

SUPPORT RESEARCH - FIND A CURE

MAKE WAVES

CANNONBALLS.ORG

Organization Leader/Team Captain,

Encouraged by family and friends, we are reaching out in hopes of you and your organization supporting our upcoming fundraising campaign period, by hosting a **Cannonballs for a Cure** event. In 2018, on May 17th, the inaugural **Cannonballs Across America** program was launched by the **Cannonballs for Kayne Foundation** and has already raised \$10,000.

Cannonballs for Kayne is an emerging national public charity, nonprofit entity raising funds in pursuit of a cure for pediatric brain cancer and DIPG (diffuse intrinsic pontine glioma) that serves as a resource and aids afflicted families.



2019 **Cannonballs Across America** Program

4 • 40 • 4K
GUYS DAYS MILES

San Francisco, CA to Daytona Beach, FL
Campaign Period: May 17 to July 3
May 17, 2019 National DIPG Awareness Day



A cross-country cycling journey with a goal of fundraising \$1M to battle DIPG! The focus during the campaign period while the guys are riding is to connect with families, swim teams, schools, organizations and churches to educate about brain tumors and bring people together for a common cause.

All proceeds from this beneficial program fund research into the deadliest form of childhood brain cancer: DIPG and help with other brain tumors. Researchers believe that by uncovering a cure to DIPG, the mystery will be unlocked for many other cancers that cause death. This makes your participation very meaningful for children and adults.

OUR INSPIRATION

Cannonballs for Kayne started with a hashtag on social media as a way for swimmers, friends and family to cheer up Kayne Finley, a Northern Kentucky native, Spruce Creek High School 2017 grad in the Daytona Beach area, and Louisiana State University student and team manager for the varsity swim team. Kayne, at 17 years old, was diagnosed with DIPG, the rare, inoperable brain cancer of the brainstem.

As a lifelong competitive swimmer, Kayne loved the water, and continued to enjoy the pool even after his DIPG diagnosis. DIPG roughly affects about 300 children, teens and adults in the United States each year, and is known as the leading cause of death from pediatric brain tumors, carrying a poor prognosis with near 0% chance of survival beyond two years and a median survival of just 9 months.

Kayne's profound outlook on life, strong faith, passion for improving the lives of children diagnosed with brain cancer, raising awareness, and fundraising for research has been carried on through the foundation he created shortly before his untimely death in November 2017. Personal prayers and donations for all children fighting this and other horrible diseases are also encouraged and appreciated.

HOW YOU MAKE A DIFFERENCE

Our Cannonballs Team needs your help in carrying out Kayne's mission to fight for a cure for children impacted by brain cancer. We are looking for teams and organizations like yours to host a **Cannonballs for a Cure** event, while the guys, including Kayne's older brother, Keagan Finley, a current LSU student, are bicycling across the country from May through July!

HOSTING A CANNONBALLS FOR A CURE EVENT

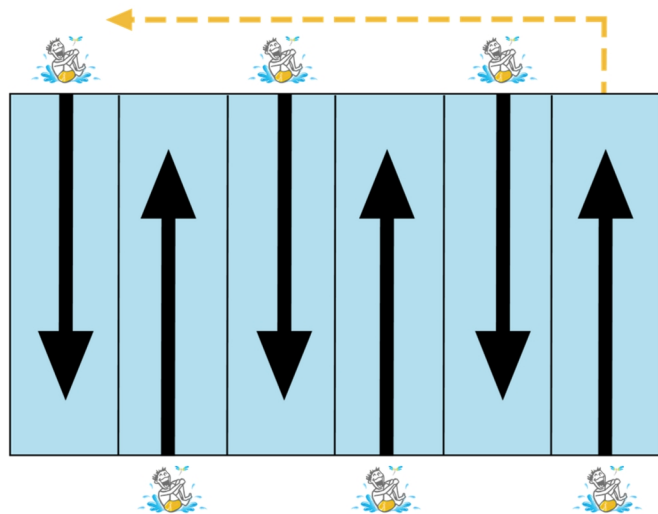
The great thing about **Cannonballs Across America** and hosting a **Cannonballs for a Cure** event is that IT IS EASY and it supports a worthy cause! Individuals on your team are eligible for a wide range of awards based on his or her level of total funds raised.

