



HOW TO UNITE WITH THE LANCE ARMSTRONG FOUNDATION  
Ways to Get Involved and Participate in Cancer Awareness

DECORATE A  
LIVESTRONG™  
WRISTBAND IN  
HONOR OR IN  
MEMORY OF A  
LOVED ONE



"Movements always start off small. It's hard to start at the top, whether it's with pharmaceutical companies, health insurance companies, Congress or different levels of government. Movements have to start with the people, and getting the word out to your local community, rallying the support and talking to people that have been touched by cancer is the perfect way to start a program.

Probably about once a week, someone calls me because they know about my involvement with the Lance Armstrong Foundation, and they ask me, 'Can you point me in that direction?' They have a friend that was diagnosed, what should they do? How do they learn about the disease? Where can they go to get information? Who can they talk to? And I point them to the **LIVESTRONG** website immediately.

Survivorship means a lot of things. The most important thing is giving something back. You feel like you were lucky enough to be a survivor. You owe it to the cancer community to give something back and help others become survivors."

—Steve Verbanic, Cancer Survivor





## ABOUT THIS DOCUMENT:

Many people want to get involved in the cancer community. There are many ways to do this. They can fundraise, educate others, learn more themselves or join a local event. Even your students want to find a way to be involved and give back.

The Lance Armstrong Foundation (LAF) has provided this information as a way to help teachers guide their students on how to get involved in cancer-related activities. This document discusses:

- How to encourage students to get involved
- How getting involved can make your students feel
- How students can identify what they want to do
- Ways to get involved

Who is this information written for?

- Teachers and educators in the school system (K – 12)
- Parents who wish to be involved in their child's volunteering
- Administrators in the school system
- School counselors and social workers

Whether one of your students has cancer or they know someone who does, this document has many suggestions on how students can give back.

## HOW YOU CAN ENCOURAGE YOUR STUDENTS TO GET INVOLVED IN ACTIVITIES IN THE CANCER COMMUNITY:

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- Offer a lot of activities and volunteer events for your students to choose from.
- Make it a personal experience for them. Let them choose what activity they want to do based on their own experience with cancer.
- Encourage your students to involve others who are important to them, for example, their friends, family members, neighbors or sports teams.
- Ask your students to write down their experiences, or provide a forum for them to share their story with other students.
- Encourage your students to pick an activity that makes sense for their lives (i.e. if they have to travel to an event, how will that be accomplished).
- Teach your students to understand and ask about the impact their time, money or giving will have in the cancer community. This will help maintain their motivation.

## HOW GETTING INVOLVED CAN MAKE YOUR STUDENTS FEEL:

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It is important to be aware of how getting involved can make your students feel and react. They may experience a wide range of emotions as they learn something new and spend time with people affected by cancer. They may not be able to identify their feelings or understand why they feel a certain way.

It is important for you, as the teacher, to remain involved in knowing what activities they are participating in, how they feel when doing it and help them process those feelings. Some feelings your students may have included:

- Inspired about how their actions affected others
- Motivated to give back
- Happy to have contributed
- Excited to learn something new
- Sad or overwhelmed with how much cancer has impacted their lives
- Scared or worried about cancer affecting them
- Glad to have met new people and tried something new

## HOW STUDENTS CAN IDENTIFY WHAT THEY WANT TO DO:

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It is a good idea for students to pick a volunteer or fundraising activity that matches a skill set they already have or would like to work on. Some examples of skills that you can help your students identify about themselves are:

- Listening skills
- Computer skills
- Creativity
- Organization and record-keeping
- Teaching others
- Communication and talking
- Working in a group
- Office skills
- Leadership skills

## WAYS FOR YOUR STUDENTS TO GET INVOLVED:

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There are a number of ways for your students to get involved in cancer-related activities. It can be overwhelming to choose which activity to do. However, picking a general category, based on their defined interests and skills could be a good starting point. If your students choose to do a fundraising activity, they can raise money for both the LAF and any other cancer organization of their choosing. The “get involved” categories we will discuss are:

