YOUTH AND LOCAL LEAGUE TOOLKIT

HFC ASSIST

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#HOCKEYFIGHTSCANCER

HFC ASSIST

HockeyFightsCancerAssist.org
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Hockey Fights Cancer™ was founded in 1998 by the National Hockey League (NHL) and the National Hockey League Players’ Association (NHLPA). Since its inception, the Hockey Fights Cancer initiative has resulted in donations of more than $29 million to support the cancer programs of local and national cancer research institutions, children’s hospitals, player charities, and local charities.

Over the years, cancer has impacted the hockey family, as members of its own community have been touched by the disease. The NHL and NHLPA honor those we have lost and continue to celebrate and support survivors through Hockey Fights Cancer.

Hockey Fights Cancer unites the hockey community in support of people facing cancer and their families.
HFC Assist

Through the Hockey Fights Cancer (HFC) Assist initiative, the NHL, NHLPA, and American Cancer Society invite you to join the team and help us fight cancer. Join youth and local leagues across the country to raise awareness and funds to support all people facing cancer and their families.

We are here to support your efforts and provide you with the tools you need to be successful. When your team registers to fundraise for Hockey Fights Cancer, you will receive:

- Official Hockey Fights Cancer helmet decals
- Lavender stick tape
- Letter of participation
- “I Fight For” signs to use at your Hockey Fights Cancer game

DON’T SIT ON THE BENCH – JOIN THE HOCKEY FAMILY TO HELP FIGHT CANCER!
Tips and Ideas for Success
SIGN UP, RECRUIT OTHERS, AND FUNDRAISE. HERE’S HOW TO START!

- Visit HockeyFightsCancerAssist.org to sign up and register. After you register, contact hfcassist@cancer.org with any questions you have!

- Select your designated Hockey Fights Cancer game. Request lavender tape and HFC decals to show your team’s support and download “I Fight For” cards to have at your game.

- Challenge other teams to sign up, or create friendly competition within your school or program by forming different teams.

- Identify a player captain and a community captain (parent or other influential individual) to assist in leading the efforts and driving fundraising success.
Win Exclusive Rewards – The sooner you start fundraising, the quicker you qualify for the rewards below.

Teams that reach the levels below between November and April will earn:

- $250 – Print-on-demand HFC certificate for each team member
- $500 – One (1) Hockey Fights Cancer bag tag for each team member*
- $2,500 – One (1) Green Biscuit HFC training puck for each team member*
- $5,000 – One (1) HFC T-shirt for each team member* $10,000 – One (1) HFC toque for each team member* $15,000 – First 2 teams to reach $15,000 earn a Zoom session with an NHL player

* Maximum of 30 of each reward item per fundraising team

* A raffle will be held at the end of the season with all participating teams given equal chance to win gift cards and discount codes from participating partners.

Pledge Donations – Have athletes or fans collect donations from within the hockey family and from friends and supporters of the cause. A fun way to encourage donations is to create a “pledge-a-thon” challenge for the number of goals, points, or saves, or other important plays during the game.

Rock Your Lavender – Purchase or secure donations for lavender T-shirts or official HFC apparel from Shop.NHL.com. Lavender is the official color of Hockey Fights Cancer, representing the fight against all cancers. Sell the shirts or other items prior to the game – with proceeds going to the cause – and encourage fans to wear their lavender gear at home and support their team.

Local Business Support – Ask local businesses to sponsor your event by making a donation directly to the American Cancer Society or by matching any funds raised by your team.

***Please note: Third parties are not permitted to use the HFC/ACS logo without consent or approval from the American Cancer Society. Request permission by emailing hfcassist@cancer.org.

Virtual 50-50 Raffle – Hold a virtual 50-50 raffle where half of the funds raised goes to the prize winner and the other half is added to the total amount raised in support of HFC Assist. Be sure to adhere to local/state rules governing raffles.

Auction – Hold an online auction during the game. Secure fun items to bid on, like homemade meals or desserts, prime parking spaces, local artwork, or items donated from local businesses. Other ideas include allowing fans to bid on exciting or unique experiences.
**Wall of Hope** – Create a Wall of Hope by providing “I Fight For” cards and displaying them in the arena or other common area. Donors write their name, or the name of a loved one who’s faced cancer, on the card to show support. Find “I Fight For” card designs at HockeyFightsCancerAssist.org. “I Fight For” cards are also included at the end of this toolkit.

