



BUCKEYETHON
20 YEARS

BUCKEYETHON



THE OHIO STATE UNIVERSITY

OFFICE OF STUDENT LIFE
STUDENT PHILANTHROPY



BUCKEYETHON

BuckeyeThon is the largest student-run philanthropy in the state of Ohio which raises funds and awareness for the Hematology/Oncology/Bone Marrow Transplant Unit at Nationwide Children's Hospital. Students who support this organization work year-round to support the families and kids being treated at the hospital both emotionally and financially. As a program of the Office of Student Life at The Ohio State University, BuckeyeThon engages thousands of students annually, fostering a spirit of philanthropy and uniting the Ohio State community to make a difference.

“The Buckeye experience is all about preparing students for citizenship and BuckeyeThon is an extraordinary example of this. At the heart of the effort is an inspirational representation of how a campus and community can come together as one ‘For The Kids’ at Nationwide Children’s Hospital.”

Melissa S. Shivers, PhD

Vice President for Student Life
The Ohio State University



MEET CORBIN

“Corbin was only 6 months old when we notice that his ability to move his legs had regressed over time. My husband took him to the pediatrician thinking it could be low muscle tone. I will never forget the call from Jon that day. I answered the phone at work and I could tell in Jon’s voice that something wasn’t right. He seemed very scared, nervous and fighting back tears to get out the words, “We are on the way to Nationwide Children’s Hospital, you should meet us there.” An emergency MRI revealed a massive tumor that ran along Corbin’s spine. As a parent our sole responsibility is to care for and protect our baby, but we felt so hopeless; there was nothing Jon or I could do to protect Corbin from this. The bell ringing was a very proud moment for us; it was beautiful to be surrounded by loved ones watching Corbin smile and ring the bell, just days before his first birthday. Our first experience at the Dance Marathon was powerful. Corbin couldn’t resist the excitement and had to walk the red carpet to give high fives to the thousands of cheering students. What we will always cherish is how much Corbin loves to interact with the students. He loves BuckeyeThon. The BuckeyeThon members, the families involved, and the students participating all have the biggest hearts. We could not be more proud to be involved in such a worthy cause. All the time, effort and money is worth it just to make a difference in a single child’s life at Nationwide Children’s Hospital. No parent should ever have to watch their child suffer through treatment. No child should ever have to fight a battle against cancer. BuckeyeThon is a platform to make a difference and end Pediatric Cancer, while having fun. For The Kids!”

— Dana Norrod, Mother of Corbin Norrod



STRATEGIC GOALS

Champion Our Families

Championing Our Families is focused on celebrating the lives of the BuckeyeThon Families and all families treated at Nationwide Children's Hospital. To do so, BuckeyeThon aspires to continuously support our BuckeyeThon Families, establish a family sustainability program and connect and align BuckeyeThon's Families with our mission and purpose.

Support Our Hospital

Supporting Our Hospital is the fundraising pillar of our organization. To achieve our fundraising commitment to Nationwide Children's Hospital, BuckeyeThon intends to develop a comprehensive fundraising plan to maximize our fundraising for the Hematology/Oncology/BMT Department, form a sustainable and long-term campaign that garners greater community support, enhance our high school engagement and construct a multi-year stewardship plan that encompasses annual stewardship opportunities for all of BuckeyeThon's donors.

Engage Our Campus Community

Engaging Our Campus Community is the essential component of BuckeyeThon to instill the spirit of philanthropy across the campus community. To instill this commitment to giving back, BuckeyeThon strives to educate campus about pediatric cancer and all efforts being made at Nationwide Children's Hospital, engage a diverse group of students, faculty and staff in furthering our mission, implement a comprehensive brand identity and messaging program, educate students about student philanthropy and develop a program to bolster collaboration and philanthropic giving within other students organizations.