- **Awareness and Outreach**
- **Fundraising**
- **Student Volunteering**

## Awareness and Outreach

- Encourage students and their friends and family to wear a **LIVESTRONG** wristband or yellow clothing on a selected date as a show of support for people affected by cancer.
- Ask students to create a linked wristband chain, made of yellow construction paper, to show support for local cancer survivors.
- Create a wall to pin descriptions of what **LIVESTRONG** means to each student. It can also be turned into a photo memory wall in honor of someone with cancer.
- Ask students to create artwork or cards that can be given to a local pediatric oncology unit or a child or teacher with cancer at the school.
- Shop at the LAF online store to buy clothing and accessories, including items for pets at [store-laf.org](http://store-laf.org).
- Watch survivorship stories with your students to hear about how cancer affected someone on an individual level at [livestrong.org/survivorstories](http://livestrong.org/survivorstories).
- Have students prepare a presentation on Lance Armstrong, the mission of the LAF and the needs of cancer survivors and their loved ones.
- Invite a local oncology nurse or social worker to explain the cancer experience and answer questions that you students might have.
- Read a book to students that deals with cancer.
- Ask students to do a report on a book written by a cancer survivor or a book that addresses an experience with cancer. Here are some recommendations:

***LIVESTRONG: Inspirational Stories from Cancer Survivors from Diagnosis to Treatment and Beyond*** by the Lance Armstrong Foundation now available in the LAF online store.

***It's Not About the Bike*** by Lance Armstrong and Sally Jenkins

***Every Second Counts*** by Lance Armstrong and Sally Jenkins

***Keep Climbing: How I Beat Cancer and Reached the Top of the World*** by Sean Swarner and Rusty Fischer

***Here and Now: inspiring Stories of Cancer Survivors*** by Elena Dorfman and Heidi Schultz Adams

***No Boundaries: A Cancer Surgeon's Odyssey*** by LaSalle D. Leffall, Jr., MD

***Voices from the Edge*** by Michael Hays Samuelson

***The Link to Beating Cancer: The Real Life Story of a Teenage Cancer Survivor*** by John Link

- Order a free **LIVESTRONG** Survivorship Notebook to have at your school library and for students to look through and learn about cancer. You can order this at [livestrong.org/notebook](http://livestrong.org/notebook).
- Go to the Lion in the House website at [mylion.org/kit/](http://mylion.org/kit/) to see how students can get involved in their community.
- Tell students to distribute flyers in their local neighborhood that talk about the LAF and ways that other people can get involved.
- Encourage students to participate in a community outreach event where they can set up a table to talk about the LAF and cancer awareness and ask people to donate their time or money. Examples could be at their grocery store, sporting events, farmer's market, college campuses and street festivals.
- With your students' collaboration, create a support group or club where students can talk about how cancer has affected their lives and what they would like to do to get involved.
- Have a guest speaker come to the school or classroom to talk about how cancer has impacted his or her life.
- Ask students to distribute **LIVESTRONG** wristbands at school, during school events, sporting games and other community activities to increase awareness.
- Tell students to play the Manifesto of the Lance Armstrong Foundation at the beginning of a school day or presentation to teach people about the LAF and raise cancer awareness. Have discussions afterwards to find out what it means to the students.
- Ask each student to write a journal entry on how cancer has impacted their lives.



## Fundraising

- Suggest holding a penny drive and donating all proceeds to the LAF or cancer organization of their choice.
- Encourage participation in the **LIVESTRONG** Challenge by cycling, walking, running, forming a team, fundraising or volunteering during the event.
- Develop fundraising plans for school or community events, such as selling items at school, church or in the community in exchange for a donation to a cancer organization. This could include baked goods, books and tickets to events.
- Tell students to throw a party and invite all their friends. Instead of gifts, ask people to donate to a cancer organization.
- Create competitions such as playing board games and charging a small donation fee for everyone to come over to someone's home in exchange for food and fun.
- Students can compete during Oscar or Grammy night by asking their friends to contribute a set fee to donate. Everyone picks their favorites for the night and you can all watch together.
- Encourage your students to develop a silent auction of donated items from people in their community and donate all the money raised to a cancer organization.
- Ask students to approach local restaurants, stores and retailers in their community to see if they can place a jar at their register for people to put their change in for donations to the LAF or another cancer organization.
- Direct students to talk to their sports or club teams to see if they want to participate in a fundraising event together. For example, students could participate in a sport-a-thon where you raise a certain amount of money based on how long you play or wear yellow to raise cancer awareness.
- Students can develop their own run/walk/cycling event in their community to raise money for a cancer organization.

