

JOIN THE VOICES



"We've Lost Great Minds To Brain Cancer.
Use Yours To Help Us Find The Cure Today."

- Mario Lichtenstein, Founder, Voices Against Brain Cancer



OUR MISSION

Voices Against Brain Cancer's (VABC) mission is to find a cure for brain cancer and brain tumors by advancing scientific research, increasing awareness, creating a brain cancer and tumor community, and supporting patients, their families and caregivers afflicted with this devastating disease.



ABOUT VABC

About Voices Against Brain Cancer

Voices Against Brain Cancer is the personal brainchild of a family who lost their son to brain cancer.

"WE FEEL IT. WE KNOW IT. WE LIVE IT. WE GET IT."

Mario Lichtenstein, Founder Of VABC

VABC was founded in loving memory of Gary Lichtenstein who at 24 years old lost his battle with brain cancer on October 1, 2003. Gary was living in Chicago and working as an options trader at **Wolverine Trading** when he was diagnosed with a brain tumor on March 4, 2003.

After three months Gary slipped into a coma from which he did not recover. Soon after his passing, Gary's family started Voices Against Brain Cancer to raise money and awareness for the fight against this devastating disease.

"I couldn't save the life of my son, but perhaps I can save the life of others."

Mario Lichtenstein, Founder Of VABC



BRAIN FACTS

Did You Know?

- Each year more than **300,000 people** in the world are diagnosed with a **brain tumor**.
- Brain tumors are the leading cause of solid tumor cancer **death in children under the age of 20**.
- There are over **120 different types** of brain tumors.
- There are currently **no known causes** of brain tumors.
- Brain tumors have **no socio-economic** boundaries and do **not discriminate among gender or ethnicity**.

THE VABC WAY

How do we **EDUCATE** about brain cancer?

How do we **FIGHT** it?

How do we **INSPIRE** through it?

How do we **CARRY** the millions afflicted by it?

How do we **FUND** it?

How do we **PUSH** it to the front?

How do we push it **AWAY**?

The answer to all is in our VOICES!

*Our **COMMUNITY**.*

*Our **PEOPLE**.*

*The ones who **FIGHT**.*

*The ones who **CARE**.*

*The ones who **LOST**.*

*The ones who **EDUCATE**.*

Through our **COMMUNITY** we will accomplish everything there is to do, and through our **VOICES**, their **PAIN**, **KNOWLEDGE**, and **PASSION** we will **SCREAM** to the world and **WAKE IT UP!**

VABC'S 10 COMMANDMENTS

1. **OPEN THE GATES TO THE WORLD.** Engage the international community in brain cancer research. Fund research worldwide.
2. **OPEN OUR MIND** to NEW, INNOVATIVE, nontraditional ways to find the cure, including the use of cannabis for healing and the impact of wireless communications on our brain. WE NEED TO TURN EVERY STONE IN OUR GLOBAL SEARCH FOR A CURE.
3. **WORK TOGETHER. FIGHT TOGETHER.** Use all of our combined resources, MINDS and VOICES to make a difference. Create our own THINK TANK for Brain Cancer.
4. **GIVE.** Step out of the FUNDRAISING MACHINE and into our COMMUNITY. 78% of the foundation's raised funds go for the fight against brain cancer and for finding a cure.
5. **COMMUNITY.** Help our voices navigate the system. Get down and dirty. Get INVOLVED. Be a VABC Brain Cancer Coach.
6. **RAISE OUR VOICE FOR AWARENESS.** Drive awareness and make brain cancer top of mind beyond our community by joining our Advocacy & Public Policy efforts! Make a GRAY DAY EVERY DAY!
7. **CONNECT.** Find and help every single person afflicted by this devastating disease. Join our social media, marketing & public relations efforts.
8. **USE OUR HEAD.** Find doctors around the world to help us research and FIND A CURE.
9. **HEAL.** Engage the community in THERAPUTIC HEALING ways through our Family Initiatives programs and support groups.
10. **UNLIMIT.** Look in addition and beyond conventional ways into complimentary alternative medicine to find a cure and beat brain cancer.

