

# UDANCE



## MEDIA KIT

**UDANCE DANCE MARATHON  
AT THE UNIVERSITY OF DELAWARE**

## MEDIA KIT OVERVIEW

The UDance Dance Marathon 2024 Media Kit includes the History of UDance, FAQs, and information about Interview Requests.

### CONTENTS

[Mission Statement](#)

[Fast Facts](#)

[Goals](#)

[History of UDance](#)

[History of Funds Raised by UDance](#)

[Frequently Asked Questions](#)

[Brand Guidelines](#)

[Interview Requests](#)

### FOR MORE INFORMATION

For more information about UDance Dance Marathon please visit [www.udancedelaware.org](http://www.udancedelaware.org) or our social media:



@UDance



@UDance



@UDanceDel



@UDanceDelaware



@UDanceDel



@UDanceDelaware

If you have further inquiries, email [udance2024@gmail.com](mailto:udance2024@gmail.com).

**UDance Dance Marathon**  
019D Perkins Student Center  
University of Delaware  
Newark, DE 19711

## MISSION STATEMENT

UDance believes that college students have the ability to end childhood cancer. We are built on a foundation of hope, unity, perseverance, and passion. We inspire thousands of people to raise awareness and funds for the fight against childhood cancer by hosting engaging events and fostering mutually motivational relationships between UD students and local families affected by childhood cancer. UDance financially aids families nationwide battling childhood cancer and funds cutting edge research studies that have already proven to save lives. We celebrate the hard work and dedication of our participants annually by hosting the nation's fifth largest college dance marathon, UDance, at the University of Delaware.

## FAST FACTS

- In the 2021-2022 academic year, during its return to an in-person event after two virtual/hybrid years following COVID-19, UDance raised \$1,814,429.86 for its sole beneficiary, The Andrew McDonough B+ Foundation.
- The B+ Foundation provides financial assistance to families of children battling cancer and funds research for new pediatric cancer treatments, nationwide.
- UDance was founded in 2007 by Greek chapters, Alpha Epsilon Phi and Sigma Phi Epsilon, then partnered with The B+ Foundation in 2009.
- UDance 2023 had over 7,000 year-round participants, a record breaking-total that exceeded all previous years.
- Excluding this year's efforts, UDance has raised \$18,287,202.30.

## GOALS

UDance, along with The Andrew McDonough B+ Foundation, works to:

- Provide financial assistance to families of children with cancer.
- Fund research aimed to advance treatments and find cures for childhood cancers.
- Increase awareness of childhood cancer.
- Advocate for increased research funds from the government.
- Show support for our B+ Heroes, who are children who currently are or have battled childhood cancer and are paired with organizations such as Athletic Teams, clubs, or Greek Chapters at the University who support them.

## HISTORY OF UDANCE

UDance 2024 marks the 18th year of the largest student-run philanthropy at the University of Delaware. Over the past 18 years, UDance has grown substantially and has evolved into the organization that it is today.

The first UDance Dance Marathon was held in the Trabant University Student Center at the University of Delaware in 2007. It was founded by sorority member, Jessica Forman, and was originally co-sponsored by two Greek organizations, Sigma Phi Epsilon and Alpha Epsilon Phi. Fifteen years later, UDance is a university-wide event that engages students, faculty, alumni, family and friends nationwide.

In 2009, UDance partnered with The Andrew McDonough B+ Foundation, and has benefited this organization ever since. The B+ Foundation was founded by the McDonough family in memory of their son, Andrew, who passed away from Leukemia in 2007. This organization gets its name from Andrew's blood type, B+, and it works to spread the "B+" (Be Positive) message, encouraging all to "Live Like Andrew" in positivity.

Through The B+ Foundation, student organizations at UD have the privilege of "adopting" children battling childhood cancer, known as our B+ Heroes. The meaningful relationships created between these children and university students are mutually motivating and prove to be invaluable. There are currently over 30 student groups on campus paired with B+ Heroes.