Enrich Our Members' Lives

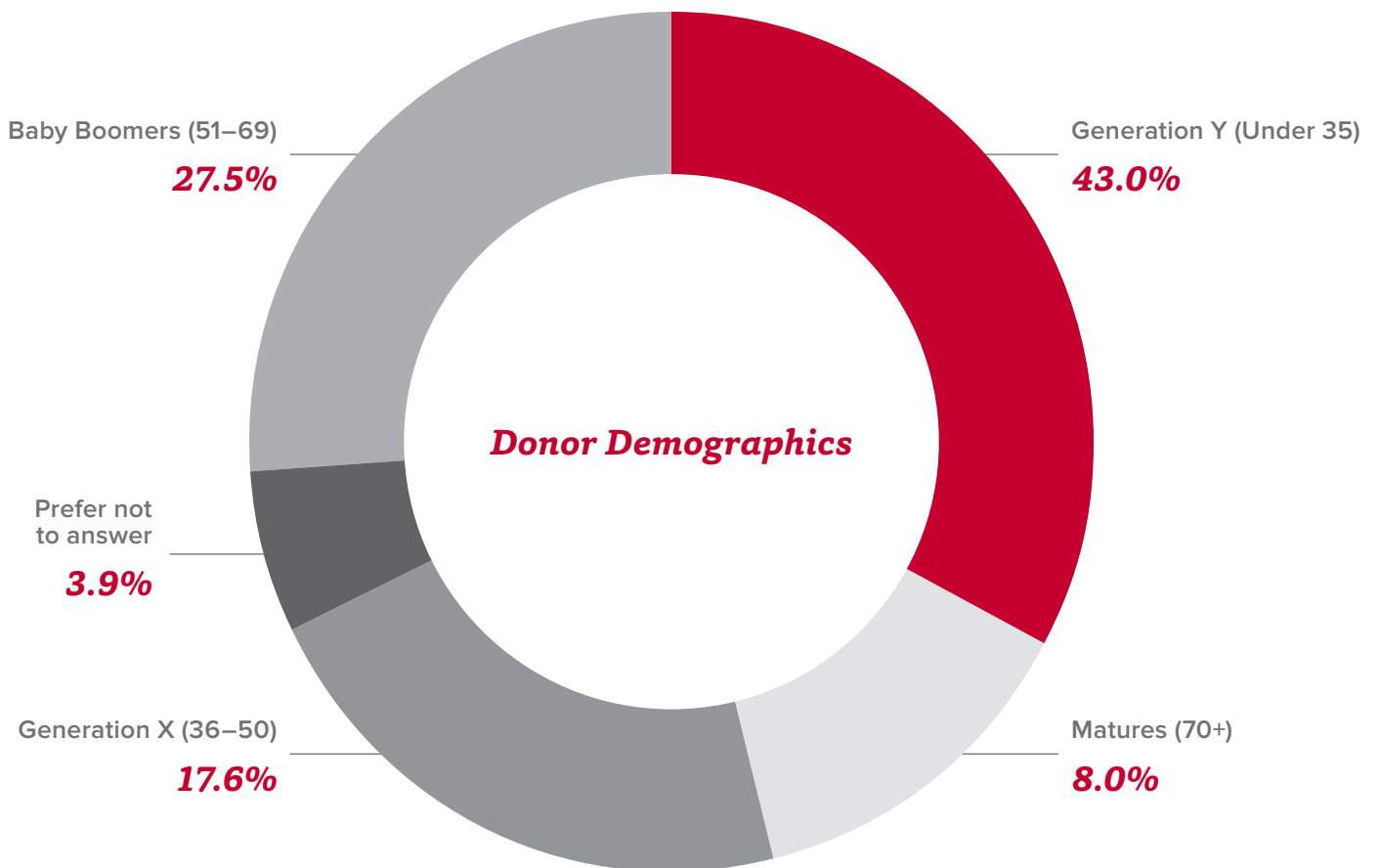
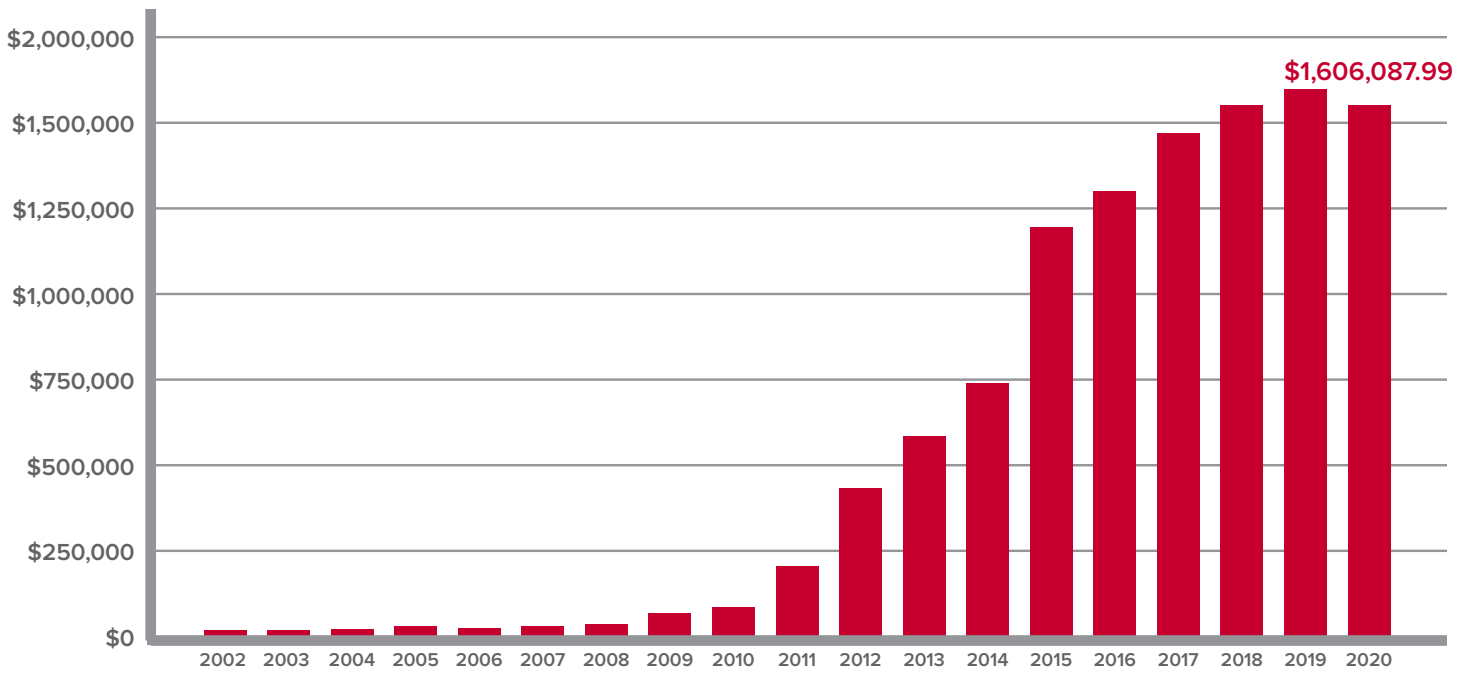
Enriching Our Members' Lives is the pillar of BuckeyeThon that allows the organization to continue to grow. Without the valuable asset of our members, BuckeyeThon would not be possible. To ensure BuckeyeThon has members who can achieve our mission, we plan to develop and execute an effective new member experience, provide ongoing membership development opportunities, develop a strong position-specific training and continuous education program and cultivate an effective and diverse environment that champions collaboration, dialogue and growth.

