

American Cancer Society Relay For Life

National Corporate Team Program

What is the Relay For Life National Corporate Team Program?

The Relay For Life National Corporate Team Program is designed to recognize volunteerism and philanthropy in the corporate community, while supporting and further developing your company's involvement in Relay For Life nationwide.

The program provides your company with the opportunity to form teams across the nation and share in the benefits that come from supporting one of America's most popular and unifying causes – fighting cancer.

The American Cancer Society in the Fight against Cancer

Relay For Life is the American Cancer Society's signature fundraising activity. It offers everyone connected with your company an opportunity to participate in a fun-filled overnight event that celebrates survivorship and raises funds for cutting-edge research and programs provided by your American Cancer Society. During the event, teams of people gather at schools, fairgrounds, or parks and take turns walking or running laps. Each team tries to keep at least one team member on the track at all times.

Your Company's Role

- Recruit a minimum of 50 teams in two or more states across the country to participate in Relay each year.
- Assign a volunteer corporate contact to coordinate Relay teams within your company.
- Promote executive-level support.
- Encourage participation in major office locations.
- Record, track, and share team fundraising information and statistics.

1.800.ACS.2345
www.cancer.org

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No.940147-Rev.07/08

A company-wide team-building event to celebrate, remember, and fight back against cancer

How the American Cancer Society Will Support Your Company

- Provide an online platform and support for employee registration and team tracking.
- Provide motivational guest speakers, as requested, for conference calls, meetings, and rallies.
- Provide recognition through various channels and mediums before, during, and after local Relay For Life events.

Benefits to Your Company

Enhance your brand image. The American Cancer Society is the largest voluntary health organization in the world, with 96 percent brand name recognition. Leveraging the American Cancer Society brand with your own provides significant opportunities to influence consumer behavior.

Boost employee morale. People prefer to work for companies that are good corporate citizens. They are responsive to the beneficial behaviors exhibited by their employer.

Help in the fight against cancer. More than 3 million people in nearly 5,000 communities nationwide participate in local Relay For Life events. Relay provides an excellent way to come together with your employees to celebrate the lives of those who have battled cancer, remember those lost, and join the fight against the disease.

Fast Facts

- In total, nearly 5,000 communities host Relay For Life events.
- In its seventh year, the 37 companies in the National Corporate Team Program represent 5 million employees and more than 6,000 teams.
- The National Corporate Team Program is projected to raise more than \$18 million this year.
- Relay For Life events now take place in 19 countries outside the United States.
- More than 500,000 cancer survivors have been involved in Relay.

"I am proud that KPMG (along with AT&T & Quest Diagnostics), was one of the founding members of the American Cancer Society Relay For Life National Corporate Team Program."

"This type of work emphasizes one of our core values, Committed to our Communities. Everyone at KPMG has been touched, in some way, by cancer and the national support of our Relay For Life teams, as well as all of our work with the American Cancer Society, is our way to support and honor those currently battling cancer and to remember those that we have lost."

– John-Anthony Meza,
KPMG associate director,
Community Involvement