In 2015, UDance hit a major milestone; surpassing \$1 million and raising \$1.28 million in one academic year for the fight against childhood cancer. In 2016, UDance surpassed this record, raising \$1.7 million, raising over \$1.89 million in 2017, and exceeding \$2 million in both 2018 and 2019. Although our 12 hour Dance Marathon was canceled in 2020 due to the COVID-19 pandemic, we refused to let a pandemic affect our efforts to strive for a world without childhood cancer. In 2020, we raised \$1.7 million. In 2021, we held the first hybrid 12 hour Dance Marathon and raised \$1.56 million through a virtual year of fundraising with most students not on UD's campus. In 2022, UDance made its return to The Bob Carpenter Center for the first fully in-person 12 hour Dance Marathon since the COVID-19 pandemic, and raised \$1.81 million. To date, supporters of UDance have raised over \$18.3 million for the fight against childhood cancer.

## HISTORY OF FUNDS RAISED BY UDANCE

2007	\$8,000
2008	\$16,000
2009	\$25,000
2010	\$112,000
2011	\$265,042
2012	\$455,982.16
2013	\$551,051.61
2014	\$850,376.75
2015	\$1,282,103.30
2016	\$1,701,667.81
2017	\$1,890,337.16
2018	\$2,019,210.48
2019	\$2,225,081.70
2020*	\$1,700,117.32 *2020's total was impacted by COVID-19
2021*	\$1,563,035.96 *2021's total was impacted by COVID-19
2022*	\$1,814,429.68 *First in-person UDance since COVID-19
2023	\$1,784,082.81

## FREQUENTLY ASKED QUESTIONS

### How many students are involved with UDance?

We encourage all students across campus to get involved through our many programs and opportunities. UDance 2023 had over 7,000 year-round UDance participants including those connected with Registered Student Organizations, Athletic Teams, Greek Life, residence halls and more!

### Can anyone be involved in UDance?

Yes! There are many involvement opportunities available to students, faculty, staff, alumni, corporate sponsors, members of the University of Delaware community and supporters across the country.

### What are the different levels of involvement in UDance?

All individuals are welcome to attend and participate in special events and fundraising campaigns held throughout the year. Those who wish to increase their involvement with UDance, can sign up on our donation site as an individual or with a team. A UDance team consists of a group of students, faculty, staff, alumni, members of the University of Delaware community and UDance supporters who raise awareness and funds for childhood cancer. Teams are formed for Greek Chapters, Athletic Teams, Clubs or RSOs, residence halls, and more.

UDance is also supported by a large network of volunteers who assist in events both throughout the year and on the day of UDance. These volunteers are instrumental in the functionality and success of UDance events and activities. Additionally, students can get involved by serving as Engagement Coordinators, Freshman For The Kids, Chapter and Team Representatives, Committee Members, Dedicated Volunteers, or Media Relations Representatives. Engagement Coordinators and Freshman For The Kids are UDance representatives within the Residence Halls who act as a resource and liaison to help connect fellow residents to UDance. Chapter and Team Representatives represent different Greek organizations, Registered Student Organizations and Athletic Teams. They keep their organizations up-to-date on all UDance related activities and coordinate outings with their B+ Heroes. Committee Members

serve for either the Community Outreach Committee or the Event Operations Committee, which work alongside the Community Outreach and Event Operations teams within the Executive Board. Each committee has specific tasks to assist with throughout the year unique to the team they fall under. Dedicated Volunteers are a group of students who volunteer at all UDance events throughout the year and assist in various projects. Finally, Media Relations Representatives are students who help create content for our social media channels and spread awareness for our brand.

Students can also apply to become a member of the UDance Executive Board in the spring of each academic year. There is an application and an interview process prior to selection. Within the board, there are 53 members which include 2 Co-Executive Directors, 14 Directors, and 37 Chair positions.