Continuously Improve Our Internal Operations

Continuously Improve Our Internal Operations is the foundation that sets BuckeyeThon up for success. To ensure our operations are strong, BuckeyeThon will create a sustainable and comprehensive financial and data tracking program to be used for strategic tracking, analysis and planning; streamline and document internal and affiliate processes; develop stewardship plans for our members, alumni, fundraisers, donors, partners and supporters; and create an effective and sustainable transition process.

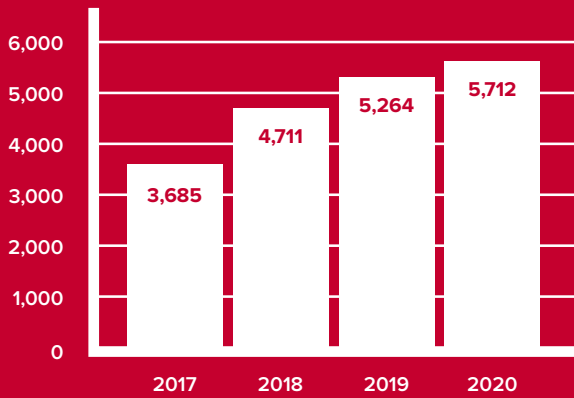
FUNDRAISING STATISTICS

Total fundraised annually since inception in 2002: \$11.3 million

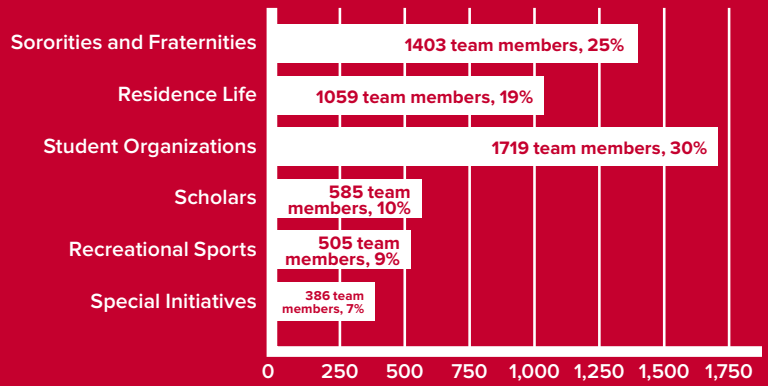


Team Member Breakdown

Number of Participants

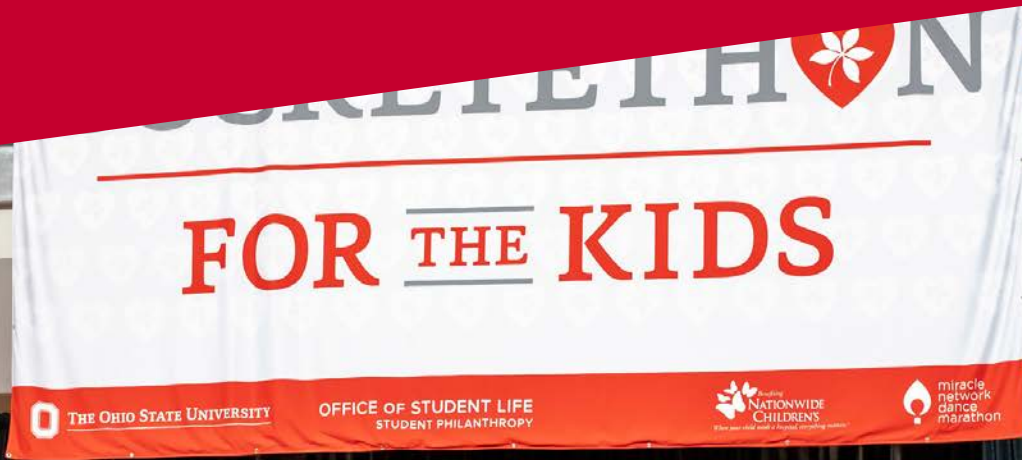


2020 Participation by Demographic



Facts about 2020 Dance Marathon

- Our reveal photo reached **122,487** people and has **8,046** direct engagements on Facebook alone
- **243**: Total number of teams that participated in the 2020 Dance Marathon





EXIT

EXIT

MORALE

MORALE

WICKETETHON FOR KIDS



MORALE DANCE

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20 YEAR VISION MOVING FORWARD

BuckeyeThon's 20 year vision is one in which every student who walks onto The Ohio State University campus will immediately feel a sense of connection and purpose of giving back to the community. The university provides the outlet for incoming students to engage with BuckeyeThon throughout the calendar year. It is our hope that students realize working to give back may not be easy, but it is worth their time and effort to pay it forward to whatever their personal cause may be. BuckeyeThon wishes for students to see direct involvement with the organization as a dutiful and impactful opportunity. BuckeyeThon envisions every corporate institution affiliated with the university to be interested in supporting BuckeyeThon. BuckeyeThon will continue to create methods to engage every member of the Columbus community. We hope that all K-12 administrations across the city also seek opportunities for their students to be engaged with BuckeyeThon. It is our vision that BuckeyeThon is known as the top fundraising and engaging student philanthropy organization in the country.

AWARDS

The Ohio State University Leadership Awards

Student Organization Excellence Award - Values and Purpose

Student Organization Excellence Award - Citizenship

Spirit of Ohio State Award

Outstanding Student Organization

E. Gordon Gee Spirit of Ohio Alumni Award

National Dance Marathon Awards

Miracle Maker Award

Best Opening Ceremonies

Best Closing Ceremonies

"Extra Comma" Club

Participant Stewardship Award

Community Engagement Award

Donor Stewardship Award

National Philanthropy Award

Outstanding Volunteer Fundraising Group

“BuckeyeThon enables us to not only help provide the very best care to our patients with cancer and serious blood diseases, but also to improve the way we will care for our patients in the future by supporting cutting edge research.”