1. Register your team at CannonballsAcrossAmerica.org via RunSignUp link.
2. Designate when and where your participants will complete their "cannonballs".
DATE _____
TIME _____
PLACE _____
3. Record and share your experience with us. Tag us on YouTube, Facebook, Instagram, and Twitter using the hashtags #cannonballsforKayne, #CannonballsAcrossAmerica #CannonballsforaCure!

While cannonballs into a pool are typically our thing, we envision the activity to run as a serpentine path from lane-to-lane, with a cannonball at the start of each lane (see diagram below). Of course, we challenge you to give us your best and most creative "cannonballs"!

All organizations are welcome to join in!
With this event, there are two simple things to remember:

**HAVE FUN
and
MAKE WAVES
FOR DIPG!**



The enclosed materials in this packet have information and instructions on creating your Team Fundraiser page on CannonballsAcrossAmerica.org via RunSignUp link, Individual Fundraising Award Levels, and suggested event day activities.

With many of our Cannonballs Team members having competed or been involved in the competitive swimming world for numerous years, at every level, we know the WAVES tightly woven communities can make! Thank you for your time, consideration, and hopefully, favorable decision to host a **Cannonballs for a Cure** event during the campaign period through July 3, 2019 supporting the **Cannonballs Across America** program.

Our Cannonballs Team looks forward to working with you and building relationships along the way, well into the future. Let's MAKE WAVES for DIPG together!

Youtube: Cannonballs for Kayne
Facebook: @CannonballsforKayne
Instagram: @CannonballsforKayne
Twitter: @cannballs4Kayne

**CANNONBALLS
ACROSS AMERICA**



Cannonballs for a Cure Event

Organization Leader/Team Captain Instructions

Thank you for participating in a **Cannonballs for a Cure** event in your community. We truly appreciate your commitment to fundraise for the **Cannonballs for Kayne Foundation**. Please use this information as a guide before, during, and after hosting your event. Be creative! This is only a guide. Two simple things to remember:

HAVE FUN and MAKE WAVES FOR DIPG!

Before the Event

Register Your Team

Organization Leaders/Team Captains, please follow these steps to register your team.

1. Visit CannonballsAcrossAmerica.org website for general program information and registration link..
2. Click the Registration button and familiarize yourself with the registration site which takes you to: <https://runsignup.com/Race/CA/PaloAlto/CannonballsAcrossAmerica>.
3. Click the yellow "Donate" button at the top of your screen.



CANNONBALLS ACROSS AMERICA



4. Fill in the fields with your personal and team information.
5. Customize your personal message to display on your Team Fundraiser page
6. Set a fundraising goal. We suggest making an attainable, realistic goal. You can always increase it once the goal has been exceeded.
7. Create your custom fundraiser URL so that your team's website will be easily accessible by participants and donors. This information may be edited after profile is created.
TEAM URL _____

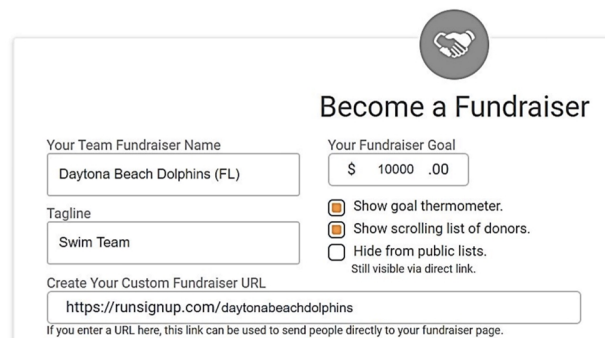
Special Instructions Format your Team Fundraiser Name in the following manner:

