

# Strong4Sam Club Guide

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EVERYTHING YOU NEED TO KNOW ABOUT STARTING AND  
RUNNING A SUCCESSFUL STRONG4SAM CLUB



**STRONG4SAM**

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## **I. Introduction**

Strong4Sam is one of the most dynamic and rewarding organizations you will get involved with and starting a club is the best way to facilitate student involvement. While the thought of “starting” a club can be challenging, the resources in this packet will make it a breeze! Always refer to the appendix when mentioned; it is crucial to understand the process. As you navigate through this packet, you can always feel free to contact us with any questions you may have—we are here to help.

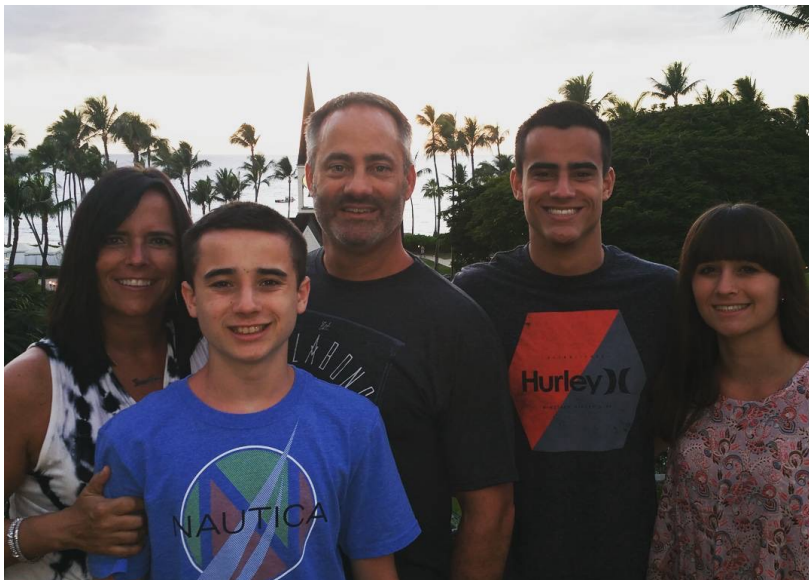
### **A. Background and Mission of Strong4Sam**

In December 2014, Jeff and Kellea Taylor received the devastating news that their youngest son, 11-year old Sam, had an inoperable brain tumor. In the following months, their family was inundated with information about brain tumors and treatment options. They learned the hard way that, while effective, the existing treatment options come with difficult and painful side effects. It was during these early months that they also learned about Project Violet, a nonprofit research group at Fred Hutchinson Cancer Research Center, started by Sam’s doctor, Dr. Jim Olson. Their team of scientist are dedicated towards discovering more effective and less toxic therapies for pediatric cancer.

Born out of the Taylor’s desire to do everything possible to help Sam, Strong4Sam was created as a fundraising group in support of Project Violet, which is funded exclusively through private donations.

In May 2015, after raising and donating over \$40,000 for Project Violet, the Taylors established the Strong4Sam Foundation with the following mission: *Strong4Sam is a non-profit organization dedicated to creating community awareness and raising funds for innovative research to discover more effective and less toxic therapies for pediatric cancer.*

As the Taylor's continue to support Sam through his treatments, they are lifted up and encouraged by the research of Project Violet and the rapid impact this is having in the treatment of pediatric cancer.



**For more background information, check out [strong4sam.org](http://strong4sam.org) and the “Who we are” tab.**

## B. Why YOU Should Start a Strong4Sam Club

To be a part of something much bigger than yourself and to empower other high school students to join this cause. Every family has either a friend or relative who is battling this disease.

Not only would starting a club help others, but it also helps you and your peers by teaching you organization, management, conflict resolution, and people skills. When you start a Strong4Sam club, you are learning life skills that will benefit you forever—all the way from organization and management to conflict resolution. In addition, Strong4Sam teaches you real life science skills that are applicable to science classes and helps you to better understand cancer on a molecular level. Furthermore, Strong4Sam is one of the most welcoming and inclusive organizations you and your friends will ever encounter. You will find the largest diversity of students at a Strong4Sam club from students who have been personally affected by cancer to students that want to learn about the science.

The opportunities with Strong4Sam are limitless—the sky is the limit. You are the next great thing and you **WILL** make a difference.