Dr. Timothy Cripe, MD, PhD

Hematology/Oncology & BMT Division Chief



ANGEL FAMILIES

The BuckeyeThon family program now includes our Angel Families which allow the legacy of children who are no longer physically with us to shine through everything BuckeyeThon does. This program continues to show the urgency of raising funds for pediatric cancer. One of BuckeyeThon's angel children is Lauryn, "Lu," Oliphant. Lu was diagnosed with Acute Myeloid Leukemia in December of 2014. After four rounds of chemotherapy, Lu went into remission in April 2015. A few months later, Lauryn relapsed and started treatment again. She received her bone marrow transplant on March 26, 2016 and fought hard with a positive attitude. Lu passed away on May 5, 2016 at the age of 17, but she lives on every day through her family. Lu's mom, Theresa, said, "We are so blessed for the memories we were able to make and share with her. She displayed courage, strength, faith and hope throughout her entire journey fighting AML." BuckeyeThon is proud to be #LuStrong and a part of the Oliphant family's journey.





**GENOMICS
RESEARCH**



**PSYCHOSOCIAL
SERVICES**



**IDEATION
FUNDING**



**RESEARCH
TRIALS**



FELLOWSHIPS

BUCKEYETHON AND NATIONWIDE CHILDREN'S HOSPITAL

All BuckeyeThon events support the Hematology/Oncology/BMT Unit at Nationwide Children's Hospital, a member of Children's Miracle Network Hospitals. One hundred percent of funds raised by Team Members are donated to the hospital. Nationwide Children's is the nation's largest non-profit freestanding pediatric healthcare network and their Research Institute is a center for innovation.

BuckeyeThon is now intertwined with the innovation at Nationwide Children's. In 2018–2019, BuckeyeThon helped contribute to the following:

- *Psychosocial Services of the Hematology/Oncology/BMT Department*
- *Two endowed fellowships in Bone Marrow Transplant and Sarcoma research*
- *Assisted in Funding Clinical Trials*

STUDENTS IMPACTING KIDS, KIDS IMPACTING STUDENTS

BuckeyeThon believes Every Kid Deserves to be a Buckeye. With the help of the extraordinary campus community, we move closer to making this a reality. BuckeyeThon has branched out from being a one-event movement to spreading the spirit of philanthropy across campus and instilling a commitment to giving back.

BuckeyeThon's BBQ

Kick-off celebration for the new BuckeyeThon year that is open to all students. The BBQ takes place on the South Oval of campus and is filled with games, food, music and hanging out with our BuckeyeThon Kids. This event is a fun way to unwind from the stress of coursework and to remember what it means to Be A Kid, For The Kids.

- ***Over 600 students participated Spring 2019***
- ***Engaged a new population of students who may have not interacted with BuckeyeThon before***

BuckeyeThon's CarnOval

An annual outreach event, engaging our campus, corporate partners and members of the community, aimed at kicking off the school year. New and returning students come together to champion our Kids and Families after a summer away from campus and re-ignite their passion and dedication to fundraise For The Kids.

- ***Over 800 students participated in 2020***





BuckeyeThon's Fashion Show

Brings together hundreds of students, BuckeyeThon Kids and members of the Ohio State community to see the latest fashions in the Greater Columbus area, modeled by student leaders, who are passionate about finding a cure for pediatric cancer.

