

JIMMY FUND
Little Leagues
PROGRAM

Take a swing at cancer!

Mid-July - Mid-August, 2009



Contribute to your team ONLINE
JimmyFund.org/LittleLeague





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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.

Since 1987, the hard work and winning spirit of the coaches, parents and most importantly, the players participating in the Jimmy Fund Little League Program, have raised more than \$2 million for the adult and pediatric patients at Dana-Farber Cancer Institute.

By participating in local tournaments and fundraising efforts, the 2009 Jimmy Fund Little League Program provides 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 provides these players with the opportunity to develop their athletic skills and further build their self-confidence. Off the field, these young heroes take to their communities to raise vital funds for the Jimmy Fund and, most importantly, help others by joining in the fight against cancer.

ABOUT DANA-FARBER CANCER INSTITUTE

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.

ABOUT MISSION POSSIBLE: THE DANA-FARBER CAMPAIGN TO CONQUER CANCER

Unrestricted support from the Jimmy Fund is an integral part of *Mission Possible: The Dana-Farber Campaign to Conquer Cancer*, a \$1 billion capital campaign to accelerate cancer research, speed development of lifesaving therapies, and expand the Institute's signature patient and family centered care.



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ABOUT THE TOURNAMENT: KEY STATS

TOURNAMENT DATES: Mid-July - Mid-August

REGISTRATION FEE: \$75.00/team*

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

Massachusetts State Little League Fund and send payment to your District Administrator. Entry fees help support the Little League Baseball endeavors, like the *A. Bartlett Giamatti Little League Leadership Training Center Summer Camp* in Bristol, Conn.

**The registration fee of \$75.00 made 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 9 and 14 years old. There will be a maximum of 14 players on each team.

TOURNAMENT INCENTIVES & PRIZES

TOP FUNDRAISING TEAM-

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

- Attend the Sept. 13 Boston Red Sox/Tampa Bay Rays game at Fenway Park
- Enjoy a Jimmy Fund goodie bag at the game
- Receive recognition at the game on Fenway Park's centerfield message board
- Receive a team plaque recognizing the team as a top district fundraiser
- Participate in a team check presentation photo opportunity at Fenway Park

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

SECOND HIGHEST FUNDRAISING TEAM & ALL TEAMS RAISING \$5,000 OR MORE-

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

- Attend a minor league game;* here are just a few of the teams and dates:
 - New Britain Rock Cats – New Britain, Conn.
 - Sept. 5 Pawtucket Red Sox/Syracuse Chiefs game in Pawtucket, R.I.
 - Sept. 4 Worcester Tornadoes/Brockton Rox game in Worcester, Mass.
- Experience the game like a big leaguer with special opportunities for all players

**Game assignments are based on timely receipt of team/district paperwork; specific information regarding participating minor league teams and game dates will be released A.S.A.P.*

DISTRICT CHAMPIONS-

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



TOURNAMENT INCENTIVES & PRIZES

ONLINE FUNDRAISING-

The **TOP THREE TEAMS** to raise the most revenue **ONLINE** by midnight **Monday, August 3, 2009**, will receive 20 tickets each to the "Futures at Fenway" minor league game at Fenway Park. Teams will have the opportunity to watch some of New England's best up-and-coming minor league players hit the field on Saturday, August, 8, 2009.

Online fundraising makes it easy for family and friends to support your team—in **2008**, nearly **\$80,000** was raised online! To sign up your team or make a gift online, visit JimmyFund.org/LittleLeague or see details on page 13.

Congratulations to the 2008 Online Fundraising Champs: *Easthampton Eagles, Middleboro Jimmy Fund Little League 10 Year Old Team*, and the *Middleton 10 Year Old All Stars!*
Please note: Online fundraising will continue until Friday, August 21, 2009.

WANT TO HIT A HOME RUN ONLINE FOR YOUR TEAM?

Looking to provide online fundraising for your team, but not sure where to start?