- **TEAM NAME (STATE)**
- In the tagline, please enter the **TYPE** of organization you represent
- Note: This information helps in keeping track of your participants that earn awards

8. You may elect additional Fundraiser Captains to help manage your fundraiser. Fundraiser Captains must first create their own RunSignUp account. You can allow others to help manage by entering their email in the "Fundraiser Captains" section.
9. Once your profile is complete, share your Team URL with participants. Direct them to Register for a virtual event and/or Donate under you team in order to track progress toward awards.

Gathering Donations

Encourage donations online using your Team/Participant URL. Participants may submit offline check donations to their Organization Leader/Team Captain, who should include instructions for Team/Participant credit and mail to: Cannonballs for Kayne Foundation, PO Box 1738, Ormond Beach, FL 32175. Please do not mail cash.



Become a Fundraiser

Your Team Fundraiser Name
Daytona Beach Dolphins (FL)

Your Fundraiser Goal
\$ 10000 .00

Tagline
Swim Team

Create Your Custom Fundraiser URL
<https://runsignup.com/daytonabeachdolphins>

Show goal thermometer.
 Show scrolling list of donors.
 Hide from public lists.
Still visible via direct link.

If you enter a URL here, this link can be used to send people directly to your fundraiser page.

During the Event

Choose Your Activity

OPTION 1: Traditional Run/Walk/Bike or Lap Swim

* Volunteers and volunteer organization required for groups

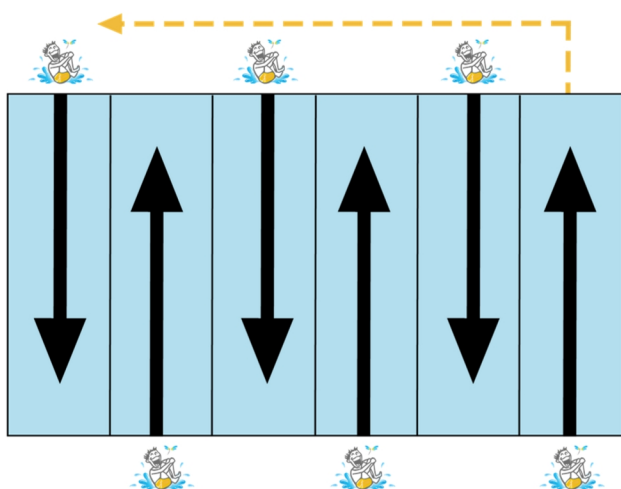


1. Participants are encouraged to get together with others to coordinate and organize an event.
2. As a group or individually, raise money by collecting donations for completing a predetermined number of laps/distance/course/cannonballs, leading up to the event.
3. On the day of the event, participants are to complete the respective activity for the specified period of time.
4. Get creative and have fun with friends and family!

OPTION 2: Wet Snake Cannonballs

* Pool required

* Ensure space is available to enter and exit the pool at each lane.

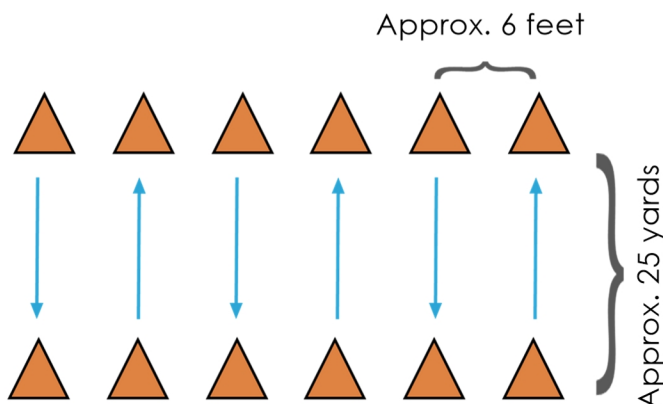


1. Line participants up behind the starting block in lane or row one, fastest to slowest, if possible.
2. One by one, signal each participant to their activity by announcing "3, 2, 1, CANNONBALL".
3. "Cannonball" into the pool and swim to the other end of the pool.
4. At the end of the lane, participant should climb out of the pool and "cannonball" into Lane 2, then swim to the lane's end.
5. Repeat steps 1-4 in the next two lanes or rows.
6. We recommend 30 minutes for the activity. This may be increased depending on age group.