JOIN THE VOICES

OVERVIEW

Let's conquer brain cancer together!

Join The Voices! Against Brain Cancer events unites thousands of patients, survivors, caregivers, doctors, nurses, social workers and community members across the country to raise money to support cutting-edge research and support programs.

Funds raised are earmarked for research at institutions in local communities. Fundraising efforts also sponsor support groups for brain cancer patients, their families and caregivers.



JOIN THE VOICES



Funds raised from Join *The Voices!* events have funded research and programs that will have a monumental impact on the diagnosis and treatment of brain cancer at institutions, including: **Baylor University / Houston, Boston Children's Hospital / Harvard, Brain Tumor Biotech Center / Feinstein Institute / North Shore LIJ Health System, Brookhaven National Laboratory, Central Brain Tumor Registry Of The United States, Children's Hospital Of Philadelphia / University Of Pennsylvania, Cleveland Clinic / Case Western Reserve University, Columbia, Cornell, Dana Farber / Harvard, DIPG Collaborative, Duke, The Feinstein Institute / North Shore LIJ Health System, Greehey Children's Cancer Research Institute / University Of Texas Health Science At San Antonio, Harvard, Hofstra / North Shore LIJ School Of Medicine, Johns Hopkins, Lenox Hill Hospital / North Shore LIJ Health System, Long Island Brain Tumor Center NY, Lurie Children's Hospital / Northwestern, Massachusetts General Hospital / Harvard, MD Anderson, Memorial Sloan Kettering, New York University, Nicklaus Children's Hospital / Miami Children's Health System, Northwestern University, Ohio State University, Rush University, Stony Brook University, University Of California Davis, University Of California Irvine, University Of California Los Angeles, University Of California San Diego, University Of California San Francisco, University Of Chicago, University Of Miami, University Of Michigan, University Of Pittsburgh, University Of Texas San Antonio, University Of Utah, University Of Virginia, University Of Washington, Vanderbilt University, Wake Forest, Washington University In St Louis , Yale and more.**

2018

Last year VABC reached over

991 million

media and social media
impressions!



VOICES The ones we LOST, the ones who CARE (caregivers), the ones who NEED TO KNOW (the public), the ones who can HELP US find the cure, and the ones who FIGHT.

AGAINST What are we going against? An EVIL disease. An under publicized KILLER. We are going against the PAIN, the FEAR, the STRUGGLE, the LOSS that brain cancer brings on us.

BRAIN Our EMOTIONAL BANK, IDEAS, IMAGINATION, INSPIRATION, MEMORIES, MIND, THOUGHTS, WISDOM. Our source of COMMUNICATION, FEELINGS, HUMAN BODY FUNCTION, HUMAN INTERACTION, HUMAN MOBILITY, MOVEMENT, SPEECH. LIFE.

CANCER Our LIFE TAKER. Our ENEMY. Our biggest ENIGMA.

Our biggest FEAR.

2018 JOINTHEVOICES

28 Events



SAVE THE DATE
2018
JOIN THE VOICES!



January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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26	27	28				

March

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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30						

May

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31						

June

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July

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30	31					

August

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September

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24	25	26	27	28	29	30

October

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24	25	26	27	28	29	30
31						

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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24	25	26	27	28	29	30

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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23	24	25	26	27	28	29
30	31					

Other Cities To Follow: Oklahoma City / Phoenix / Portland, Oregon / San Diego

Rock 'n' Roll Running Series Team
Tough Mudder Series

February

Feb. 1, 2018 - Orlando
Feb. 17, 2018 - Charleston

March

March 18, 2018 - LA Marathon Team
March 18, 2018 - New York City
Half Marathon Team
March 25, 2018 - Central Texas

April

April 14, 2018 - Columbus
April 21, 2018 - KC Bike Ride
April 21, 2018 - JTV Long Island
April 29, 2018 - Mid-MO