Setting up your team and players online is as easy as providing the information below:

- District Name & Number
- Team Name
- Coach's Name
- "Jimmy Fund Coach's" Name
- Coach's E-mail & Phone Number
- "Jimmy Fund Coach's" E-mail & Phone Number
- Team Fundraising Goal

(For further information, please see page 13 for details on signing-up your team!)

INDIVIDUAL PLAYER INCENTIVES

PROGRAM-WIDE

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 2010 (available for ages 9-10) **OR** one batting spot at the 2010 Jimmy Fund Fantasy Day at Fenway Park (available for ages 11-14)!

DISTRICT-WIDE

The top individual fundraiser from each district will receive a Boston Red Sox autographed baseball from Justin Masterson!

WHY I TAKE A SWING AT CANCER

Reggie Redfern – Coach, Easthampton Little League

Having lost my wife, Leigh, 25 years ago to gastrointestinal cancer when she was only 33, I knew firsthand what individuals and families go through with this terrible disease. Leigh was a pediatric Intensive Care Unit nurse and, later, a nurse in a pediatric office in Northampton, Mass. Her love of children was second to none. Combining her lasting memory, my love of baseball, and my passion for coaching made getting involved an easy thing to do. Just as easy was getting a group of kids to understand what being on the Jimmy Fund Team really meant.



Initially, many thought they were just getting the chance to play in a tournament. After explaining that this tournament was much more than just playing baseball and that it was about raising money to help kids and adults with cancer, their whole focus changed. It hit home.

Every day our kids discussed team standings and what they needed to do to move up—and move up they did! It was nice to watch these kids unselfishly do something for others. For most, it was their first exposure

to community involvement. As the years pass, we probably won't remember how many games we won or lost in the tournament, or what the scores were. But we will remember the summer we did what we could for others less fortunate. This summer we get to do it all over again—the kids are talking about it already.

Tracy Black – Manager, Winchendon Softball

The Jimmy Fund has provided an amazing experience that my girls and I will never forget. It has taught us that doing good for others is a rewarding experience. We have learned that you can have a great time while also supporting a great cause. I have seen these girls out collecting contributions when a patron asks them, "What is Dana-Farber?" Because of the Jimmy Fund, the girls are able to answer that question with an understanding of why they are really there—for helping those with this disease. This is one of the many rewards of managing a Jimmy Fund Team. I feel all 9- and 10-year old girls should have this experience to see that not everyone is as fortunate as they are and we should all do our part to help out.



WHY I TAKE A SWING AT CANCER

Matthew Hastings - Player, Westfield Little League



My name is Matthew Hastings, and I live in Westfield, Mass. In the past two years I have played baseball on an all-star team that has played in the Jimmy Fund Little League Tournament. I really like doing this because I get to have fun playing my favorite sport and raise money for cancer care and research. My Uncle Henry died of cancer when I was one, so I didn't get to know him. Dana-Farber treated him and with more money maybe they can keep other kids' uncles from dying. When I went to the Jimmy Fund's New Stars For Young Stars event in Boston two years ago, I

got to meet some of the Red Sox players! I also met a girl named Andrea who had cancer and had no hair from her medicine. I decided to grow my hair long so it could be cut and made into a wig. Kids with cancer get these wigs so that nobody makes fun of them because they lost their own hair. The Jimmy Fund arranged for me to have my hair cut on the WEEI/NESN Jimmy Fund Radio Telethon last summer where I even got to meet Bill Cosby! I hope to see you at this year's Jimmy Fund Little League Tournament. I will be the boy from Westfield with the long hair. I am growing it again so another kid with cancer can have some hair!

Mike Doody - Manager, Ipswich Little League

Ipswich Little League has been a strong supporter of the Jimmy Fund Little League program going for more 10 years. It started when the board at the time realized the importance of what the Jimmy Fund has and continues to do for the fight against cancer. Since then, all the coaches and kids are selected for the team with the top priority of raising the most money in our district. It has become a tradition that we protect more so than a one run lead heading into the last inning. For the past six years, the Ipswich Little League team has been the top fundraiser in its district, raising approximately \$125,000. The kids on the team are all aware how lucky they are to be healthy and playing baseball as oppose to battling a disease. They also know that all their efforts of collecting contributions in front of stores and writing hundreds of letters go towards those less fortunate than they are. There is a great sense of accomplishment for them, the coaches and the community for their efforts that they will remember as they go forward.