OPTION 3: Dry Snake Cannonballs

* Land and 12 cones/visible markers needed.

* Place 2 rows of 6 cones approximately 25 yards apart as shown in the diagram below. Ensure space between each cone for activity.

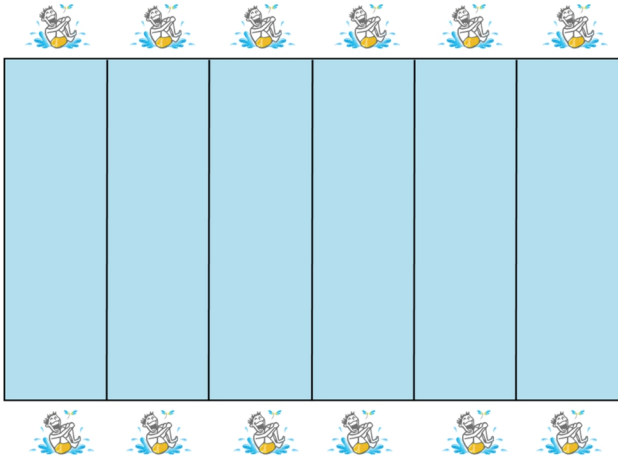


1. Line participants up behind the starting cone in lane or row one, fastest to slowest, if possible.
2. One by one, signal each participant to their activity by announcing "3, 2, 1, CANNONBALL".
3. Cannonball by completing 3 star jumps and run, skip, hop, bear crawl, etc. to the other end.
4. At the end of the row, participant should complete 3 additional star jumps, then run skip, hope, bear crawl, etc. to the row's end.

OPTION 4: Waves of Cannonballs

*Pool required

*Line up all participants around the outer edge of the pool with a safe distance between each person.



1. Announce "3, 2, 1, CANNONBALL" signaling the start of the activity.
2. The 1st participant gives their cannonball into the pool, followed by the 2nd participant, then the 3rd participant and so on in a domino, wave of cannonballs effect. **OR** Participants give their best cannonball into the water at the same time.
4. Repeat as many times as you wish!
5. We recommend 30 minutes for the activity.

OPTION 5: Create Your Own

As mentioned above, there are no required rules for how to do your cannonballs. Come up with your own creative way of displaying your "cannonballs" and let us know how you did it!

DOCUMENT THE MOMENT

Please help promote your **Cannonballs for a Cure** event with photos and videos before, during and after your event. Post your experience on social media and tag us with the hashtags #cannonballsforKayne #CannonballsAcrossAmerica and #CannonballsforaCure or send them our way by emailing **Keagan@cannonballsforKayne.org!** While we would love to attend every community event and see all of the awesome cannonballs and waves in person, we will be busy cycling across the country, so we will need your teamwork on this one.

Feel free to tag your organization and participants. Spread the word and encourage others to get involved in their own **Cannonballs for a Cure** event!

Remember, our only rules are to **HAVE FUN and MAKE WAVES for DIPG**. All other guidelines are discretionary. Be creative!

