

The



SPECIAL EVENTS OPPORTUNITIES PACKET

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INTRODUCTION

The Sean Kimerling Testicular Cancer Foundation is a non-profit organization dedicated to raising awareness of testicular cancer and the need for regular self-examination. Our goal is to increase early detection of testicular cancer. We seek to ensure that young men are aware of the disease and have the information they need to conduct regular self-examinations, recognize possible warning signs, and seek medical help without embarrassment or fear of stigmatization.

The Foundation was established in memory of Sean Kimerling, the Emmy Award-winning anchor of CW11 sports and pre-game announcer for the New York Mets. Sean died from testicular cancer on September 9, 2003. He was only 37. Sean fought a brief, intense battle with cancer. He was unaware of his cancer until very late, when severe back pain (a frequent symptom of later-stage testicular cancer) finally sent him to the doctor. He was a young, healthy, vibrant man, intelligent and kind, and an extremely talented sportscaster, quickly rising to the pinnacle of his field. In the starkest sense, his life was cut short in its prime.

Testicular cancer is the most common cancer among young men between the ages of 15 and 40. It also has one of the highest cure rates of all cancers, with a survival rate over 95 percent, *if detected and treated early*. Too often, young men, like Sean, are not aware they have TC until it has spread throughout their body, greatly complicating treatment and their chances of survival. Our goal is that all men will have the information they need about the disease, its symptoms and what to do about them so that more cases will be diagnosed early, and lives saved.

The Sean Kimerling Testicular Cancer Foundation is a recognized IRS 501(c)(3) non-profit organization located in New York City. EIN 16-1683652

MISSION

Our mission is to raise public awareness about testicular cancer and the importance of self-examination



NEEDS/PROBLEMS

Testicular cancer is a disease in which cancer develops in one or both of a man's testicles. While rare, it is the most common form of cancer in men between the ages of 15 and 40. Each year, approximately 7,000 to 8,000 new cases of testicular cancer are diagnosed in the U.S., and approximately 400 men die.

Young Men Are Most At Risk

Testicular cancer most often affects men between the ages of 15 and 40. However, men of any age, including infants and the elderly can develop testicular cancer.

A Growing Problem

Approximately 8000 young men will be diagnosed with the disease this year. The incidence of testicular cancer in white men in the U.S. has doubled over the last two decades. The cause of the increase is not known.

Highly Treatable, Especially When Caught Early

Testicular cancer is the most common cancer among young men between the ages of 15 and 40. It also has one of the highest cure rates of all cancers, with a survival rate over 95 percent, *if detected and treated early*. However, the complexity of treating the disease greatly increases and the survival rate declines as the disease progresses. Unfortunately, half of all men diagnosed with testicular cancer do not seek medical attention until after the cancer has spread to other areas of the body.



WHAT ARE THE RISK FACTORS?

Most cases of testicular cancer occur in young (15-40), Caucasian men. However, any man, regardless of age or race, can develop testicular cancer.

Research has not shown a connection between testicular cancer and any particular habits, activities, or lifestyles. Other factors that are associated with a higher risk of testicular cancer include:

- **Race** Caucasian men are approximately five times as likely as African-American men and twice as likely as Asian-American men to develop testicular cancer. Native American and Latino men have a greater risk than African-American men, but lower than Caucasians
- **Undescended or Partially Descended Testicle (cryptorchidism)** Men who have an undescended or partially descended testicle have a risk of developing testicular cancer, even if surgery was performed to remove the testicle or bring it down into the scrotum. About 14% of cases of testicular cancer occur in men with a history of cryptorchidism.
- **Abnormal Testicular Development** Men whose testicles did not develop normally are at increased risk.
- **Klinefelter's Syndrome** Men with Klinefelter's syndrome (a sex chromosome disorder that may be characterized by low levels of male hormones, sterility, breast enlargement, and small testes) are at greater risk of developing testicular cancer.
- **Family History** Having a father or brother with testicular cancer increases your risk for developing the disease. Having small testicles or testicles that are not shaped correctly may increase your chances for this form of cancer.



SELF EXAM AND DIAGNOSIS

How Is Testicular Cancer Diagnosed

Most testicular cancers are found by men themselves. Doctors should examine the testicles during routine physical exams. Between regular checkups, if a man notices anything unusual about his testicles, he should talk with his doctor.