**QR Code** – Create a QR code directing supporters and fans directly to your teams fundraising page. Add the QR code around concession stands and in your team program.

**Game-day Fundraising Without Fans:**
Livestream your game(s) and host an online watch party. Send out invitations and include the link to your fundraising page to encourage everyone watching to donate.

**Fundraise With Your Team Outside of the Rink:**
- Ask players to participate from their homes by shooting a set number of goals towards an overall team goal. Ask supporters to donate on your fundraising page when your team hits your goal.
- Start an email campaign and have coaches and players send emails to current and past supporters (individuals and companies) sharing why this cause is important to them. Ask them to support your campaign via your team’s page.
- Encourage each player to register under your team to create their own fundraising page. They can ask for donations from their friends, family, and networks by texting, emailing, or connecting to Facebook all through the American Cancer Society’s FUNdraising App.
Sample Event Planning Timeline

**TWO MONTHS OUT**

- Designate a date for your school’s or program’s HFC Assist event.

- Form a committee of students, parents, boosters, and others to help plan and organize activities leading up to the game. Set a fundraising goal. Aim high!

- Hold a kickoff meeting to decide which fundraisers and awareness activities you want to focus on, and assign tasks to each member of the planning committee.

- Plan fundraising activities to hold during the season leading up to the game.

- Engage faculty, administration, and community leaders to gain support for your efforts throughout the school.

**ONE MONTH OUT**

- Meet with the committee to solidify your plan for fundraising strategies as the event draws near.

**TWO WEEKS OUT**

- Promote your event! Have team members and the planning committee post event details on social media using #hockeyfightscancer; include in newsletters and on school or league websites; hang posters throughout your community; and send a news release to local media.

- Hold pre-event fundraisers and other activities to promote awareness during the week leading up to the event (e.g., pledge drive, T-shirts, “I Fight for” signs).

**EVENT DAY**

- Honor cancer survivors virtually before the game or during the national anthem.

**POST-EVENT**

- Complete the HFC Assist offline donation form, located in this toolkit, and mail any cash and checks to the American Cancer Society Attn: Hockey Fights Cancer Assist PO Box 81795 Austin, TX 78708

- If you do not have an ACS representative, please contact hfcassist@cancer.org.

[American Cancer Society Rep Name]  
[000-000-0000]  
[name@emailaddress]
Community and Media Involvement

Local TV, newspapers, and radio stations are always looking for a great story. Your team’s involvement with HFC Assist may be exactly what they are looking for. Be sure to share your story and any media coverage with your local ACS representative.

We also include talking points in the appendix of this toolkit that cover everything from your fundraising goals and local business support to how the American Cancer Society fights cancer in your community. Below you will find suggested posts for use on social media to help spread the word about your goal!

FACEBOOK:

Hockey Fights Cancer™ unites the hockey community in support of all people facing cancer and their families. This initiative gets an assist from the entire hockey family. Together, the hockey community looks to inspire hope and courage for those who are living with, going through, and moving past cancer. #HockeyFightsCancer

Who do you fight for? Join [insert:@teamhandle] as we raise money for #HockeyFightsCancer, where donations benefit @AmericanCancerSociety patient services programs to support a better quality of life for all patients, caregivers, and their families. Donate at HockeyFightsCancerAssist.org.

This NHL season, the Hockey Fights Cancer initiative will work with nonprofit partners at the American Cancer Society and Canadian Cancer Society to support a better quality of life for patients, caregivers, and their families. #HockeyFightsCancer

TWITTER:

This year, hockey teams, players & fans from cross the country are fighting together to raise funds for #HockeyFightsCancer. Donate at hockeyfightscancerassist.org

@AmericanCancer Society and Canadian @cancersociety are helping raise funds in support of #HockeyFightsCancer to provide comfort and hope to those battling cancer. Join the fight today at hockeyfightscancer.com

Who do you fight for? Join [insert:@teamhandle] as we raise money for #HockeyFightsCancer, where donations benefit the @AmericanCancer Society patient services to support a better quality of life for all patients, caregivers, and their families. Donate at hockeyfightscancerassist.org
Dear [xyz name],

This [INSERT MONTH], I’m excited to share that my teammates and I are raising funds for Hockey Fights Cancer™. Hockey Fights Cancer was founded in 1998 by the National Hockey League® (NHL) and the National Hockey League Players’ Association (NHLPA). Since its inception in 1998, Hockey Fights Cancer – a joint initiative by the NHL and NHLPA – has resulted in donations of more than $29 million to support national and local cancer research institutions, children’s hospitals, player charities, and local charities.