After the Event Congratulate Your Team

1. Congratulate all of your participants on doing a great job volunteering, raising money and joining in on your **Cannonballs for a Cure** event.
2. Remind your participants when you will be celebrating the fundraisers with their awards.
AWARDS CELEBRATION DATE _____
3. Collect all pledges within 48 hours of your event end and turn them into to your Organization Leader/Team Captain by the agreed upon deadline date.
DONATION DEADLINE DATE _____
4. Contact your Cannonballs Team contact to let them know your event is complete.
5. The deadline to submit donations to **Cannonballs for Kayne** in order to receive the correct participant awards is July 3, 2019. Mail Team/Participant name and check payments to:
PO Box 1738, Ormond Beach, FL 32175.
6. Awards will ship to the Organization Leader/Team Captain the week of July 15th.
7. Share with us your experience, photos and videos from the event.
8. Have participants reach out to their donors and thank them for their support, sharing how much fun they had and how much was raised for the Team.
9. Consider setting a date for 2020 and have your participants mark it on their calendar.

Thank you for successful participation in a **Cannonballs for a Cure** event with your organization, benefitting the **Cannonballs for Kayne Foundation** and research for DIPG. Together we are making WAVES for the future of our children, teens and adults.

Cannonballs for a Cure Event

Participant Instructions

Thank you for participating in your organization's **Cannonballs for a Cure** event! We truly appreciate your commitment to fundraising for the **Cannonballs for Kayne Foundation**. Please use this information as a guide to fundraising.

Keep in mind, the more money you raise, the more awards you will get! Check out the Individual Fundraising Awards Levels flyer to see what awards are up for grabs and examples of how your donations can help families affected by childhood brain cancer!

Before the Event

Become a Fundraiser

DATE _____
TIME _____
PLACE _____

Participants, please follow the step-by-step instructions to become a fundraiser under your organization's Team Fundraiser. It is important that you do this under your organization's Team Fundraiser link so we can locate your information and track your donations for your awards earnings.

1. Visit CannonballsAcrossAmerica.org website for general program information and registration link..
2. Click the Registration button and familiarize yourself with the registration site which takes you to: <https://runsignup.com/Race/CA/PaloAlto/CannonballsAcrossAmerica>.
3. Move your cursor to highlight the gray "DONATE" text and select "BECOME A FUNDRAISER" from dropdown box.
4. Fill in the "Your Individual Fundraiser Name" field with your FIRST AND LAST NAME, then enter your ORGANIZATION NAME - TYPE OF ORGANIZATION in the "Tagline" field, and set "Your Fundraiser Goal."

Your Individual Fundraiser Name

Joe Smith

Tagline

Daytona Beach Dolphins - Swim Team

Your Fundraiser Goal

\$ 1000 .00

- Show goal thermometer.
- Show scrolling list of donors.
- Hide from public lists.
Still visible via direct link.

5. Next, "Create your Custom Fundraiser URL" to easily share your fundraiser page with supporters. By doing so, your supporters can enter your individual URL which takes him or her directly to your personal fundraiser page. This information may be edited after profile is created.

PARTICIPANT URL _____

6. Customize the "Personal Message to Display on Your Fundraiser Page (Optional)
7. Select an image to display on your page. (Optional)
8. IMPORTANT: To connect your Fundraiser page to your local Organization's and be eligible for awards, be sure utilize the "Join a Team Fundraiser." Use the drop down menu or Search Team Fundraisers to locate yours.

Tell Family and Friends

1. Talk to family and friends, letting them know you are participating in a **Cannonballs for a Cure** event with your organization.
2. Share what you have learned about the **Cannonballs Across America** program, the **Cannonballs for Kayne Foundation** and why you are participating in the event.
3. Ask family and friends to make a donation and tell them your activity goals you wish to complete.
4. Collect donations. Encourage online donations using your Participant URL.
5. Donation checks should be made payable to: Cannonballs for Kayne Foundation and submitted to your Organization Leader/Team Captain in a timely manner.
6. DONATION DUE DATE TO Organizational Leader/Team Captain: _____.

During the Event

Perform Your Cannonballs

Two simple things to remember:

HAVE FUN and MAKE WAVES FOR DIPG!

