

2024 MAKING STRIDES OF THE MEADOWLANDS PARTICIPANT GUIDE



We are the movement.

Over the past two decades, our 3- to 5-mile non-competitive walks have collectively grown into the nation's largest and most impactful breast cancer movement – providing a supportive community for courageous breast cancer survivors and metastatic breast cancer thrivers, caregivers, and families alike.

We are the hope.

Since 1993, the American Cancer Society Making Strides Against Breast Cancer® campaign has united communities, companies, and individuals with a collective goal to end breast cancer as we know it. Celebrating survivors and thrivers is a key component of the Making Strides experience.

We are the future.

Making Strides Against Breast Cancer funds lifesaving breast cancer research and is committed to advancing health equity through essential programs and services, believing that all people have a fair and just opportunity to live a longer, healthier life free from breast cancer.



BREAST CANCER RESEARCH

Invested \$76 million in breast cancer specific research grants



HOPE LODGE

More than 477,000 nights of free lodging to those getting treatment away from home



ROAD TO RECOVERY

Provided nearly 480,000 free rides to treatments



24/7 CANCER SUPPORT

1.42 Million calls and live chats handled by our helpline



PATIENT NAVIGATORS

More than 34,000 patients served





NO ONE WALKS ALONE.

\$10 can help put free cancer education in the hands of those who need guidance.

\$40 can help connect someone with a Cancer Information Specialist.

\$50 can help provide 1 free ride and invaluable relief.

\$65 can help provide hope in the form of 1 free night of lodging.

\$100 could help 3 people find free answers and much-needed emotional support.



Saturday, October 19, 2024

8:00 a.m. to 12:00 p.m.

MetLife Stadium

1 MetLife Drive

East Rutherford, NJ



QUESTIONS? JEN AND GINA ARE HERE TO HELP!



[MAKINGSTRIDESWALK.ORG/BERGENCOUNTY](https://www.makingstrideswalk.org/bergencounty)



24/7 Support: 1.800.227.2345



Jennifer.Schoonover@cancer.org or
Gina.Bitetti@Cancer.org



Local Number: JEN- 732.955.7419 or
GINA: 267.817.7292



HOW TO GET STARTED

**JOIN YOUR COMMUNITY IN THE MOVEMENT TO SAVE LIVES AND
END BREAST CANCER THIS OCTOBER.**

1. Sign up as a team or individual via the website below or by calling 800.227.2345. There is no registration fee for this event.
2. Recruit family and friends to join you in your efforts.
3. Raise funds and awareness for those facing breast cancer.
Resources on pages 11-15.
4. Walk with us on 10/19!



[MAKINGSTRIDESWALK.ORG/BERGENCOUNTY](https://www.makingstrideswalk.org/bergencounty)

Grow Your Impact



BECOME A CORPORATE PARTNER.

You can make a meaningful contribution to the American Cancer Society as a Making Strides Against Breast Cancer sponsor. There are a variety of sponsorship levels to choose from and with each level, you receive valuable visibility and sponsor benefits. Learn more by emailing Jen or Gina at Jennifer.Schoonover@cancer.org or Gina.Bitetti@cancer.org.



VOLUNTEER.

At Making Strides, volunteers are active behind the scenes to help with logistics and participant support, playing a crucial role in the fight against breast cancer. To learn more and sign up, click HERE.



HOST A THIRD-PARTY EVENT

Interested in hosting an event to raise awareness towards breast cancer? Looking to raise funds for Making Strides? We'd be happy to help --- Learn more by emailing Jen or Gina at Jennifer.Schoonover@cancer.org or Gina.Bitetti@cancer.org.



[MAKINGSTRIDESWALK.ORG/BERGENCOUNTY](https://www.makingstrideswalk.org/bergencounty)

Previvors, Survivors, & Thrivers

DAY OF WALK INFO



Please join us at the **Survivor & Thriver Tent** at **MetLife Stadium!**

We ask that you bring just **ONE** caregiver in the tent with you so that all previvors, survivors, and thrivers can enjoy the tent. You can meet the rest of your group outside when you have finished.

Our special area Includes:

- Important Information about American Cancer Society programs and services geared specifically for you
- Receive your exclusive giveaways for previvors/survivors/thrivers only
- Meet other community survivors, thrivers and caregivers
- Receive your Survivor/Thriver sash

It is important to note that the American Cancer Society defines a survivor as anyone who has heard the words “you have cancer”, so if you are recently diagnosed, currently going through treatment, or are in remission, this tent is for you!



How to claim your 2024 Survivor/Thrivers T-shirt!

- Register for your local Making Strides event.
- Follow the **instructions** and complete the information to get your **new shirt!**



2024 General Participant Shirts and other items are available for sale here:

<https://www.acseventstore.org/ACOM/shop/msabc>



Register today at
[MakingStridesWalk.org](https://www.makingstrideswalk.org).



Ways to Fundraise

Online tools and social media make it easier than ever to encourage everyone you know to support your efforts

TIPS FOR ONLINE FUNDRAISING SUCCESS



Once you sign up online, customize your personal fundraising page.

Email everyone in your address book.

The #1 reason people indicate for not donating is because they aren't asked ... so ask!



Encourage people to visit

MakingStridesWalk.org/BergenCounty

to learn how their donation can help save lives from breast cancer.



Thank each of your donors. Send an email, post, or tweet a shout-out on social media!