This season, Hockey Fights Cancer will benefit the American Cancer Society’s patient services programs, including those that provide free rides to treatment and places to stay near hospitals. The American Cancer Society also funds health equity grants and screening programs to help reduce disparities in cancer care among communities of color. Together, our hockey family looks to inspire hope and courage for all people who are living with, going through, and moving past cancer.

My goal is to raise [INSERT FUNDRAISING GOAL], and I need you on my team! Please donate here: [INSERT LINK]

Join my team today. Together we can support Hockey Fights Cancer and help the American Cancer Society provide comfort and hope.

Thank you!

[Instagram handle] #HockeyFightsCancer unites the hockey community in support of all people facing cancer and their families. The initiative gets an assist from the entire hockey family. Together, the hockey community looks to inspire hope and courage for those who are living with, going through, and moving past cancer.

This @NHL season, the Hockey Fights Cancer initiative along with the @NHLPA will work with nonprofit partners at @americancancersociety and Canadian @cancersociety to support a better quality of life for patients, caregivers, and their families.
Sample Media Release Template

For more information, contact:
[Name]
[Cell number]
[Email address]

MEDIA RELEASE

[School/youth club name] Hosts Special Hockey Fights Cancer Game

[School/youth club name] will host a Hockey Fights Cancer™ game, thanks to a partnership between the National Hockey League, the National Hockey League Players’ Association, and the American Cancer Society. This cancer awareness game will celebrate cancer survivors and raise donated funds for the American Cancer Society’s mission to save lives from cancer.

The game will be held on [Month XX, XXXX], at [location] from [time] to [time]. Community members are invited to make a donation and learn more about ways to reduce their risks and the importance of detecting cancer early.

Hockey Fights Cancer unites the hockey community in support of people facing cancer and their families. This joint initiative gets an assist from the entire hockey family. Together, the hockey community looks to inspire hope and courage for all people who are living with, going through, and moving past cancer. This season, Hockey Fights Cancer will benefit the American Cancer Society’s patient services programs, such as Reach To Recovery®, which provides people facing breast cancer with one-on-one support from a trained volunteer who is also a breast cancer survivor.

WHAT: Hockey Fights Cancer Game [Add other pertinent information, such as family-friendly activities, opportunity to honor cancer survivors].

WHEN: [Month XX, XXXX from 00:00 to 00:00]

WHERE: [Location]
[Address]
[Telephone number]

CONTACT: [Local contact name]
[Local contact telephone number]
[Local contact email]
Public Announcements and Talking Points

- **Hockey Fights Cancer™** unites the hockey community in support of people facing cancer and their families. This initiative gets an assist from the entire hockey family. Together, the hockey community wants to inspire hope and courage for all people who are living with, going through, and moving past cancer.

- Join us by making a donation or sharing your story with us on your social channels using #HockeyFightsCancer.

- Dollars raised through Hockey Fights Cancer help the American Cancer Society support people facing cancer in dozens of ways – from building supportive communities to providing empowering resources. Please make a donation today and help us continue the fight.

- The American Cancer Society Reach To Recovery® program provides people facing breast cancer with one-on-one support from a trained volunteer who is also a breast cancer survivor. Your support is critical so we can continue to be there for ALL people facing a diagnosis – when and where they need us.

- Who do you fight for? Join [TEAM NAME] as we raise money for Hockey Fights Cancer, where donations benefit American Cancer Society patient programs and services to support a better quality of life for people facing cancer, their caregivers, and their families. Donate now at HockeyFightsCancerAssist.org.