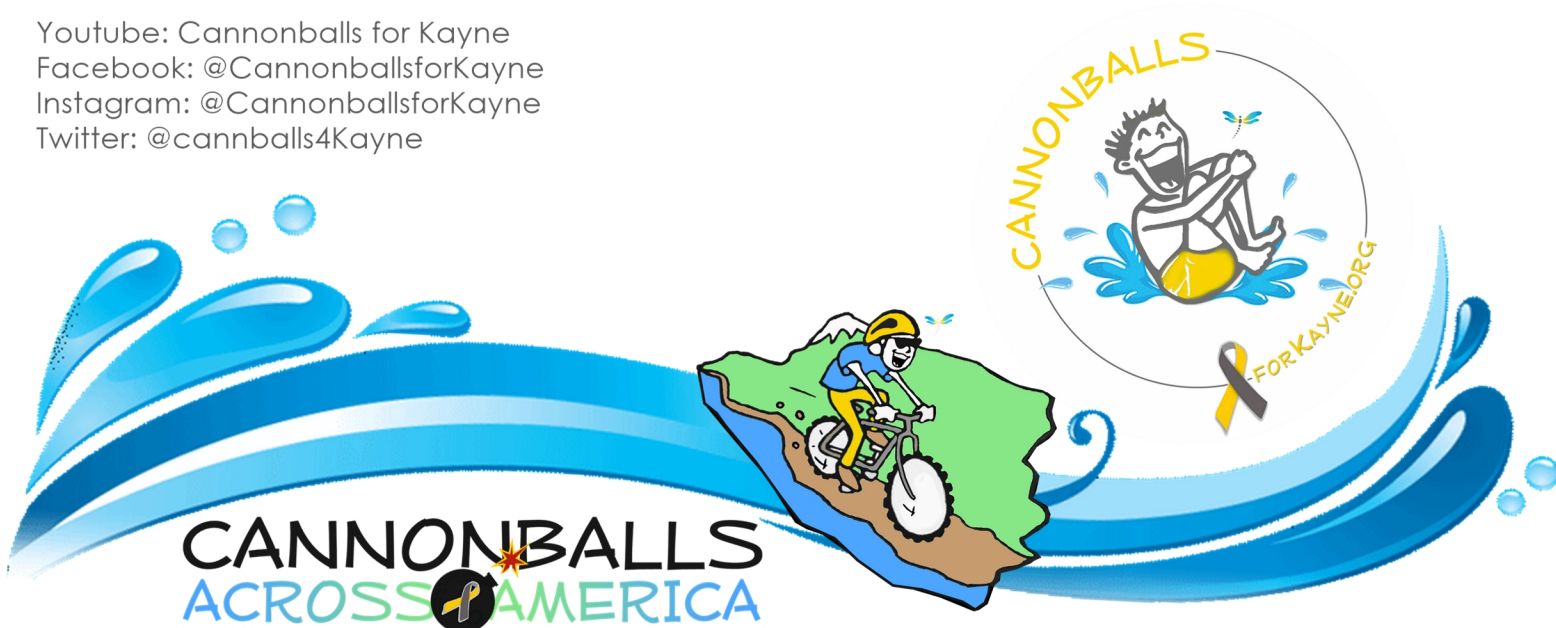
After the Event

Thank Your Donors

1. Submit all donations to your Organization Leader/Team Captain within 48 hours of the **Cannonballs for a Cure** event so you receive proper credit for your awards.
2. Let your donors know how much fun you had and about your experience during your organization's **Cannonballs for a Cure** event.
3. Thank your donors for their generosity in helping children, teens and adults fight brain cancer through research.
4. Be proud of your accomplishments and MAKING WAVES for DIPG!

Connect with us on social media. Stay up do date on the **Cannoballs Across America** Program, other **Cannonballs for a Cure** events, ongoing research and more from the DIPG and the **Cannonballs For Kayne** community.

