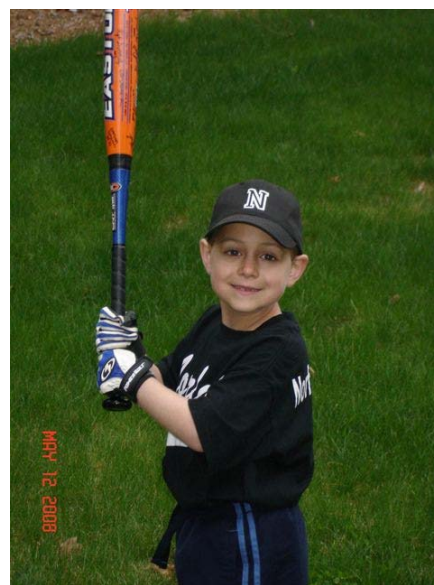
The mission of Dana-Farber Cancer Institute is to provide expert, compassionate care to children and adults with cancer while advancing the understanding, diagnosis, treatment, cure, and prevention of cancer and related diseases.

## **JIMMY FUND LITTLE LEAGUE ~ *DESIGNATED HITTERS***

### **MICHAEL**

Michael, who is 7 years old, lives in Norfolk, Mass. He enjoys skiing, swimming, and baseball. As an avid Boston Red Sox fan, Michael loves to watch player Jonathan Papelbon dance and strike out the opposing team.

Diagnosed September 5, 2006 with acute lymphoblastic leukemia, he continues to get his chemotherapy every three weeks at the Jimmy Fund Clinic at DFCI and more treatment given at home. Michael and his family are hopeful for a cure and are so thankful for everything Dana-Farber has done for him.



**STEPHEN**

Stephen plays first base on his team. Though his favorite baseball team is the Boston Red Sox, he also likes to play soccer and video games, takes Karate, and collects all things Star Wars. At 5 years old he is a very energetic and busy boy despite his cancer diagnosis. His family believes that the entire staff at Dana-Farber has helped to make an otherwise difficult situation much easier to endure. From the reception staff, activity personnel, and volunteers, to the nurses and doctors, the family is grateful to this great group of professionals.



**PRIZES!**

**Top Fundraising Team:**

The ONE top fundraising-team\* from each district will:

- Attend the Boston Red Sox. vs. Toronto Blue Jays game at Fenway Park on Sunday, Sept. 14, 2008
- Enjoy a Jimmy Fund goodie bag at the game
- Receive tournament recognition on the center field message board during the game
- Receive a team plaque recognizing the team as the top fundraisers in their district

*\*Districts must raise a minimum of \$2,000 to send their top fundraising team.*

**Second Highest Fundraising Team and all Teams that Raise \$5,000 or more:**

The ONE second-highest fundraising team from each district and all teams that raise more than \$5,000 (who are not recognized as one of the top fundraising teams) will:

- Attend a minor league game in your area
- Experience the game in style with special opportunities for every Little League player

**District Champions:**

The ONE tournament-winning team from each district will receive a Jimmy Fund Little League Tournament plaque after the championship game!

**NEW PRIZE: ON-LINE INCENTIVE –**

**FUTURES GAME AT FENWAY!**

The **TOP THREE TEAMS** to raise the most revenue **ONLINE by Aug. 1** will receive 20 tickets each to the Futures Game at Fenway Park on Aug. 9. Online fundraising makes it easy for family and friends to support your team. To make a gift online visit [jimmyfund.org/littleleague](http://jimmyfund.org/littleleague).

**Individual Player Incentives:**

The top fundraising individual from the entire Jimmy Fund Little League Program will receive a full scholarship to *The A. Bartlett Giamatti Little League Leadership Training Center Summer Camp* in Bristol, Conn. for Summer 2009 (available for ages 9-10) OR one batting spot at the 2009 *Jimmy Fund Fantasy Day at Fenway Park* (ages 11-14).

The top fundraising individual from each district will receive a Boston Red Sox autographed baseball and will have their name placed in a drawing for one of the two prizes mentioned above!

[jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)



## **DISTRICT ADMINISTRATOR RESPONSIBILITIES**

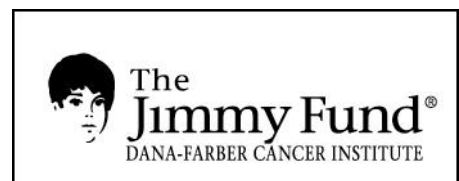
- Meet with Little League presidents in your district to promote the program and encourage the selection of a “Jimmy Fund Coach” to manage the fundraising for each team.
- Complete supply request form ASAP and mail or fax to:  
The Jimmy Fund, Little League Program  
attn: Jennifer Godin-Conz  
171 Park Ave., Suite 1  
West Springfield, MA 01089  
Fax: 413.205.2827
- Distribute **caps/visors, Jimmy Fund Little League info flyers, collection canisters, team roster, and pledge forms** to league presidents to be distributed to managers and coaches of participating teams.
- Please forward the following to Jennifer Godin-Conz (info. above) of the Jimmy Fund by **Monday, Aug. 18, 2008**. This information is necessary to properly recognize the highest fundraisers.
  - All fundraising proceeds
  - Top fundraising team form
  - Top fundraising individual’s contact information
  - Tournament Champions Form
  - Jimmy Fund “District Fund Tracker”
  - Pledge forms

### **PLEASE SEND CHECKS. DO NOT SEND CASH.**

- Oversee the tournament by keeping in contact with league presidents, managers and coaches.

*For questions or concerns, please contact John Berardi 781-938-6709 [llb.ma@verizon.net](mailto:llb.ma@verizon.net)*

[jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)



## LEAGUE PRESIDENT RESPONSIBILITIES

- Meet with team managers and coaches in your league to promote the program
- Distribute **caps/visors, Jimmy Fund Little League info flyers, collection canisters, team roster, and pledge forms** to managers and coaches of participating teams
- Collect roster sheets and \$75 entry fee from managers and coaches by **Monday, July 7, 2008**. Please mail to your district administrator
- Collect pledge forms and all fundraising proceeds from your managers and coaches by **Monday, Aug. 11, 2008**. Send or give the totals to your district administrator so they may determine top fundraising teams

### PLEASE SEND CHECKS. DO NOT SEND CASH.

- Oversee the tournament by keeping in contact with the managers and coaches

*For questions or concerns, please contact John Berardi 781-938-6709 [llb.ma@verizon.net](mailto:llb.ma@verizon.net)*

[jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)



## MANAGER AND COACH RESPONSIBILITIES

- Select a “**Jimmy Fund Coach**” to manage the fundraising for each team, meet with team players and parents to explain the program and discuss fundraising initiatives, and manage the new team page online!
- Complete your roster with the 14 players' names. Send roster and \$75 entry fee to your league president by **Tuesday, July 2, 2008**.
- Distribute **caps/visors, Jimmy Fund Little League info flyers, collection canisters, team roster, and pledge forms** to the members of your team. Managers and coaches also are eligible to raise funds.
- Players may raise funds by going to friends, neighbors, businesses, and relatives to ask for contributions to the Jimmy Fund. Sponsor sheets must include name, address, etc., of each donor. *Contributions should be collected at the same time.* Other fundraising ideas are enclosed in this packet.
- **Collect funds raised from each player and send to your league president ASAP with team total. PLEASE SEND CHECKS. DO NOT SEND CASH.** The Jimmy Fund will send acknowledgements for all contributions.

*For questions or concerns, please contact John Berardi 781-938-6709 [llb.ma@verizon.net](mailto:llb.ma@verizon.net)*

[jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)



## **MAXIMIZE YOUR FUNDRAISING**

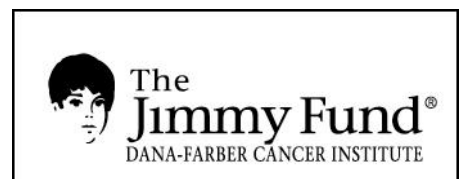
*One Little Leaguer raised more than \$17,000! You can do it too!*

Players, coaches, managers, and parents are encouraged to solicit pledges from friends, neighbors, relatives, and others, in compliance with Little League rules and regulations. Please refer to the following fundraising suggestions to boost your fundraising potential.

