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 For The Kids.
“Through BuckeyeThon, Ohio State students are changing the lives of others while transforming the lives they live. They are showing that a legacy is about what you give back, and they are proof that the future is brighter because of their kindness, generosity, passion, and teamwork.”

—Javaune Adams-Gaston, PhD
Vice President for Student Life
The Ohio State University
STRATEGIC PLAN

Overview of plan and process
With the guidance from the Office of Student Life at The Ohio State University and Nationwide Children’s Hospital Foundation, the members of BuckeyeThon developed a strategic plan to champion tactical action points in order to continue supporting and increasing the organization’s growth. The members of BuckeyeThon’s Leadership Team are charged with overseeing the implementation and further development of the plan to ensure BuckeyeThon sustains its growth and impact. This plan was created in conjunction with the roughly 150 members of BuckeyeThon. A strategic planning ad hoc committee, consisting of members from both the General Body and Leadership Team, discussed the overall direction of BuckeyeThon’s objectives and reviewed any controversial topics surrounding them. Following the committee’s work, members of the Leadership Team reviewed and further discussed the Strategic Plan and the vision it lays out for 2020.

After a defined plan was composed, a working session was conducted to review the key points in the plan with each of the twelve committees in BuckeyeThon. By establishing a culture of strategic planning within the organization, BuckeyeThon is able to continue its growth and sustainability, even with the annual turnover of its student leaders.

20 year vision moving forward
BuckeyeThon’s 20 year vision is one in which every student who walks onto Ohio State’s campus will immediately feel a sense of connection and purpose of giving back to his or her community. The outlet The Ohio State University will provide to incoming classes of students is engagement with BuckeyeThon throughout the entire calendar year. It is our hope that students realize that working to give back may not be easy, but that it is worth their time and effort because it is their civic responsibility to pay it forward to whatever their personal cause may be. BuckeyeThon wishes that students also see direct involvement with the organization as a dutiful and impactful opportunity.

In the community, BuckeyeThon envisions every corporate institution that is affiliated with The Ohio State University is also interested in supporting BuckeyeThon in some capacity. BuckeyeThon will continue to create a method to engage every member of the Columbus community. We hope that all high school administrations across the city are also seeking opportunities for their students to be engaged with BuckeyeThon. It is our vision that BuckeyeThon is known across the nation as the top fundraising and engaging student philanthropy organization in the country.
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.

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.

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 student organizations.

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 continued education program, and cultivate an effective and diverse environment that champions collaboration, dialogue, and growth.

Continuously Developing Our Internal Operations is the foundation that sets BuckeyeThon’s operations 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.
Avalon was diagnosed with Acute Lymphoblastic Leukemia when she was only 17 months old. Treatment for leukemia entails bone marrow biopsies, spinal taps, chemotherapy, hundreds of blood draws, and surgeries. Avalon endured 2.5 years of active treatment. She had a permanent IV in her chest for nearly 3 years, and she has had multiple PICC lines since. Avalon took oral chemo daily and additional chemo injections, IVs, and even intrathecal chemo injected into her spine. She fought through it all with unwavering bravery. Treatment wasn’t easy, and its effects are permanent. A port infection left Avalon with large scars and deficits in her chest wall. Chemotherapy damaged Avalon’s brain, nerves, bones, joints, and GI tract and caused Intracranial Hypertension. The chemo damaged her brain’s ability to self-regulate, meaning she now produces too much spinal fluid. Avalon has permanent holes in her skull and shunts in her brain and spine to remove excess fluid and keep her alive. She has holes in her optic nerves to save her sight. Yet even with these interventions, her future is uncertain. Since chemotherapy ended, Avalon has had 8 brain surgeries, 2 spinal surgeries, 2 eye surgeries, and over 100 spinal taps, MRIs, and CT scans. And yet, Princess Avalon smiles on... She loves life! She smiles, laughs, and enjoys each day as it comes, and she inspires us all to keep fighting.

MEET AVALON
KEY ACCOMPLISHMENTS

Raised $1,338,872.37 For The Kids in 2015-16

Supported 18 families through the Sustainable Family Program

Registered over 4,750 dancers

Partnered with 25+ sponsors including 6 Color Team Sponsors and a Receptions Sponsor

Mentored 17 high school programs

Reached over 307,000+ people via Facebook during the Dance Marathon

Engaged 1,000+ additional Buckeyes at signature events throughout the year

United the Ohio State Community behind the “Every Kid Deserves to be a Buckeye” campaign

Fostered strong and innovative leadership among BuckeyeThon’s 150+ members

Fundraising since inception totals over $5 million FTK
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

DANCE MARATHON AWARDS

Miracle Maker Award
Best Opening Ceremonies
Best Closing Ceremonies
“Extra Comma” Club
QUICK FACTS

- Number of **student donors grew 14.44%** from 2014-15 to 2015-16
- Total number of **individual gifts grew 20.21%** from 2014-15 to 2015-16
- Number of **gifts above $100 increased** from 2014-15 to 2015-16

ANNUAL FUNDRAISING

TOTAL: $5,081,396.06

![Bar chart showing annual fundraising from 2002 to 2016](chart.png)

**FUNDRAISING SOURCES***

- 84% - Student Fundraising
- 9% - High Schools
- 2% - Events
- 2% - Corporate Sponsors
- 1% - Alumni
- 1% - Football Canning
- 1% - Other

*Data from 2014-15 fundraising year

FUNDRAISING STATS

- Data for the year 2014-15 fundraising year.
“For college students to dedicate their time to support our patient families speaks volumes. With their unwavering commitment ‘For The Kids’, our team here at Nationwide Children’s is able to continue to provide the highest quality of care to the patients and families we serve.”

