

**GAME ON
CANCER**



**HENRY FORD
CANCER INSTITUTE**



PARTICIPANT TOOLKIT

GET YOUR GAME FACE ON

What?

Game On Cancer is the signature fundraising program for the Henry Ford Cancer Institute. A team-based, peer to peer fundraiser – Game On Cancer brings the community, grateful patients and survivors, corporations, friends and family together to raise much needed funds for patient assistance, research and supportive oncology programs. Together, teams and individuals fundraise throughout the year in a variety of creative ways, earning prizes and fun experiences throughout the campaign! We culminate together at our Annual Field Day Event at Ford Field with our partners, The Detroit Lions. 100% of all funds raised are dedicated to the mission and your coaches from Game On Cancer are here to help every step of the way!



When?

Game On Cancer is a year-round fundraising campaign that will culminate in the fall at Ford Field. The event date will be announced after the Detroit Lions season has been solidified.

In addition to our very popular event with the Detroit Lions, you can walk or run with our team at the Detroit Free Press 5K* on Saturday, October 16, 2021. For more information about our 5K team, please email gameoncancer@hfhs.org.



GET YOUR GAME FACE ON

Where?

You can fundraise just about anywhere these days! Your personal webpage allows you to share your link via email and on social media, making it so easy for your donors to safely and securely support your efforts from their computers or phones.

The Field Day Culmination Event will be held at Ford Field. The Detroit Free Press 5K will kick-off at Milliken State Park in Detroit.



Why?

Want to see how donations are being immediately put to work in our community? [Click here](#) to find our most recent Impact Stories – all thanks to our Game On Cancer fundraisers!



FUNDRAISING IDEAS

Bake Sale: Collect donations in exchange for goodies! Platter of cookies? Baked breakfast basket, homemade pies – this is a great opportunity to have a “virtual” bake sale and drop off your yummy creations to your donors, right on their front porch!

Flower or Plant Sale: Connect with your local nursery to see if they might offer a fundraiser. Align your sale with a season or holiday such as a fall mum sale or holiday greens.



Additional Fundraising Ideas:

Reach out to your Game On Cancer coaches for support!

- Wine Tasting
- Virtual Trivia Night or Bingo
- Driveway/Neighborhood Strolling Dinner
- Bottle & Can Drive
- Neighborhood Food Truck Event
- Road Rally Scavenger Hunt
- Painting With A Twist

Some online fundraising ideas:

Pampered Chef – www.pamperedchef.com

Yankee Candle –
www.yankeecandlefundraising.com

Tupperware – www.tupperware.com

ThirtyOne – www.mythirtyone.com

FREQUENTLY ASKED QUESTIONS

How many people are required to form a team?

There is no minimum number required for a team. We just ask that all members of the team are engaged in the campaign and actively fundraising.

Who should checks be written out to?

Henry Ford Health System or Game On Cancer

What do I do with cash or check donations?

Please convert cash donations to a check, or preferably, to a credit card donation on your webpage. Checks may also be made out to:

1. You, and then converted to a donation on your webpage OR
2. Henry Ford Health System and sent to us with an offline donation form found [here](#).

We want to have a fundraising event. Where do we start?

Contact us! We can help you with the entire process, from providing rules and regulations on the marketing of your event, use of our logo, in-kind donations, merchandise for a silent auction and so much more. Contact Lynn Vogt, Manager, today at lvogt1@hfhs.org or 313-874-3994.

If we have a fundraising event, how do we submit the funds we raise?

Option 1: Personally collect all funds (cash and checks made out to you) and at the conclusion of your event, make one online deposit on your Game On Cancer page.

Option 2: Personally collect all funds (cash and checks made out to you) and write ONE check to Henry Ford Health System. Include team name or individual fundraiser name(s) with your check.

Mail check(s) to:

Game On Cancer
One Ford Place, Suite 5A
Detroit, MI 48202

FUNDRAISING THANK YOU GIFTS

\$150

GOC Field Day Event Access*

\$300

**GOC Field Day Event Access &
Dry Fit GOC Shirt**

\$700

Zip-up Jacket

\$1,500

**GOC VIPs: Tickets to a Lions game
and VIP Fast Pass Access**

**Should event be cancelled in 2021, virtual recognition
will be provided.*