- ***Attendees received bags with products and offers from our sponsors***

BuckeyeThon's Dance Marathon

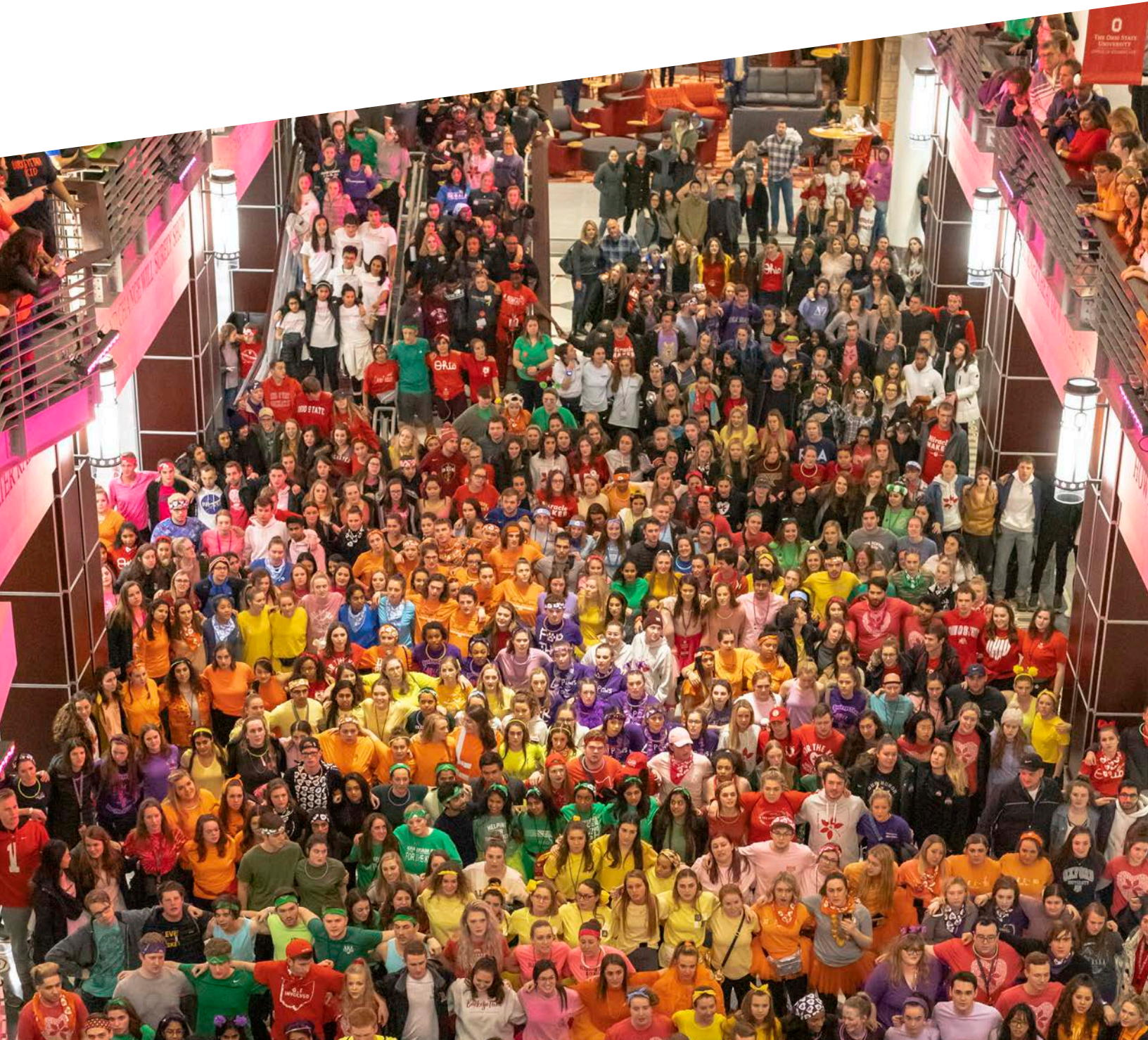
Is the culminating event of BuckeyeThon's fundraising year, which brings together over 5,700 students, staff members, alumni and community members to champion the patients and families of the Hematology/Oncology/BMT Unit at Nationwide Children's Hospital and celebrate the year's work For The Kids.

- ***243 student teams representing six demographics at Ohio State: Greek chapters, residence halls, Scholars groups, Recreational Sports, large student organizations and small student organizations***
- ***30 games and activities at each of the two 12-hour shifts***
- ***12 performances from Ohio State student organizations***

MEMBERSHIP

Morale Captains serve as energetic leaders who are responsible for keeping color teams enthusiastic and active throughout the Dance Marathon. They spend months leading up to the event choreographing and rehearsing a Morale Dance that is showcased throughout the event and orchestrate activities that are inclusive for both our BuckeyeThon Kids and Team Members.

Team Captains serve as the link between BuckeyeThon and all of our Team Members. In addition to acting as fundraising and recruitment resources across campus, our Team Captains gain valuable leadership skills and foster long-term relationships.



Committee Members of General Body: Our 150 members coordinate all of the event planning, corporate partnerships, financial tracking, public relations, alumni relations, fundraising, and membership programs that BuckeyeThon executes throughout the year.

Team Members make up the vast majority of students involved with BuckeyeThon. Our Team Members fundraise through their personal networks both virtually and in-person. Over the course of the year, Team Members have the ability to attend fun events including our CarnOval, BBQ and BuckeyeThon Fashion Show. Those who raise at least \$250 get the chance to attend BuckeyeThon's annual 24-hour Dance Marathon.