## C. Important Contact Information

- ⇒ For all general club or Strong4Sam inquiries: [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org)
- ⇒ To contact Team Scorpion president, Annie Taylor: [annie@strong4sam.org](mailto:annie@strong4sam.org)
- ⇒ To contact Team Scorpion vice-president, Rohan Vaidya: [rohan@strong4sam.org](mailto:rohan@strong4sam.org)
- ⇒ To contact Team Scorpion board liaison, Jennifer Mix: [jennifer@strong4sam.org](mailto:jennifer@strong4sam.org)
- ⇒ To contact Strong4Sam Foundation adult vice-president, Kellea Taylor:  
[kellea@strong4sam.org](mailto:kellea@strong4sam.org)

## **D. Connect on Social Media**

### **On Instagram-**

Foundation Strong4Sam: @strong4sam

Skyline Strong4Sam: @skylinestrong4sam

### **On Facebook-**

Foundation Strong4Sam: Search “Strong4Sam”

Strong4Sam at Skyline: Search “Skyline Strong4Sam Club”

### **On Twitter-**

Foundation Strong4Sam: @Strong4\_Sam

To read Sam’s blog: <http://strong4sam.tumblr.com>

## **E. FAQ**

### **1. How is Sam doing right now?**

As of June 2016, the tumor has not grown and thankfully he is doing well! He still has a surgically implanted shunt that helps reduce the pressure in his head, but he is enjoying life and everything it has to offer!

### **2. How much has Strong4Sam raised and where does it go?**

As of August of 2016, we have raised \$250,000 and our goal is to continue raising money until there is a cure. All the money raised goes directly to support Project Violet.

### **3. What is Project Violet’s goal?**

The biggest goal is to “find the cure for cancer” and to ensure no child has to suffer through the hardships of cancer. They hope to find a therapy that will be more specific to targeting tumors as opposed to both healthy and unhealthy tissue. As Dr. Olson says, “I hope for the day when a child walks into my office and I am able to say ‘the good news is

its only cancer.” The ultimate goal is to have the day where breaking your leg is worse than getting cancer.

**4. What do you do in Strong4Sam club?**

We are the youth representation of Strong4Sam. We plan and execute a few events per year in addition to supporting other fundraisers, which will be determined by the Strong4Sam club/foundation board. This means responsibilities could vary from securing the necessary location for the event all the way to getting the volunteers there.

**5. Is Strong4Sam for me?**

Absolutely! Without a doubt. I don't even have to know you to tell you that. Strong4Sam has something for everyone. Whether or not you or someone you know has been affected by cancer, this is a fantastic way to make a difference. If you are interested in science or medicine, this is a great way to learn more about science with an emphasis on cancer. If you are interested in business management and planning, that is a major aspect of Strong4Sam. Strong4Sam club offers many opportunities to practice business skills. If you want to make a real difference with visible results, this club is for you.

**6. I am really interested! What should I do next?**

You can email us at [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org) or call/text us at 425-786-8005.

## **II. Starting and Running a Club**

### **A. Steps to Take When Starting a Strong4Sam Club**

Read through these steps thoroughly, and refer to appendix when needed.

1. Get ready to make a difference in the lives of real people, and help contribute to the scientific discoveries that will change the face of cancer as we know it.
2. Contact Strong4Sam foundation adult board member and Team Scorpion advisor Jen Mix, and Team Scorpion President Annie Taylor, by email at [jennifermix@mac.com](mailto:jennifermix@mac.com) and [annietaylor21@gmail.com](mailto:annietaylor21@gmail.com). Just introduce yourself and let them know you are interested!
3. Spread awareness within your area (school, church, youth group, community, etc) and recruit as many people to help as you can
4. If you are at a school, check with your activities coordinator (ASB) on the steps required to start a club. This will differ by school, but usually there is some paperwork and an approval process. This document should cover all the resources for the application and presentation for approval, but if there are any questions, you can contact Team Scorpion at [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org) and they can help!
5. After approval (if you are a school), host your first club meeting! More details on how to advertise your first meeting and more will come later (page number)
6. At your first meeting, give a brief presentation on what Strong4Sam does, who we support and our mission statement. Consider showing the Strong4Sam introduction video. Plan on a time to vote on a president, vice-president, secretary, treasurer, and director of communication (optional). A full sample agenda can be found in **appendix B**.
7. Using the ideas that you generated as a club, meet with your executive board and try to pick 2-3 of these to do. Try to pick a date that is appropriate for the event and would have the most people there. Work on “reserving” any necessary facilities for the event. Refer



to **appendix C** to see some tips and pointers for planning your own event and sample event ideas.

8. As you are planning the event, meet regularly to discuss the progress, learn about the science, or think of ways to add to Strong4Sam!

### **B. Advertising**

It is crucial to advertise your meetings and events! Here are some tips and tricks to ensure a successful advertising campaign—these are by no means exhaustive!