Youtube: Cannonballs for Kayne
Facebook: @CannonballsforKayne
Instagram: @CannonballsforKayne
Twitter: @cannballs4Kayne



CANNONBALLS ACROSS AMERICA

MAY 17 THROUGH JULY 3, 2019



INDIVIDUAL FUNDRAISING AWARD LEVELS

Thank you for participating in a CANNONBALLS FOR A CURE event in your community. We truly appreciate your commitment to fundraise for the Cannonballs for Kayne Foundation. We reward volunteers for fundraising excellence. Review the list of levels and items below and work toward your favorite prize. Thank you for making a difference! It is our belief that each individual can make ripples in the water; together we will MAKE WAVES! Cannonballs.org

CANNONBALLS MAKE WAVES

EVERY DOLLAR DONATED goes to DIPG research to change outcomes for children and families!

Examples of how your donations help:

- \$100 pays for the drawing of critical labs
- \$250 pays for the testing of critical labs
- \$500 pays for visit with medical specialists
- \$1250 pays for research-discounted MRIs
- \$3750 pays for several radiation treatments
- \$5000 pays for a tumor biopsy

Cannonball
\$250



Individual Fundraising Awards

\$50 level = Cannonballs Decal, \$100 = Decal, Bag Tag and Rubber Wristband

Bronze Cannonball

\$500



Cannonballs Beach Towel

Silver Cannonball

\$1250



Cannonballs Camp Chair

Gold Cannonball

\$3750



Chance to Win a \$250 Gift Card

FOR MORE INFORMATION VISIT CANNONBALLS.ORG

The Cannonballs Team strives to improve the lives of those afflicted by a childhood brain cancer diagnosis, with emphasis on DIPG (diffuse intrinsic pontine glioma). Help raise national awareness for childhood cancer, provide pivotal research funding and give families hope! Cannonballs for Kayne Foundation, Inc. is a national, nonprofit 501(c)(3) charitable organization, EIN 81-4983450. P.O. Box 1738, Ormond Beach, FL 32175.

Dear _____,

Currently, our team is participating in a **Cannonballs for a Cure** fundraiser event called **Cannonballs Across America** for the **Cannonballs for Kayne Foundation**, where I have the opportunity to earn several prizes based on my fundraising efforts!

Kayne Finley was a young, competitive swimmer, like me. In November 2017, in his senior year of high school at Spruce Creek High School in Daytona Beach, FL, he was diagnosed with a rare, inoperable form of brain cancer: diffuse intrinsic pontine glioma (DIPG). DIPG is the most underfunded, least researched, and most aggressive in children, with a near 0% survival rate after two years. The median survival for children, teens and adults with DIPG is 9 months.

My team and I are raising money for DIPG research to help change the outlook of children diagnosed with DIPG and other forms of brain cancer by hosting this **Cannonballs for a Cure** event.

Please help me reach my goal of raising \$_____ for this important cause. The way it works...

Tax-deductible donations can be made online through our **CannonballsAcrossAmerica.org** RunSignUp fundraising page or offline by contacting my parents/guardian who will in turn give your donation directly to our team fundraiser leader.

If you would like to sponsor me, I would really appreciate it. If you have any friends that would like to help out, I would appreciate their support also. Thank you so much!

Find out more information about Kayne and his organization by visiting **www.cannonballs.org** or the foundation Facebook page @ Cannonballs for Kayne and other social media on YouTube and Instagram.

Please visit my Fundraiser page at **www.runsignup.com/_____** to make an online donation, or return this form with your donation or pledge to me or my parents/guardian by _____.

Participant Name: _____

Participant's Organization: _____

Event Date: _____

Pledges Due By: _____



| Your Name | Phone | Email | Pledge per Cannonball (\$) | Flat Donation (\$) | Total Collected (\$) | Donation made by check, cash or RunSignUp |
|-----------|-------|-------|----------------------------|--------------------|----------------------|---|
| | | | | | | |