“Joining BuckeyeThon freshman year, I think was one of the best decisions I have ever made. Within my first week I had found my home on campus. I have never been with more passionate, kind-hearted, incredible people. The connections and relationships I have with other members and our families are something I am so thankful for and will never let go of. Through BuckeyeThon I learned how to be a better leader and person. Over the four years I was in General Body, I truly got to see some of the impact we were able to make for Nationwide Children’s Hospital and For The Kids.”

Liza Kammer

General Body Member, Class of 2020

FOR THE KIDS



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miracle
network
dance
marathon

THANK YOU

PARTNERING WITH BUCKEYETHON

BuckeyeThon offers our partners the opportunity to engage with thousands of driven students year-round. Support from our partners empowers these students to actively work to make the world better for future generations.

We believe that an end to pediatric cancer will be found in our lifetime. We believe in cutting-edge technologies that save more lives. We believe in instilling the culture of philanthropy in the communities that surround us. Without our partners, BuckeyeThon would not be able to continue to believe in and work towards our goals. With your help, we can change the world.

BENEFITS OF DONATION

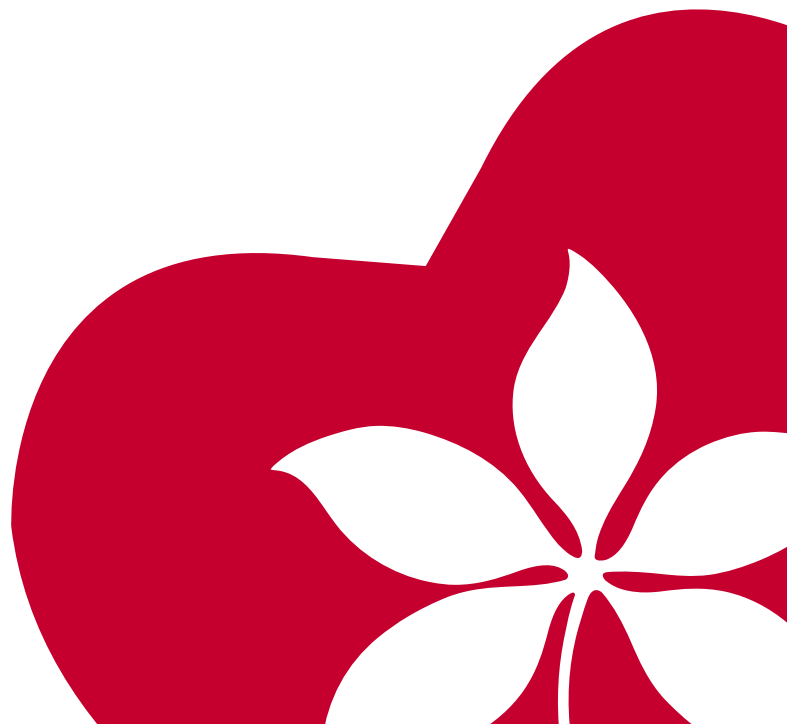
By becoming a donor to BuckeyeThon, our organization is able to engage the campus and community by utilizing these funds. Through our events and touch points, we are able to ignite a spirit of philanthropy in students to use their network to support our cause and capitalize the return on each investment we receive from our supporters. The support we have received from our donors has allowed us to not only build a connection with our community, but also professionally develop our members.

2019–2020 Color Team Sponsors

Alliance Data
American Electric Power
Cardinal Transportation, Ltd.
Coca-Cola
Columbus Partnership
Germain Automotive Partnership
Nationwide Insurance
One Columbus

2019–2020 Partners

1850 Coffee	JIF
Abercrombie & Fitch	Kendra Scott
Barnes & Noble	Lily Pulitzer
Bob Evans	Nothing Bundt Cakes
Bruegger's Bagels	Panda Express
Buffalo Wild Wings	Panera Bread
Café Bustelo	PENZONE Salon + Spa
Cheesecake Boutique	Pitaya
Cherbourg Bakery	Pursuit
Chicken Salad Chick	Qdoba Mexican Eats
Costco	Raising Cane's Chicken Fingers
Crimson Cup	Rush Bowls
Dairy Queen	Samson Men's Emporium
Dave's Cosmic Subs	Skyline Chili
Donatos	THREAD
Giant Eagle	Vineyard Vines
HOMAGE	
Insomnia Cookies	





BUCKEYETHON

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