The Importance of Self-Examination

The vast majority of testicular tumors are discovered by men themselves, either by accident or by performing the self-examination procedure. In fact, one research report found that only 4% of all testicular tumors are discovered by physicians, usually when they are performing an exam for other reasons. As a result, regular self-examination is essential.

Symptoms

The earliest symptom of testicular cancer is, most often, pain, swelling, or hardness in the testis, or some combination of these symptoms. Less often, the first symptom a patient will notice is a small, painless lump on the testicle. A man with testicular cancer might also feel heaviness in the scrotum, an ache in the lower abdomen or groin area, an accumulation of blood or fluid in the scrotum, or a change in the way a testicle feels. More rarely, there is tenderness in the man's breast area usually caused by high levels of a hormone called human chorionic gonadotropin (HCG). If the cancer has spread, symptoms may include severe, unrelenting back pain, shortness of breath, or hemoptysis (coughing up blood).

Often, a person with testicular cancer will not feel sick. In fact, there may not be any warning signs present. Only a doctor can make a positive diagnosis of cancer.

The Exam

The testicular self-examination, or TSE, is a quick, simple, painless, exam that men can perform on themselves in the privacy of their own home. All men should perform the exam once a month. The exam takes only about three minutes to perform properly. By performing it regularly, you will become familiar with your anatomy and better able to recognize changes. The best time to perform the TSE is during or immediately after a warm shower or bath. Warm water relaxes the skin on the scrotum, making it easier to perform the TSE. Your fingers will glide more easily over soapy skin, making it easier to concentrate on the texture underneath and increasing the likelihood that you will feel any lumps or nodules on your testicles.

Performing the Exam

1. Gently examine each testicle one at a time with both hands.
2. Place your index and middle fingers under the testicle and your thumbs on top.
3. Gently roll the testicle between your thumbs and fingers.
4. Feel for any small, hard lumps on the testicle.
5. Repeat the process with the other testicle.



Look and feel for any hard lumps or nodules (smooth rounded masses) or any change in the size, shape, or consistency of the testes. You should not feel any pain when performing the TSE. It is normal for one testicle to be a little larger than the other, and for one testicle to hang down a little lower. The testicles should be smooth and firm to the touch. You should be aware that each normal testis has an epididymis, which appears as a small "bump" on the upper or middle outer side of the testis. Normal testicles also contain blood vessels, supporting tissues, and tubes that conduct sperm. Some men may confuse these with cancer. If you have any doubts, ask your doctor.

Sometimes, the testicle can be enlarged because fluid has collected around it. This is called a hydrocele. Other times, the veins in the testicle can dilate and cause enlargement and lumpiness around the testicle. This is called a varicocele. To be sure you have one of these conditions and not a tumor; you need to have a doctor examine you.



What If I Find a Lump?

If you find a lump on your testicle, see a doctor immediately. The lump may not be cancer, but if it is, the chances are very good that it can be treated. **Testicular cancer has a 95% survival rate**, but it is extremely important to catch the cancer early. If you have any concerns about what you find during self-examination, see your doctor. Do not dismiss your concern or hope it will go away. Many men let fear or embarrassment keep them from seeking medical help. Concerns about masculinity or sexuality often present significant barriers for men faced with the need for medical attention. Testicular tumors are some of the fastest growing of all human cancers. The longer you wait to seek help, the worse your situation may be when you finally see a doctor.

There is nothing to be embarrassed about when it comes to cancer. See your doctor as soon as possible.



EVENTS

Below is list of suggested fundraising ideas other organizations have implemented successfully. These events are examples of both short and long-term activities.

Helpful Hints for Successful Fundraising Events

Seek out groups, businesses or other organizations that want to support the cause. Be sure they know in advance how much time will be required and how much money you hope to raise.

"Quarter" Rally

Ask a local shopping mall to sponsor a "quarter" rally. This event is very popular and can generate lots of money depending on the size of the mall. Double-stick tape is placed around the interior of the mall from one end to the other. Shoppers are asked to lay down a quarter for a certain cause (e.g. TC). Local publicity is helpful with this event. Local television and radio stations broadcasting live and special giveaways from the mall help create traffic. This event will need volunteers to "man" different points on the "quarter walk". It is a lot of fun and gets a large percentage of the community involved.

