

DanceBlue

University of Kentucky Dance Marathon

A YEAR IN REVIEW
2016-2017





What is DanceBlue?

DanceBlue is a year long fundraising effort, culminating in a 24-hour no sitting, no sleeping Dance Marathon right in the heart of UK's campus. All efforts support the DanceBlue Kentucky Children's Hospital Hematology/Oncology Clinic through the Golden Matrix Funds, as well as Markey Cancer Center.

Why is it called the DanceBlue Clinic?

DanceBlue fulfilled a pledge of \$1.225 million in January of 2017 that opened a brandnew clinic. With a new, large space, we are now able to better serve our families.

What is the history behind DanceBlue?

DanceBlue was inspired by a little boy named Jarrett Mynear. By the time Jarrett was 13, he had been diagnosed with 6 different types of cancers. Just before his passing, his list of final requests included raising funds for improvements to the Pediatric Oncology Outpatient Clinic. DanceBlue raised over \$123,000 during it's first year in 2006, and since then has raised over \$11 million For The Kids!

What is the DanceBlue mission?

It is the mission of the University of Kentucky 24 Hour Dance Marathon, DanceBlue, to create a multi-faceted organization that operates through the support and leadership of the UK students, faculty, staff, administrators, and the Lexington community. The organization enhances the lives of children and families fighting childhood cancer through the Golden Matrix Fund, and therefore serves the Bluegrass by assisting those treated at the DanceBlue Clinic. Furthermore, DanceBlue strives to establish a continued tradition, invoke appreciation and involvement, and ultimately create something greater than oneself.



To Our Wonderful DanceBlue Volunteers and Donors:

Thank you again for all of your support and hard work in helping us provide care for our pediatric cancer patients and their families here at the University of Kentucky. Few things are more frightening and life-changing than having a child diagnosed with cancer. Your efforts in raising money and volunteering in clinic are showing these children and families that there is a community that cares for them, and your hard work is truly making a difference in their lives.

Funds raised by DanceBlue go for a wide variety of purposes. Direct support is provided for laboratory and clinical studies of new therapies for sarcoma, as well as strategies to prevent the development of melanoma. In addition to funding cancer research at the University of Kentucky, we have been able to hire a Child Life professional to provide education, distraction, and encouragement for our patients in the clinic. DanceBlue funds have also been used to bring on a school intervention specialist who can directly advocate for our patients, serving as a bridge between the patient, the school, and the medical team.

The cost to parents of caring for a pediatric cancer patient can be overwhelming, and some important portions of their care are not covered by insurance. DanceBlue resources are being used to help pay for the cost of neuropsychology testing that helps allow appropriate modifications in the classroom to let these children reach their potential. We also are helping pay for the costs of fertility preservation for males undergoing treatment, as well as for genetic testing of tumor tissue designed to identify potential new therapies that can be used in high-risk patients. In addition, for families who qualify, direct assistance in the form of gas cards, meal vouchers, parking assistance and overnight lodging is now available using DanceBlue funds. This program has been a tremendous support for our families in greatest need.

Finally, DanceBlue support has helped us construct a new pediatric hematology/oncology clinic, with the first patient to be seen in early January 2017. This state-of-the-art clinic will help improve patient convenience and comfort, and allow suitable space so family members can accompany them.

It is clear that DanceBlue is making a huge difference in the lives of children and families. Their motto sums up in three words what the organization, and our clinic, is all about: "For the kids!"

Sincerely,
Lars Wagner, M.D.
Chief, Division of Pediatric Hematology/Oncology
Professor of Pediatrics



The 2017 Year At A Glance

Adopt-A-Family Program



In the 2016-2017 year, we had **40** families participate in the Adopt-A-Family program. This program focuses on a student organization supporting a family throughout the year with events such as game nights, birthday parties, and laser tag. Thanks to Christian Student Fellowship, we are able to host three parties throughout the year for our families and student organizations to spend time with each other. This year we were able to have our first family party in Eastern Kentucky.

Serving in the Clinic

Our 33 clinic volunteers served over **1,000 hours** in the clinic in 2016-2017 alone! During their time in the clinic, volunteers play games, make crafts, and make the experience of being in our clinic as positive as they can.

The DanceBlue KCH Pediatric Hematology/Oncology Clinic serves patients from over **73 Kentucky counties and multiple states.**



Check out some of our clinic experiences by following this link: <https://vimeo.com/205406539>



Mini Marathons

A mini marathon is a 6-12 hour dance marathon hosted by an elementary, middle, or high school. They usually take place on Fridays, Saturdays, and Sundays during the school year, and follow the same format as the big marathon at UK, with hourly themes and activities as well as the "no sitting, no sleeping" rule. These events are a great opportunity for schools to not only raise money and awareness for pediatric cancer, but also to own the responsibility of hosting an event that supports something so much bigger than itself.

Mini marathons raised \$204,594.49 in 2016-2017!
Our largest, Lexington Catholic High School, raised **\$65,215.04!**



Interested in hosting a mini marathon? Email minimarathons@danceblue.org!

Student Involvement

 **953** dancers in attendance at the marathon

 **123** teams registered

 **102** teams in attendance

 **10** independent dancers

 **1** cause- For The Kids!

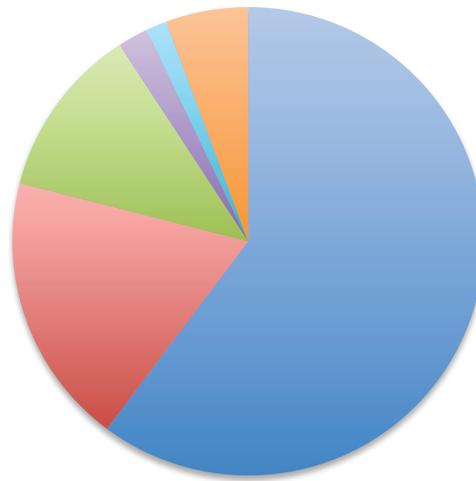


The Golden Matrix Cup is an all-encompassing award for the a deserving team, one that strives all year long to exemplify what it truly means to be For The Kids. The chosen team's dedication for DanceBlue remains unquestioned as they work for excellence in fundraising, spirit point accumulation, and Adopt-A-Family interactions. Our 2017 winners, Alpha Gamma Delta raised **\$33,433.19!**



Fundraising

This year, DanceBlue raised **\$1,785,286.96!**
These funds are raised through many ways.
The following graph is a distribution of the funds raised that will benefit the Golden Matrix Fund.



- Dancer Total
- Mini Marathons
- Corporate
- Phonathon
- Alumni
- Miscellaneous

Corporate Sponsors

Thank you to all of our 2016-2017 sponsors!

Golden Matrix Club

PaPa Johns
Aramark

UK Pediatric Oncology Club

University of Kentucky Federal Credit Union
Shop Local KY

Twenty-Four Hour Club

Keeneland
The Lex
Coca Cola
Pie Five Pizza
Jersey Mikes

For The Kids Club

University of Kentucky IFC
American Campus Communities
Columbia Gas
Enterprise

Gold Ribbon Club

Delta Sigma Phi Volleyball Tournament
Theta Chi and Kappa Alpha Theta Last Bag Standing

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Other

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or visit www.danceblue.org!**

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