## Student Volunteering

- Students can volunteer their time by participating at a **LIVESTRONG** Day event.
- Students can exchange their services for a donation to a cancer organization. This could include babysitting, dog walking, house sitting, car washing and tutoring.
- Encourage students to do something for someone without being asked. For example, they could bring them a meal, mow their lawn or go to the grocery store.
- Teach students about the Locks of Love Program or other related cancer non-profit that accepts donated hair in order to create wigs for cancer survivors. Students can unite to grow their hair long and even create a "cut-a-thon" where everyone cuts their hair on the same day and sends in the donated hair at one time.
- Ask student to be a "buddy" to someone who has cancer by spending time with them, listening to them and providing them with company.
- Students can volunteer their time at a local hospital or send cards, letters and gifts to other kids that are sick and in the hospital.
- Educate your student on what LAF is doing in your state by reviewing the state profiles at [livestrong.org/grantsandprograms](http://livestrong.org/grantsandprograms). Ask them to pick a cancer organization that they'd like to volunteer their time with.
- Teach your students about how cancer affects different racial, ethnic and age groups by reviewing the *Living After Cancer* Brochure Series ([livestrong.org/brochures](http://livestrong.org/brochures)). Encourage them to volunteer with an organization that addresses issues specific to adolescents and young adults.

## CONCLUSION

Students volunteering their time, raising awareness about cancer related issues and fundraising for cancer organizations can have a powerful impact in their community. Not only will students learn about civic responsibility, they will feel proud of the time, energy and commitment that they have shown.

Many teachers and students have shared with the LAF how they have gotten involved and made a difference. Jeffrey Schwartz, an 8th grade history teacher from Santa Monica, California, developed a Kids **LIVESTRONG**, which brings together students, who have been affected by cancer, to talk about and share their experiences. Jeffrey said, "It has been heartwarming to see sixth, seventh and eighth grade students interacting with one another and demonstrating compassion, sensitivity, and maturity well beyond their years."

Through the guidance of teachers, student involvement in the cancer community will support their desire to give back in a way that is meaningful, thoughtful and provides them with an opportunity to learn about themselves and their community.





We believe in life. Your life. We believe in living every minute of it with every ounce of your being. And that you must not let cancer take control of it. We believe in energy: channeled and fierce. We believe in focus: getting smart and living strong. Unity is strength. Knowledge is power. Attitude is everything. This is the Lance Armstrong Foundation. We kick in the moment you're diagnosed. We help you accept the tears. Acknowledge the rage. We believe in your right to live without pain. We believe in information. Not pity. And in straight, open talk about cancer. With husbands, wives and partners. With kids, friends and neighbors. And the people you live with, work with, cry and laugh with. This is no time to pull punches. You're in the fight of your life. We're about the hard stuff. Like finding the nerve to ask for a second opinion. And a third, or a fourth, if that's what it takes. We're about getting smart about clinical trials. And if it comes to it, being in control of how your life ends. It's your life. You will have it your way. We're about the practical stuff. Planning for surviving. Banking your sperm. Preserving your fertility. Organizing your finances. Dealing with hospitals, specialists, insurance companies and employers. It's knowing your rights. It's your life. Take no prisoners. We're about the fight. We're your champion on Capitol Hill. Your advocate with the healthcare system. Your sponsor in the research labs. And we know the fight never ends. Cancer may leave your body, but it never leaves your life. This is the Lance Armstrong Foundation. Founded and inspired by one of the toughest cancer survivors on the planet. **LIVESTRONG** We believe in life. Your life. We believe in living every minute of it with every ounce of your being. And that you must not let cancer take control of it. We believe in energy: channeled and fierce. We believe in focus: getting smart and living strong. Unity is strength. Knowledge is power. Attitude is everything. This is the Lance Armstrong Foundation. We kick in the moment you're diagnosed. We help you accept the tears. Acknowledge the rage. We believe in your right to live without pain. We believe in information. Not pity. And in straight, open talk about cancer. With husbands, wives and partners. With kids, friends and neighbors. And the people you live with, work with, cry and laugh with. This is no time to pull punches. You're in the fight of your life. We're about the hard stuff. Like finding the nerve to ask for a second opinion. And a third, or a fourth, if that's what it takes. We're about getting smart about clinical trials. And if it comes to it, being in control of how your life ends. It's your life. You will have it your way. We're about the practical stuff. Planning for surviving. Banking your sperm. Preserving your fertility. Organizing your finances. Dealing with hospitals, specialists, insurance companies and employers. It's knowing your rights. It's your life. Take no prisoners. We're about the fight. We're your champion on Capitol Hill. Your advocate with the healthcare system. Your sponsor in the research labs. And we know the fight never ends. Cancer may leave your body, but it never leaves your life. This is the Lance Armstrong Foundation. Founded and inspired by one of the toughest cancer survivors on the planet. **LIVESTRONG**

## THE MANIFESTO

*of the* LANCE ARMSTRONG FOUNDATION

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