### **SUGGESTIONS**

- **Send letters to family, friends, and neighbors (see sample fundraising letter on page 10).**
- **Spread the word (sample press release on page 11).**
- **Create your very own fundraising Web site! (see page 12 for details). NEW ONLINE Prize! Top three highest fundraising teams by Aug. 1 receive tickets to the *Futures at Fenway* game.**
- Solicit corporate sponsors from your community to support your team online at [jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)
- Designate “Team Parents” or a “Jimmy Fund Coach” to oversee fundraising efforts.
- Start a \$1 per hit campaign.
- Initiate a canister drive.
- Hold a bake sale and/or collect proceeds from snack bar sales.
- Hold a car wash.
- Hold a raffle and have local businesses donate the prizes.
- Collect proceeds from lawn mowing or other neighborhood chores such as lawn mowing.
- **BE CREATIVE!**

[jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)



## SPREADING THE WORD

A personal letter or e-mail\* sent to friends, family, and acquaintances is a great way reach a lot of people quickly and raise vital funds.

*\*Find our e-mail template at [jimmyfund.org/littleleague](http://jimmyfund.org/littleleague) and easily e-mail all of your family and friends with a simple click!*

## SAMPLE FUNDRAISING LETTER

Hello Family and Friends!

You've all heard me talk about it...and finally the time has almost arrived for the Jimmy Fund Little League Program! I can hardly wait for this year's tournament and hope that my team makes it to the championship! More importantly, in addition to great baseball/softball, I—along with thousands of others—am hoping to raise more than \$300,000 for the Jimmy Fund and Dana-Farber Cancer Institute. With your help, I know we can reach this goal!

It's never easy to solicit gifts, but the money raised goes directly to cancer research and saves lives. This worthwhile cause is the motivation behind my efforts on behalf of the many this terrible disease has touched—mothers, fathers, children, friends and neighbors.

I would greatly appreciate both your cheers from the bleachers and your support and gifts. Please mail your contribution in the enclosed self-addressed envelope or **make a gift online at [jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)** and help us "Take a Swing at Cancer"!

Thank you.

Sincerely,

[Player Name]

[Town Name] Little League Player

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

\_\_\_\_\_ [DATE] \_\_\_\_\_

**CONTACT:** [Your Name & Phone Number & Email Here]

**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 to support cancer research and care at 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 to help them take a 'swing at cancer,'" says Mike Andrews, chairman of the Jimmy Fund and a former Boston Red Sox and Little League player. "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).

## A Quick Guide to the Jimmy Fund Little League Program Web site

*Go here to access your fundraising information, see your team's progress, and track your district's total!*

### **[jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)**

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 then search for your team under the district or by typing in the team name. Then, 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 your **EVENT HEADQUARTERS** to personalize your Web page, send e-mails, and track your 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 ASAP.

#### **Questions? We're here to help!**

Please contact Jennifer Godin-Conz at [jennifer\\_godin-conz@dfci.harvard.edu](mailto:jennifer_godin-conz@dfci.harvard.edu) or 413.733.1200.

\*\*\*\*\*

#### **ONLINE REGISTRATION FORM**

**DISTRICT:** \_\_\_\_\_

**TEAM NAME:** \_\_\_\_\_

**COACH'S NAME/JIMMY FUND COACH'S NAME:**  
\_\_\_\_\_

**TEAM FUNDRAISING GOAL:** \_\_\_\_\_



## TEAM ROSTER

Team Name: \_\_\_\_\_ District# \_\_\_\_\_

League Manager/President: \_\_\_\_\_

Player's Name	Address	Birth Date	E-Mail (optional)
1			
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DOWNLOAD this form at [jimmyfund.org/littleleague](http://jimmyfund.org/littleleague)

Please mail or fax this form ASAP to:  
 The Jimmy Fund, attn: Jennifer Godin-Conz  
 171 Park Ave., Suite 1, West Springfield, MA 01089  
 Fax: 413.205.2827

## DISTRICT FUND TRACKER

District Administrator \_\_\_\_\_

District # \_\_\_\_\_

District Fundraising TOTAL: \$ \_\_\_\_\_

Participating Teams	League: Gender and Age Bracket	Fundraising Results
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**PLEDGE FORM**

*Please make all checks payable to the Jimmy Fund or go **ONLINE!***  
**jimmyfund.org/littleleague**

Participant's Name: \_\_\_\_\_

District #: \_\_\_\_\_ Team: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

NAME	ADDRESS	PHONE	PLEDGED	PAID