## Fundraising Programs

As an active fundraiser for UDance, students are encouraged to sign up for a specific fundraising program level which allows them to have special perks throughout the year and on the day of the dance marathon in the spring. The program levels are as follows:

**Moralers:** UDance Moralers pledge to raise \$275 by the day of UDance 2023 and dance for all 12 hours at UDance. Moralers can receive certain perks on the day of UDance such as food vouchers, merch and giveaways.

**Dancers:** UDance Dancers pledge to raise \$500 by the day of UDance 2023 and dance for all 12 hours at UDance. Dancers receive certain perks on the day of UDance such as food vouchers, merch and free UDairy.

**Comma Club:** Members of the Comma Club are those who raise over \$1,000 by the day of UDance 2023, dance for all 12 hours, receive Dancer and Moraler perks (and more) and are recognized for their efforts of raising enough money to ***fully financially assist one of our B+ Families.***

## **Are UDance and The Andrew McDonough B+ Foundation the same thing?**

No, however they support one another. UDance is a Registered Student Organization at the University of Delaware and is entirely student-run. The Andrew McDonough B+ Foundation is an IRS-certified 501(c)3 organization. UDance chooses to fundraise for The B+ Foundation every year in order to further their efforts in the fight against childhood cancer. Additionally, students get the opportunity, through The B+ Foundation, to interact with B+ Heroes and their families.

## **How does UDance fundraise?**

Throughout the year, there are many opportunities to raise awareness and funds. The main source of fundraising comes from online donations through our secure fundraising site. Additionally, UDance participants send donation emails and letters and go canning in our local community to ask for donations. UDance hosts profit-share events and co-sponsorships with local businesses as well as hosts special events, and sells merchandise.



## BRAND GUIDELINES

As your team generously covers UDance Dance Marathon, we please ask that any media coverage your network provides follows the brand guidelines outlined in the official [UDance 2024 Brand Guide](#).

### Noteworthy UDance Brand Guidelines for Media Coverage:

CORRECT	INCORRECT
The B+ Foundation is rooted from Andrew McDonough's blood type, B+, and while hyphenated, should be <b>pronounced as 'Be Positive'</b> to represent their motto.	<b>Not</b> 'Be Plus', B+, Be Positive, Be Plus, or Be Plus Foundation
UDance is paired with B+ Heroes and B+ Families.	Not Heroes, heroes, b+ heroes or B+ heroes
Both the 'U' and 'D' in 'UDance' should be capitalized at all times.	Not udance or Udance
We never use our B+ Heroes' last names when referring to them. <i>Ex: B+ Hero Kate</i>	Not B+ Hero Kate [Last Name]
While UDance is a year-long fundraising effort, when referring to our dance marathon, we reference the year that UDance (the event) is happening. <i>Ex. Fundraising for UDance 2024</i>	Not UDance 2023-2024

## INTERVIEW REQUESTS

Should you be interested in an interview prior to, or following the day of UDance, please contact any of the following representatives from the UDance Executive Board. For interview requests on the day of UDance, please visit our Press Table and speak to our Media Engagement Chair about contacting one of the following people for an interview. Any questions can be directed to **Abby Rindfleish**: [arindfl@udel.edu](mailto:arindfl@udel.edu), 631-335-6413.

### **Executive Team**

#### **Alex Kinsey**

Co-Executive Director

Phone: (609) 500-6445

Email: [udance2024@gmail.com](mailto:udance2024@gmail.com)

#### **Jen Moran**

Co-Executive Director

Phone: (203) 885-8318

Email: [udance2024@gmail.com](mailto:udance2024@gmail.com)

### **Digital Communications Team**

#### **Brianna McGill**

Digital Communications Director

Phone: (937) 220-3623

Email: [bmcgill@udel.edu](mailto:bmcgill@udel.edu)

#### **Abby Rindfleish**

Media Engagement & Website Chair

Phone: (631) 335-6413

Email: [arindfl@udel.edu](mailto:arindfl@udel.edu)