



www.udancedelaware.org



UDance, University of Delaware Dance Marathon Benefiting The Andrew McDonough B+ Foundation

DANCING TODAY TO GIVE THE KIDS A TOMORROW

What is UDance?

UDance, hosted at the University of Delaware, is a 12-hour philanthropic dance marathon dedicated to encouraging diversity, promoting unity in the community, and raising awareness about childhood cancer. UDance, the university's largest student-run philanthropy, has donated over \$450,000 in five years to support medical research and financially assist families of children with cancer nationwide.

During the event, thousands of student, faculty, and community participants dance, sing, and perform to raise money for this amazing cause. Dancers stay awake and on their feet for 12 hours in an effort to symbolize both the mental and physical challenges faced by individuals and their families affected by cancer. Musicians, celebrities, and most importantly "B+ Hero Families" - families of children with cancer - participate in this exhilarating event.

UDance benefits The Andrew McDonough B+ Foundation, which honors the memory of Andrew McDonough, who passed away in 2007 from leukemia, at age fourteen. The B+ Foundation provides funds for

childhood cancer research, and helps families affected by childhood cancer both financially and emotionally.

Our Mission:

- To support children and families affected by childhood cancers.
- To create life-changing experiences and relationships for the B+ Heroes and the University of Delaware community.
- To continue an annual tradition that promotes awareness about UDance's goal to eradicate childhood cancer.



Why Help?

Cancer remains the #1 disease killer of American children - more than Cystic Fibrosis, Muscular Dystrophy, Asthma, and AIDS combined. Each school day, 46 children are diagnosed with cancer.

Dance marathons have proven themselves to be successful fundraisers at over 100 colleges and universities throughout the nation - schools such as Northwestern University, Stanford University, and many others have all taken part in dance marathons. Penn State alone has raised a tremendous \$69 million in its 37 years of having a dance marathon on campus.

With your help, UDance can rival these programs. In our first four years, we have involved over 50 student and Greek organizations and over 3,000 students. With the University of Delaware promoting its path to prominence, UDance plans to expand this student-run philanthropy's reach throughout the state. With your sponsorship, UDance can grow into an event that will establish a successful and promising Delaware tradition which will benefit everyone involved.





Who Does UDance Benefit?

The Andrew McDonough B+ Foundation

Fourteen year-old Andrew McDonough went into cardiac arrest 48 hours after playing four soccer games on Saturday, January 27, 2007. His parents brought him to the hospital on Monday the 29th under the impression that he had appendicitis. Unfortunately, doctors soon discovered that he had Leukemia.

Andrew went into major septic shock and had to be resuscitated that night. He spent 167 days in the AI duPont Hospital in Wilmington, DE – most of that time in the Intensive Care Unit struggling just to get through each day. He bravely battled Leukemia, multiple life-threatening infections, nearly 50 surgeries, 4 strokes, and a brain aneurysm that forced him to be airlifted to Jefferson Hospital in Philadelphia for emergency brain surgery. On Saturday, July 14th, 2007, Andrew passed away.

Over his 167 day hospital stay, word spread across the country and around the world about this handsome athlete-scholar fighting for his life. Throughout Andrew's battle, his family learned that his blood type was B+, only fitting as that was how Andrew lived each day - with a "Be Positive" attitude.

His family has started The Andrew McDonough B+ Foundation to continue to spread the B+ message that "It's Not a Grade, It's an Attitude." The foundation provides financial assistance to families of children with cancer nationwide and funds childhood cancer research.

To date, The B+ Foundation has given out millions of dollars in research and financial assistance to families in almost all 50 states.

“As a kid with cancer, it was nice to know that there are people out here in the world that LOVE me and helped my family. Thank you Andrew McDonough B+ Foundation. Thank you a million times!”

- Kennedy B., Osteosarcoma Survivor



Ways You Can Donate to UDance

Set Amount:

This allows you to donate a specific amount. Donating using this method allows your company to know exactly how much they are contributing to this great cause. Remember, every penny counts!