—Steve Allen, MD, CEO
Nationwide Children’s Hospital
BUCKEYETHON EVENTS

BUCKEYETHON’S MIRACLE MILES 5K is an annual outreach event, involving students at Ohio State, corporate partners, and members of the community. As an official event of The Ohio State University’s Welcome Week, runners and walkers come together to champion our Kids and families after a summer away from campus.

- 282 participants in 2015
- Participants heard speeches from cancer survivors, met the BuckeyeThon Kids, and received snacks and tank tops for their participation

BUCKEYETHON’S FASHION SHOW brings together nearly a thousand students, BuckeyeThon Kids, and members of the Ohio State community to see the latest fashions in the Greater Columbus area, modeled by student leaders and the BuckeyeThon Kids.

- Student performers included Indian dance group “Genesis” and acapella group “Ohio State of Mind”
- Attendees received grab bags with products and offers from our sponsors
- America’s Next Top Model Dominique Reighard coached student models and BuckeyeThon Kids and spoke at the show

BUCKEYETHON’S DANCE MARATHON is the culminating event of BuckeyeThon’s fundraising year, which brings together nearly 5,000 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.

- 186 student teams representing student organizations, scholars groups, Greek chapters, and more
- 36 performances from Ohio State student organizations
- 88 games and activities at each of two 12-hour shifts

HIGH SCHOOL EVENTS allow BuckeyeThon to engage high schools throughout the Columbus community with the goal of fostering leadership, service, and philanthropy in area youth. BuckeyeThon provides each program with various fundraising and event planning resources, but more importantly, mentorship to guide students in planning their events and ensure they are gaining the desired learning outcomes from their participation.

- 17 participative high schools in the Columbus area
- 12 events hosted to raise funds in 2015-2016
- $93,300 raised by high school programs in 2015-16
IMPACT OF PARTNERING

BuckeyeThon offers our partners the opportunity to engage with thousands of driven students year-round. Support from our partners empowers these students to reach higher fundraising goals and cultivate a spirit of philanthropy throughout the Ohio State community.
BuckeyeThon has the capacity to change the lives of not only the children receiving care at Nationwide Children’s, but also the students who are the driving force of the organization. Through their time in BuckeyeThon, members develop specific skillsets and leadership qualities that enable them to advance the goals of the organization and support the fight against pediatric cancer. Moreover, members create meaningful bonds and relationships that stay with them long past their college careers.

“I’m constantly amazed by Ohio State’s network from administrators to alumni to the Columbus community. There is no better place to find mentors and friends. But perhaps the most important part of my Ohio State and BuckeyeThon experience has been connecting to the students around me. I find myself surrounded by the future leaders of the world, and these peers motivate me to do my best every day. We’re connected by our passion to serve others, and that’s a bond that cannot be broken. I know I will carry these relationships with me for the rest of my life. For that I am beyond thankful”.

– Preethi Chidambaram
Friends of BuckeyeThon,

First and foremost, I would like to thank BuckeyeThon’s current partners for their support of BuckeyeThon’s mission. As a result of this commitment, BuckeyeThon has been able to make significant contributions to the kids and families in the Columbus community who need our help. Our partners also give Ohio State students the opportunity to grow and develop as leaders through BuckeyeThon, and these students have also come to understand the importance of giving of themselves and finding their true purposes. I am confident in my belief that the students who power BuckeyeThon today will be the future leaders of our society and that they truly will make a positive impact in our world.

It is my honor to serve as BuckeyeThon’s President, and it is my mission to embrace this opportunity to not only support our engaged student members, but also to work to support the kids and families at Nationwide Children’s Hospital.

BuckeyeThon’s mission is quite clear - we want to enhance the student experience, promote the value of philanthropy, establish a spirit of service, and cultivate relationships between members of our community. In doing so, I am confident that BuckeyeThon will have the power to end childhood cancer.

Since its inception in 2001, BuckeyeThon has grown in unprecedented ways. Going from a small student gathering of roughly 100 students to one of the largest year-round student philanthropies in the country, BuckeyeThon has been so successful because of its most valuable asset - its people. The people who have supported BuckeyeThon over the past 15 years have made the organization what it is today: a million-dollar student-run nonprofit, having raised over $5M to date. Without the continued and expanded support of the great people in the Columbus community, BuckeyeThon cannot continue to grow in the years to come.

I invite and encourage you to join the BuckeyeThon tradition in Columbus. Join the movement thousands of students are creating to help support kids fighting cancer. Without you, BuckeyeThon’s mission cannot be fulfilled. Without you, BuckeyeThon cannot continue to provide opportunities for students to realize their fullest potentials. Without you, we cannot end pediatric cancer.

I look forward to another record-breaking year for BuckeyeThon, and I hope you will become a proud partner of an organization that truly embodies the spirit of being one generation fighting for the next. Join us in believing that Every Kid Deserves to be a Buckeye.

For The Kids,

Anthony M. Stranges
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