TOURNAMENT MANAGEMENT

DISTRICT ADMINISTRATOR RESPONSIBILITY BREAKDOWN-

- Meet with the 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 the Supply Request Form* A.S.A.P. and mail/fax to:
The Jimmy Fund Little League Program; attn: Jenna Godin-Conz
171 Park Avenue, Suite 1
West Springfield, MA 01089
Fax: 413-205-2827
**Form will be provided to committed DAs in June 2009*
- Distribute caps/visors, Jimmy Fund Little League informational postcards, buckslips, coin collection canisters, team roster (see page 14), and pledge forms to presidents of participating leagues
- Oversee the tournament, keeping in contact with league presidents, managers, and coaches
- Lastly, please forward the following to Jenna Godin-Conz (contact information above) of the Jimmy Fund by **Friday, August 21, 2009**, in order to properly recognize the highest fundraisers:
 1. All Fundraising Proceeds & Pledge Forms
 2. Top Fundraising Team Form
 3. Top Individual Fundraiser Form
 4. Jimmy Fund District Fund Tracker
- **MAKE SURE THAT ALL FUNDRAISING CHECKS ARE MADE PAYABLE TO THE JIMMY FUND. PLEASE DO NOT SEND CASH GIFTS! HAVE FUN!**

**For questions or concerns, please contact:
John Berardi
Phone: 781-938-6709 E-mail: llb.ma@verizon.net**



**Contribute to your team ONLINE
JimmyFund.org/LittleLeague**



TOURNAMENT MANAGEMENT-CONT.

LEAGUE PRESIDENT RESPONSIBILITY BREAKDOWN-

- Meet with the team managers and coaches in your league to promote the program
- Distribute caps/visors, Jimmy Fund Little League informational postcards, buckslips, coin collection canisters, team roster, and pledge forms to managers/coaches of participating teams
- Collect Team Roster and \$75 entry fee from managers/coaches by **Monday, July 6, 2009**. Please mail the Team Roster to your District Administrator
- Oversee the tournament, keeping in contact with managers/coaches
- Collect all Pledge Forms and fundraising proceeds from your managers/coaches by **Monday, August 17, 2009**. Send or give your totals to your District Administrator so they may determine the top fundraising team/individual
- **MAKE SURE THAT ALL FUNDRAISING CHECKS ARE MADE PAYABLE TO THE JIMMY FUND. PLEASE DO NOT SEND CASH GIFTS!**
- **HAVE FUN!**

**For questions or concerns, please contact:
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Phone: 781-938-6709 E-mail: llb.ma@verizon.net**



Contribute to your team ONLINE
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TOURNAMENT MANAGEMENT-CONT.

TEAM MANAGER/COACH RESPONSIBILITY BREAKDOWN-

- Select a Jimmy Fund Coach to manage the fundraising of the team and meet with team players and parents to explain the program, discuss fundraising initiatives and management of the team's online page!
- Complete your Team Roster with 14 players' names. Send the Team Roster and \$75 entry fee to your league president by **Thursday, July 2, 2009**.
- Distribute caps/visors, Jimmy Fund Little League informational postcards, buckslips, collection canisters, and pledge forms to your team
- Players may raise funds by going to friends, family, neighbors and businesses, to ask for contributions to the Jimmy Fund. Pledge Forms should include the name, address, etc. of each donor. **Contributions should be collected at time of pledge!**
- 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 **Monday, August 17, 2009**, with a team total. The Jimmy Fund will send acknowledgments for all contributions made payable to the Jimmy Fund.
- **MAKE SURE THAT ALL FUNDRAISING CHECKS ARE MADE PAYABLE TO THE JIMMY FUND. PLEASE DO NOT SEND CASH GIFTS!**
- **HAVE FUN!**