Community Auction

Sponsor a community auction. Items are donated by local celebrity individuals, stores, or organizations. Include some expensive items to attract buyers. A community auction can be combined with another event such as an annual festival, a dance, or a celebrity golf tournament.

Corporate Sponsorships

Corporations with which you have a good relationship can be sources of money. Corporate social responsibility is a strategic goal of many organizations. Top executives often have discretionary funds they can release without internal approval. Sponsoring your event promotes community good will.

Mystery Party

A scavenger hunt party is a popular event and a lot of fun for the donors. Parties can be hosted in private homes or at public sites. Food and beverages are contributed by local stores and companies. Games can be purchased or donated. Entry fees are charged.



Run, Walk or Bikeathon

Promotion is critical and an essential component of the event; the stronger the advertising, the larger the number of participants. Participants pre-register and obtain pledges before the event. Encourage groups or clubs to participate since they represent a significant number of people. This event will increase the visibility of your organization and the cause throughout the community. Community organizations who donate prizes for competitors will also receive great visibility as donors.

Raffle

Prizes are donated by local businesses or individuals (e.g. artists). Large ticket items are necessary to attract sufficient support. Selling tickets can be time-consuming. Donated prizes can be used as incentives to ticket sellers for the greatest number of tickets sold. It is important to time this event so that it does not overlap with other community raffle events. Check raffle laws in your state in advance to insure compliance.

Golf Tournament

Celebrity golf tournaments can be very successful especially if you include a dinner and dance as part of the event. It may take more than one tournament before you see substantial profits. Often a golf course gives a cut in fees for purchase of gifts in their pro shop. Celebrities should be recruited far in advance for. Golfers may pay large fees for the privilege of playing with a celebrity. An event of this type needs a strong community base, underwriters, wealthy donors and buyers, and a very professional team of volunteers. This event may also include a raffle or auction. See www.golfdigestplanner.com

Fountains

Check with local malls or restaurants that have wishing well fountains. Most donate the pennies, dimes and nickels to charity. Ask local newspapers, radio or cable TV stations to publicize the event. For one week, ask all citizens toss coins into designated fountains across the city and go to a specified charity or program. This will give the program "free" publicity with very little staff time required. A citywide effort of all wishing fountains could raise significant funds in a one to two week promotion.

Celebrity Waiters

Recruit local celebrities from the community to be waiters for a dinner event during one evening. Corporate groups are encouraged to attend. Prices at the restaurant are the same as usual. All tips go to your project. Regular wait staff is also asked to donate their tips. Other volunteered amenities include flower sellers, entertainment and photographers.



Rock-a-Thons

Raise money through "rock-a-thons" rocking in rocking chairs. This works well in small communities. Solicit pledge support for designated "rockers".

Black Tie Bowling

Ask a bowling alley to sponsor a "black tie" bowling event. The bowling alley is closed to the public for the evening. Each participant dresses in a "black tie" costume from the waist up, and in any style of their choosing from the waist down. Teams are organized. The sponsor can charge a flat fee per person, which includes two drinks and a buffet meal. Solicit donated prizes for the best costume, worst bowler, best bowler, etc. You may also have a team competition and get businesses to sponsor certain bowling lanes. Ask media to attend.

High School Volunteers

Invite high school students to become involved in your program. They can hold a car wash, bake sales, etc., for you. Get a pizza parlor to donate a number of pizzas and sodas and throw an appreciation party for the teenage volunteers. Begin with one high school. These students can then volunteer in your many fundraising activities, such as the "Quarter Walk."

Percentage of Business Profits

Check with various businesses to see if they will give part of their profits to your program. This event produces small amounts of money, but every little bit helps. These activities require little extra work. Your local high school volunteers can disseminate flyers to advertise the event.

Dress Down Days

Many schools and businesses encourage community support by allowing students and employees to dress casually/wear denim/etc. in exchange for donations to specific causes. This type of event can increase visibility of your cause and organization.