YouDee Level- \$1-\$999

- Recognition on the UDance website

Blue Level- \$1,000-\$1,499

- All YouDee Level Benefits +
- Company name on event T-shirt
- Opportunity to have a table at the event

Gold Level- \$1,500-\$2,499

- All Blue Level Benefits +
- Company name AND logo on event T-shirt
- Announcement of one hour sponsorship at event
- Company banner hung for duration of event

Platinum Level - \$2,500-\$4,999

- All Gold Level Benefits +
- Announcement of six hour sponsorship at event
- Complimentary T-shirts

Hen Zone- \$5,000 +

- All Platinum Level Benefits +
- All day sponsorship at event
- Stage time given to company speaker
- Further benefits can be discussed

Varying Amount Based on the Number of Hours Danced:

This method is done by donating an amount such as \$10 per dancer an hour. For every hour they dance they know that they are contributing more to the cause. It keeps dancers enthusiastic about the program and energetic throughout the 12-hours.

Product Donation:

Every company has something to offer to our program. By donating through this method UDance can use and promote your products at our marathon. Product donations can either be used during the event, put in our raffle, or used as a fundraising incentive to organizations and individual dancers.

Matching Donation:

The matching donation can be done by offering an amount such as \$.10 to every dollar that the dancers raise. This is a great way to donate as well because it gives our dancers more of an incentive to go out individually and raise money.

Special Guest:

UDance prides itself on bringing together diverse cultures and groups to raise awareness. If you, or someone you know, would like to be a part of the event, please contact us as soon as possible. We are open to speakers, performers, and "B+ Hero Families" to help keep our dancers enthused throughout the 12-hour event.

UDance Marathon

All donations you make are Tax Deductible.

All checks can be made payable to: UDance Marathon

Please send all checks to:
UDance Marathon
218 Trabant University Center
University of Delaware Newark, DE 19716

Creating a Difference in Many Lives

UDance and The B+ Foundation have worked together to impact the lives of children and families affected by childhood cancer, University of Delaware students, and the community. Below are the words that have inspired us to continue to work everyday to help put an end to childhood cancer.

“UDance is more than just a dance marathon to raise money for a special cause. A B+ event is wonderful way to show the communities around us that we care, are listening to them, and are there to help.”

-Becca B., University of Delaware Class of 2010



“Sadly, our son passed away May 15, 2010. But because you so graciously gave, it allowed us to spend the most important time of our lives together as a family. If you only knew what a blessing you are.”

-Cynthia W., Mother of a Childhood Cancer Angel

“Thanks to The B+ Foundation, I have watched UDance grow tremendously. The feeling of being there, surrounded by thousands of people all dancing to benefit out B+ Heroes is indescribable.”

-Carly B., University of Delaware Class of 2009

“The B+ Foundation and the donors that contribute to it changed our lives, showing us that there are still folks out there who care. You read and see so much going on in the world that is wrong, and then there you are to help! From the bottom of our hearts, thank you. You and your donors are in our thoughts forever.”

-Lisa A., Mother of a Childhood Cancer Survivor

“UDance showed me that there is more to college Greek-life than partying, and that a group of students can come together to make a difference in the lives of hundreds.”

-Jay M., University of Delaware Class of 2011

“Thank you so much for helping me and my family through my very hard journey. We love you.”

-Jessica E., Passed away from Alveolar Rhabdomyosarcoma at 10 years old

“UDance is unlike anything else. What remains with you is the sense of satisfaction and maturity that comes with fighting for something that is bigger than yourself.”

-Nithin P., University of Delaware Class of 2011

“Seth and I appreciate the money and prayers. It came on the same day they shut my water off, but thanks to all of you we have water, lights and an apartment.

I’ve been a single father all my life. We as a family have been through a lot since September 16, 2007, when I lost my oldest son. And then we were hit with Seth’s cancer. But, with the love and prayers of people like you, we are making it.”

-Jamey S., Father of a Childhood Cancer Survivor

“UDance is such a fun event. These children need us, and the families are so grateful for our participation in their lives.”

-Mariel J., University of Delaware Class of 2012



[B+ Hero Pearce Quesenberry, Delaware Governor Jack Markell, and President of The B+ Foundation Joe McDonough]

“Thank you so very much for the money that you sent to Ben and our family! We cannot tell you how much this means to us! It not only allowed Ben’s dad to be with Ben during his last days, but it also made Ben feel loved and cared for, which we are eternally grateful for.”

-Cara N., Mother of a Childhood Cancer Angel

“The B+ Foundation has helped bring together the Greek Community at UD. The inspiration the B+ Heroes provide our students is indescribable and it’s amazing how much good can be done when everyone comes together passionately to support one cause.”

-Matt L., Former University of Delaware Direction of Greek Life