**For questions or concerns, please contact:
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Phone: 781-938-6709 E-mail: llb.ma@verizon.net**



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JimmyFund.org/LittleLeague**

GRAND SLAM FUNDRAISING IDEAS



FUNDRAISING SUGGESTIONS-

- Send letters to family, friends, and neighbors (see sample fundraising letter on page 12)
- Spread the word (sample press release on page 12)
- Post your involvement on Facebook and MySpace sites
- **NEW THIS YEAR**—Order 2008 Jimmy Fund Little League Program pictures at JimmyFund.org/LittleLeague. All proceeds directly benefit the Jimmy Fund and Dana-Farber Cancer Institute!
- Create your very own online fundraising web page! (see page 13 for sign-up details). The top three highest fundraising teams by Monday, August 3, 2009, will receive tickets to the "Futures at Fenway" minor league game!
- 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
- Hold a home run derby
- Initiate a canister drive
- Hold a bake sale and/or collect proceeds from snack bar sales
- Hold 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!**

STELLAR TIP #1:

Matching gifts are a great way to double your fundraising efforts!

Visit matchinggifts.com/jimmyfund for details on what companies match employee gifts made to the Jimmy Fund!

STELLAR TIP #2:

In 2008, one team alone raised more than \$17,000. Look to our suggestions for ideas to grow your own fundraising efforts in the fight against cancer!

STELLAR TIP #3:

Utilize the **Coach's Corner** aspect of your team's online **My Headquarters** page to receive postings on new fundraising ideas and updates!

STELLAR TIP #4:

Please remember, all Jimmy Fund events need to be approved before moving forward. If you will be conducting an event that you think will raise \$5,000 or more, please contact Jenna Godin-Conz at 888-546-6938. 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 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, 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!

The money raised goes directly to lifesaving cancer research and care at Dana-Farber. 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 JimmyFund.org/LittleLeague** and help us "Take a Swing at Cancer!"

Thank you.

Sincerely,

Player Name
[Town Name] Little League

-SAMPLE PRESS RELEASE-

FOR IMMEDIATE RELEASE: DATE

CONTACT: [Name, Phone Number & Email]

*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.

STELLAR TIP #5:

A personal letter or e-mail sent to friends and family is a great way to reach a large audience and raise vital funds. Find our e-mail template at JimmyFund.org/LittleLeague and easily e-mail all of your contacts with a simple click!

A GUIDE TO THE JIMMY FUND LITTLE LEAGUE

PROGRAM WEBSITE: *JIMMYFUND.ORG/LITTLELEAGUE*

Go here 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 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, access Coach's Corner 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 A.S.A.P.

QUESTIONS? WE'RE HERE TO HELP!

Please contact Jenna Godin-Conz at *jennifer_godin-conz@dfci.harvard.edu* or 888-546-6938 (toll free).

ONLINE REGISTRATION FORM (ALL INFORMATION 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: _____



DOWNLOAD this form at JimmyFund.org/LittleLeague
Please mail or fax this form to The Jimmy Fund,
attn. Jenna Godin-Conz
171 Park Avenue, Suite 1, West Springfield, MA 01089
Fax: 413-205-2827

2009 JIMMY FUND LITTLE LEAGUE TEAM ROSTER

TEAM NAME: _____ DISTRICT #: _____

LEAGUE PRESIDENT & MANAGER/COACH'S NAME:

PLAYER'S NAME	ADDRESS	BIRTH DATE	E-MAIL (Optional)
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			



DOWNLOAD this form at JimmyFund.org/LittleLeague
 Please mail or fax this form to The Jimmy Fund,
 attn. Jenna Godin-Conz
 171 Park Avenue, Suite 1, West Springfield, MA 01089
 Fax: 413-205-2827

2009 JIMMY FUND LITTLE LEAGUE FUND TRACKER

DISTRICT ADMINISTRATOR: _____

DISTRICT #: _____

DISTRICT FUNDRAISING TOTAL: _____

PARTICIPATING TEAMS	LEAGUE: GENDER & AGE	FUNDRAISING RESULTS
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