- The American Cancer Society is on a mission to free the world from cancer. We invest in lifesaving research, provide 24/7 information and support, and work to ensure that individuals in every community have access to cancer prevention, detection, and treatment. Donate today at HockeyFightsCancerAssist.org.
Hockey Fights Cancer Assist Registration

Step 1: Join This Event.
Visit hockeyfightscancerassist.org and click on the region button which where your state resides to begin registration. Once that page loads, click sign up OR call 1-800-227-2345 for additional registration options.

Step 2: Create a Society Account.
You must create or log into your Society Account to begin the registration process.
- If you are a NEW participant, you will create an account.
- If you are a RETURNING participant, you will log in.

Log In
Are you a new participant? CREATE AN ACCOUNT
Log in with your social account:

Or, log in with your email or username:
Email or Username:
Password:

[Login] [Login] [Login] [Forgot password?]

Register
Next step

Step 3: Choose How You Will Participate.

Step 4: Complete Registration.

HOCKEY FIGHTS CANCER
HockeyFightsCancerAssist.org

NHL and the NHL Shield are registered trademarks and Hockey Fights Cancer name and logo are trademarks of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © NHL 2022. All Rights Reserved.

NHLPA and the NHLPA logo are registered trademarks of the National Hockey League Players’ Association. © NHLPA. All Rights Reserved.
Publicity Permission Release & Consent Form

I authorize the American Cancer Society, Inc., the NHL, the NHLPA, the National Hockey League Foundation, the NHL Foundation and each of their respective employees, agents, successors, assigns, subsidiaries and/or affiliates (the “HFC Partners”) to use all information supplied by me (or on my behalf) in any or all of their publicity. Such shall include without limitation the use of any picture(s), photograph(s), life story, and any other information provided by me or on my behalf (together, the “materials”).

These materials may be used with or without using my name or my initials. HFC Partners may use these materials in their entirety or in part. I understand that the publication or other use of these materials is not subject to my inspection or approval. The materials may be used in various forms of media, including print, video, or audio.

I agree that I will not be compensated for the use of these materials. Any picture or photograph supplied to and/or taken by HFC Partners shall be and remain the property of HFC Partners.

I release, discharge, and agree to hold harmless HFC Partners, their respective employees, legal representatives or assigns, and all persons acting under their authority from any liability that may occur from the publishing or other use or processing of these materials. I also agree to hold harmless HFC Partners in the event that I submit materials and such are not returned to me.

I state that any materials I may have submitted is true and accurate. I also state that I have the authority to use and submit any materials given to HFC Partners. I acknowledge that I am at least eighteen years of age. I understand that if I am less than eighteen years of age that my parent or guardian must authorize the release of these materials. I also state that I have not given any person or entity the exclusive right to use my name, life story, picture or any other materials.

Dated this ___________ Day of __________, 20____.

_____________________________  ______________________________
Print Full Legal Name            Legal Signature

Parent or Guardian Consent

I, the undersigned, being the (parent and/or guardian of the above named minor), do hereby consent to the above authorization and general release.

Dated this ___________ Day of __________, 20____.

_____________________________  ______________________________
Print Full Legal Name            Legal Signature
# Charity Offline Donation Form

## Organizer Information

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<tr>
<td>Organizer Name</td>
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<td>Organizer Email</td>
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<tr>
<td>Name of Fundraiser</td>
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<td>ACS Staff Point Of Contact</td>
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Please indicate your donation amount below:

- □ $500
- □ $250
- □ $100
- □ $50
- □ $25
- □ Other Amount: [Other Amount]

## Donor Information

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<tr>
<td>Name</td>
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<td>Phone</td>
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Thank you so much for your contribution! Please mail this completed form, along with your check, to the American Cancer Society at the address below.

American Cancer Society
Attention: Hockey Fights Cancer Assist
Society Key: _____________________
PO Box 862
Carnegie, PA 15106

Organizers can add offline donations to their fundraising page manually by following the below steps:
1. Log in to hockeyfightscancerassist.org and go to your Campaign Dashboard.
2. Scroll down to the My Profile section and click Enter Cash/Check Donation.
3. Enter your donations information. Once you’re done, click Add.

Please note that entering your offline donations using the above steps only updates your campaign page. You will still need to submit this form for the dollars to be officially allocated to your campaign.

The American Cancer Society cares about your privacy and protects how we use your information. Your information will help us better serve your needs of your community, and we do not sell your information to third parties. For questions about our privacy policy, please visit cancer.org.

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