TO HELP SUPPORT YOUR EVENT

The Sean Kimerling Testicular Cancer Foundation will provide 100 shower cards and 100 brochures at no charge for distribution to participants and sponsors. To help create excitement and support, the Foundation will give one carpetestes cap to each participant who raises or donates over \$150.00. The Foundation will announce your event on its website and create a hyperlink to your own webpage/blog

After the event, the Foundation will highlight the event on its website. Donations can be made on line through www.seankimerling.org (DONATE NOW) Be sure to identify your event in the DESIGNATION area.

Timetable

Provide detailed information on the expected timetable for the project. Break the project into phases, and provide a schedule for each phase.

Phases	Description of Work	Start and End Dates
Phase One		
Phase Two		
Phase Three		

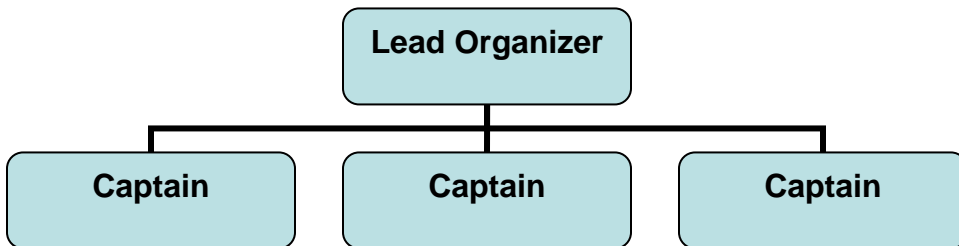
Budget

State the proposed costs and budget of the project. Also include information on how you expect to manage the budget.

Phases	Description of Work	Anticipated Costs
Phase One		
Phase Two		
Phase Three		
	Total:	

KEY PERSONNEL

List the key personnel who will be responsible for completion of the project, as well as other personnel involved in the project.



Evaluation

Identify how progress will be evaluated throughout and at the end of the project.

Endorsements

List the names and addresses of individuals and companies who support the project.

Next Steps

Identify actions required of the participants and organizers

- Next Step 1
- Next Step 2
- Next Step 3



**SEAN KIMERLING
TESTICULAR CANCER
FOUNDATION**

YES!!! I WANT TO HELP STOP THE NUMBER 1 CANCER IN MEN UNDER 40!!!!!!

Name _____

Address _____

City/State/Zip _____

Phone/Cell _____

Email / Fax _____

Business Company _____

Title _____

Address _____

City/State/Zip _____

Phone/Cell _____

Email / Fax _____

_____ Event to benefit
THE SEAN KIMERLING TESTICULAR CANCER FOUNDATION

DONATE ONLINE:

<http://www.seankimerling.org> (Click the PLEASE DONATE) button on the upper right hand corner of the page.

BY MAIL

PLEASE MAKE CHECKS PAYABLE TO: **THE SEAN KIMERLING TESTICULAR CANCER FOUNDATION**

ENCLOSED IS MY TAX DEDUCTIBLE GIFT OF

_____ \$50 _____ \$100 _____ \$200 _____ \$ OTHER

PLEASE MAIL CHECKS TO:

**THE SEAN KIMERLING TESTICULAR CANCER FOUNDATION
29 BROADWAY, SUITE 1412, NEW YORK, NY 10006-3249**

The Sean Kimerling Testicular Cancer Foundation is duly registered in the State of New York

A copy of the latest filings may be obtained from:

The Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271

Contributions are tax-deductible under the 501 (C)(3) tax-exempt statute, to the extent of the law

29 Broadway Suite 1412, New York, NY 10006,
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SUPPORT SOLICITATION LETTER

[Your Name]
[Street Address]
[City, ST ZIP Code]

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear [Recipient Name]:
(Your group) is raising funds in the name of _____ to benefit the Sean Kimerling Testicular Cancer Foundation. Contributions will help raise public awareness about testicular cancer and the importance of self-examination.

May we count on your support? This year we are asking corporations to match employee contributions.

Enclosed is a pledge/donation form for your convenience.
We are asking that all contributions, employee and corporate, be sent by **(DATE)** to the following address:

[Your Name]
[Street Address]
[City, ST ZIP Code]

Thank you for your support.

Sincerely,

Name/Title

