



# BRING LIGHT to the darkness of cancer

## PARTICIPANT HANDBOOK



HONORED FRIEND

**Burlington**

LEADING LIGHTS

*Walgreens*

The **Wawa**  
Foundation

LUMINARY

**AMGEN**

**BARCLAYS**

**Bristol-Myers Squibb**

**carter's** | **OSHKOSH**  
Good

**Celgene**

**Elbit Systems**  
of America

Empowering  
the Financial World **FIS**

**Genentech**  
A Member of the Roche Group

**Biogen**

**GILEAD**

**GLOBAL  
FRANCHISE  
GROUP**

SEAT AMERICAN COURTESY • MARLBOROUGH (SEMI) •  
WARRIORS • WESTGARDNER • 100% OWN & OPER.

**pharmacyclics**  
An AbbVie Company

**janssen** | pharmaceuticals COMPANY  
of Johnson & Johnson

**Pfizer** Oncology

**SARAH CANNON**  
Blood Cancer Network

**STATER BROS.  
Charities**

**Takeda**  
ONCOLOGY

**#LightTheNight**

# Our Mission

Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

## Our Impact

### Research

We have invested more than **\$1 billion** in cancer research since 1949.

**\$50–\$70 million**

has been **invested annually** over the past decade.

### Education & Support

Nearly **2,000** inquiries per month come in to LLS's Information Specialists from people seeking support.

More than **\$323 million** distributed in co-pay financial assistance and **1,000** clinical trial searches.

### Advocacy

Advanced laws in **43 states** and Washington, D.C.

Helped pass the **21st Century Cures Act**

into law, ensuring reform that will enable the FDA to speed the review and approval of new therapies.

**Light The Night** is an evening community event supporting The Leukemia & Lymphoma Society's mission. Light The Night brings communities together to celebrate those who are fighting, honor those we have lost, and raise funds to cure blood cancers once and for all.

## Our Inspiration

### Meet Jordyn, lymphoma survivor

In September 2013, our 6-year-old daughter Jordyn was diagnosed with T-cell lymphoblastic lymphoma—a diagnosis no parent ever wants to hear. Within a day of diagnosis, she had already started chemotherapy. Numerous lumbar punctures and blood transfusions soon followed. Our life had changed in an instant.

**Today, Jordyn is in remission, and she's a vibrant, happy and healthy 9-year-old girl.**

*Joe & Christine, Jordyn's Parents*



**Does your company have a matching gift program?**

If the answer is “yes,” then make sure to submit all qualifying donations to easily achieve & surpass your goal!

# THANK YOU

for joining a Light The Night team!

- ① **Register online at [LightTheNight.org](https://LightTheNight.org)**
- ② **Strive to raise at least \$300**  
for the Leukemia & Lymphoma Society,  
**helping your team raise \$4,000(+)** as a collective group.
- ③ **Jump-start your personal fundraising**  
by making a personal donation.
- ④ **Customize your Light the Night fundraising page**  
Share a personal picture and story showcasing your motivation  
in curing blood cancers.
- ⑤ **Ask others for donations**
  - a. **Ask others in person.**  
A personal request is always best!
  - b. **Share your Light The Night fundraising page**  
via email, text & social media to receive online gifts.

There are many ways to ask for donations. But most importantly, just ask!
- ⑥ **Celebrate with your team at Light The Night!**

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## Shine Even Brighter...Become a Bright Light

**Light The Night participants raising \$1,000(+)** are **BRIGHT LIGHTS!** As a Bright Light, you will receive special recognition at Light the Night, along with a special apparel item to showcase your “brightness”!

Ask your local Light The Night staff partner for additional details AND for personalized fundraising coaching to help you achieve \$1,000 and beyond! We are here to help you!

**BE THE LIGHT: [LIGHTTHENIGHT.ORG](https://LIGHTTHENIGHT.ORG)**