Turn in offline donations. If you're mailing in checks and cash, please see page 11. Questions? email us at Jennifer.Schoonover@cancer.org. We can help ensure you receive credit on your page.

PUT THE "FUN" IN FUNDRAISING



Download the **American Cancer Society FUNdraising App** directly from your Making Strides dashboard, cancer.org/app, or right on your smart phone. You can send donation requests by email & text and process check or credit card payments right on your smart phone.



Share images and updates on your Making Strides efforts on your social networks to show this amazing event to your friends and family.



Post videos from the American Cancer Society's YouTube channel to your social networks, or create a YouTube video of your own to post on your personal fundraising page & share why you're walking .



Create a Facebook Fundraiser by connecting your Making Strides fundraising page directly to Facebook. Follow the directions on your Strides Dashboard!

For more ideas and resources, visit:
MAKINGSTRIDESWALK.ORG/FUNDRAISING



[@MakingStridesofBergenCounty](https://www.facebook.com/@MakingStridesofBergenCounty)



[@MakingStridesofBergenCounty](https://www.instagram.com/@MakingStridesofBergenCounty)



Level Up

[MAKINGSTRIDESWALK.ORG/FUNDRAISING](https://www.makingstrideswalk.org/fundraising)

Raising money to help fight breast cancer is hard work. That's why we created two exclusive clubs to recognize the fundraisers who give it their all - the Grand Club and the Pacesetter Club. These clubs come with membership benefits, not the least of which is knowing you're doing everything you can to help end breast cancer.



Elite fundraising clubs: Pacesetters (\$2,500+) and Grand Club (\$1,000+) earn special prizes and recognition for achieving those milestones. The first ten pacesetters of the year are considered members of the Tenacious Ten club and receive personalized yard signs along the walk route.





Rewards Program

Want to earn some Strides gear? The Strides Rewards program is our way of thanking you for your creativity and passion. You'll earn points for every dollar raised online to help us defeat breast cancer. Visit ShopACSRewards.org and log in with the same credentials you use on our Making Strides of Point Pleasant Beach website for more information and to see you points balance.

Here is a preview of new items to look for!

Rewards start as low as 100 points!



Ultra Sound Speaker
& Wireless Charge



Pamper Me Set



Port Authority®
Packable Puffy Vest

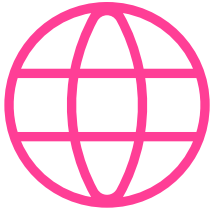


Hydro Flask® Wide Mouth
With Flex Cap 32oz



Relaxed Golf Cap

Have Donations?



Donations can be made online:

Visit us at MakingStridesWalk.org/BergenCounty to make a donation to the event, a participant or a team.



Download the ACS FUNdraising App:

Search "ACS FUNdraising" in the Apple Store or Google Play to find our mobile app, where you can log in, sign up and manage your fundraising on-the-go! You can securely scan checks and credit cards through the app. To watch a tutorial of how to scan checks via the app on YouTube, visit: <https://tinyurl.com/acsfundraisingapptutorial>.



Donations can be mailed to:

American Cancer Society
ATTN: Making Strides of Bergen County UU4VGS
PO Box P
Manasquan, NJ 08736

Checks can be made out to the American Cancer Society. Once mailed checks are received, our donations processing team at ACS will enter the donation on your team or personal page. Please include a note (or the donation log on the previous page) with your mailed donation(s) that explains where you'd like the credit to show. Please note, mailed donations can take upwards of 2-4 weeks to reflect on your team/personal pages.

Donations can also be turned in at the Check-In Tent on walk day. We recommend turning them in ahead of the event if you can to ensure that your team receives timely credit.



Making Strides Against Breast Cancer Donation Collection LOG

1.800.227.2345 | MakingStridesWalk.org

Participant name: _____

Team name: _____ Team leader: _____

Address: _____ City/State/ZIP: _____

Email: _____ Phone: _____

Make checks payable to the American Cancer Society. Please bring any cash or check contributions with your registration form to the check-in area on walk day.

Our mailing address is: American Cancer Society, ATTN: MSABC Bergen UU4VGS, PO Box P, Manasquan, NJ 08736

Donor's Name	Cash/Check Donation (Offline)	Credit Card Donation (Online)	Matching Gift
Total Donations	Offline:	Online:	Matching Gifts:
	\$	\$	\$

Ask your personnel or human resources department if your company has a matching gifts program. You could double, or even triple, your donations!

Total Raised: \$ _____

NEW YORK: The American Cancer Society ("ACS") is a New York not-for-profit corporation that is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and patient service programs. The ACS National Home Office is located at 250 Williams Street, Atlanta, GA 30303. The information enclosed describes one or more of ACS's activities. Your gift is very much appreciated and tax deductible as a charitable contribution to the fullest extent allowed by law.

New York residents may obtain a copy of ACS's annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. Registration or licensing with a state agency does not constitute or imply endorsement, approval or recommendation by that state.



THANK YOU TO OUR CURRENT 2024 SPONSORS





Questions? We're here to help!

**Jennifer Schoonover
&
Gina Bitetti**



MakingStridesWalk.org/BergenCounty

Local (M-F, 9 a.m.-5 p.m.):

JEN- 732.955.7419

GINA: 267.817. 7292

24/7 Support & Web Questions: 800.227.2345