May

May 5, 2018 - North Texas
May 12, 2018 - JTV Los Angeles
May 15, 2018 - NY
May 20, 2018 - Des Moines
May 26, 2018 - North Carolina
Pete's Ride Motorcycles
May 27, 2017 - Gray Day Worldwide

June

June 1, 2018 - Biofect Summit
New York City
June 2, 2018 - JTV Atlanta
June 10, 2018 - JTV New Jersey

July

July 7, 2018 - New York
Pete's Ride Motorcycles

August

August 4, 2018 - Cincinnati
Pete's Ride Motorcycles
August 12, 2018 - Jackson
August 18, 2018 - Soccer Tournament, NYC
August 26, 2018 - KC

September

Sept. 7, 2018 - North Carolina
Sept. 8, 2018 - NC Triangle
Sept. 15, 2018 - Detroit
Sept. 22, 2018 - San Antonio
Sept. 22, 2018 - JTV New York

October

Oct. 6, 2018 - Cleveland
Oct. 13, 2018 - Houston
Oct. 20, 2017 - Chicago

November

Nov. 1, 2018 - El Paso
Nov. 4, 2018 - New York
Marathon Team
Nov. 3, 2018 - JTV San Francisco
Nov. 11, 2018 - Miami

December

Dec. 23, 2018 - Margolis Cup /
Lacrosse Tournament, NJ

Millions of Voices

2018

Regional Sponsorship Opportunities

VOICES | \$5,000

***The Official Presenting Sponsor for one of VABC's Join The Voices! Multi-City National Tour.
Ensures funding for local Family Initiatives.***

- Presenting sponsor for one (1) city/event.
- On stage mention during ceremony announcement.
- Logo inclusion on sponsor page of permanent website with link to sponsor website.
- Inclusion in event press release and media outreach.
- Promotional tent and table at the event for marketing collateral.
- Post-event inclusion in e-newsletter blast, with link, to 100,000 person email list.
- Logo inclusion in all digital materials and social marketing initiatives.
- Facebook post mention with photo (minimum two posts)
- Twitter mention (minimum two posts)
- Admission for 10 participants for the city event.

INNOVATORS | \$3,000

Ensures funding for local Support Groups.

- Finish Line sponsor in one (1) city/event.
- Mention at start line announcement.
- Inclusion in event press release and media reach out.
- Promotional table at the event for marketing collateral.
- Logo inclusion in digital and social marketing initiatives:
- Facebook post mention (one post)
- Twitter post mention (one post)
- Admission for 5 participants for the city event.

LEADERS | \$1,000

Ensures funding for Brain Cancer awareness and information through Social Media Efforts.

- Included sponsor in one (1) city/event.
- Logo inclusion in digital and social marketing initiatives:
- Facebook post mention (one post)
- Admission for 3 participants for the city event.

2018

Regional Sponsorship Form

Please return this form to Mario Lichtenstein, Founder, via email at
mariolichtenstein@voicesagainstbraincancer.org
or mail to:

Voices Against Brain Cancer
c/o Mario Lichtenstein
254 West 31st 6th Floor
New York, NY 10001

Company Name: _____
Contact Name: _____
Street Address: _____
City: _____ State: _____ Zip : _____
Mobile Phone: (____) _____ - _____
Email: _____

Level of Regional Sponsorship

- ☐ Voices \$5,000 _____
- ☐ Innovators \$3,000 _____
- ☐ Leaders \$1,000 _____

Get Involved

- ☐ I would like to learn more about forming corporate teams within my company.
- ☐ I would like to learn more about underwriting part of the event.
- ☐ I would like to inform my contacts at other companies about the event.

☐ **Credit Card:** ☐ Visa ☐ MasterCard ☐ AmEx

Credit Card Number: _____ Expiration Date: _____

Security Code: _____ Signature: _____

☐ Donor wishes to remain anonymous.

Check: Please make your check payable to **Voices Against Brain Cancer**.



THANK
YOU!