1. Tell your friends about it! Verbal advertisement is highly effective.
2. After telling your friends, ask them to post on their personal social media accounts (Facebook, Instagram, Twitter, Tumbler, etc) about what Strong4Sam is and to encourage people to attend your first meeting/event. When posting on social media about Strong4Sam use #strong4sam! This is important!
3. If you are at a school, make posters or flyers and hang them up around the school to advertise the what, when, and where of your meeting/event.
4. If you are at a school with morning announcements, ask if they will consider running a short message there.
5. Talk to science teachers at your school to explain what Strong4Sam is and ask them to encourage their students to join/come to events.
6. If your school, church, youth group, etc has a reader board, see if you can put a message there.
7. Create social media accounts for your school/church/youth groups. For example, on Instagram, [your school's/community's/church's name] [strong4sam]. Also, create an

email address for your club [your school's/community's/church's name]  
[strong4sam]@gmail.com.

### **C. Strong4Sam Merchandise**

Strong4Sam merchandise has some of the coolest swag out there. From shirts to hats, we've got you covered. To order Strong4Sam merchandise for you or your club, visit [www.strong4sam.org/collections/all](http://www.strong4sam.org/collections/all) or email [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org).

## **III. The Science**

### **A. Pediatric Cancer Facts**

A big part about Strong4Sam is the science of cancer and the science of the Project Violet research. In appendix E, you can find a “Quick Fact” hand-out! This is a handy tool to give to club members or other people wanting a quick overview of the science. Below is a more detailed explanation. More information on the science can be found on [strong4sam.org](http://strong4sam.org) and on [projectviolet.org](http://projectviolet.org).

Cancer is a disease that starts off with normal cells in the body, healthy growing cells, but when they go through the cell cycle, they mutate—change. When this mutation occurs, the cells will often start multiplying at an alarmingly high rate. When this happens, it is cancer—the uncontrolled spread of mutated cells.

Around any cell is a membrane—a skin-like barrier that protects and limits what enters and exits the cell. There are multiple ways to fight cancer: Antibodies, chemotherapy, and what Project Violet's research. (There is a good game that explains this with a visual and tactile approach. You can find this in appendix F). The body's natural defense, also known as

antibodies, cannot fit through the cell membrane and fight cancer. Today, the go-to method is chemotherapy and it is just the right size to get through the cell membrane, but it is also highly inaccurate and therefore hits other healthy cells and kills them. This type of method is known as cytotoxic chemotherapy. Cytotoxic means that the drug harms healthy cells in addition to the cancerous ones. That's where Project Violet comes in. In the past decade, the science has shifted its focus from developing cytotoxic drugs to more specified molecules designed to target cancer. Over 40 molecularly targeted agents have been approved by the FDA while no chemotherapy drugs have been approved since 2010 that are not specific to the tumor or have target specific components. Project Violet looks to nature for certain molecules that are effective in targeting cancerous cells, but leaves health tissues untouched.

One amazing invention that Dr. Olson and Project Violet developed is a drug called Tumor Paint—also known as BLZ-1000. Tumor paint is made from special molecules found in the Afghani Death Stalker Scorpion that are called optides. These optides are naturally attracted to solid cancerous masses like tumors found in the body. When engineered to carry a fluorescent tag, the optide lights up—brightly. When the optides are present in the body the whole tumor lights up, layer by layer, and allows for a surgeon to clearly distinguish between tumor and healthy tissue. In a normal setting, a surgeon operating to remove a tumor has to remove a section of surrounding, healthy, tissue to ensure that cancer cells spreading from the solid tumor are also removed. This method is at best, an educated guess. In the case of a brain tumor, even removing a millimeter too much of brain tissue can leave the patient with damage for the rest of their life.

This is an overview of the sciences that Strong4Sam is involved with. However, Project Violet has made other great strides in funding innovative scientific research.

You can find a page with useful links and videos in appendix G.

## Appendix A: Strong4Sam Logo

In order to maintain brand identity, remember to ALWAYS use the official Strong4Sam logo and font (below).

### Logo Dark:



**Logo Light:**



**STRONG4SAM**

## Appendix B: Sample Agenda for First Meeting

<b>Time:</b>	<b>Title:</b>	<b>Description:</b>
10 minutes	Load/Snacks/Drinks	Allow people to enter, get refreshments, and mingle.  Have a sign in sheet that asks for name, email and phone number.
5 minutes	Introductions	Introduce yourself and whoever else helped get the club started.
10 minutes	Strong4Sam Foundation  Video	Show video:  <a href="https://vimeo.com/153052813">https://vimeo.com/153052813</a>
10 minutes	What is Strong4Sam?	Give a presentation on what Strong4Sam is. The presentation can be found on the Strong4Sam website <b>under the Team Scorpion tab</b> .
20 minutes	Possible Events	Brainstorm possible events.  Allow any and all ideas—you can filter through them later.

5 minutes	Next steps/Elections	Talk about when your next meeting will be and when you will hold elections. Talk about what people can expect next.
10 minutes	Closing	Thank people for their time and interest.

### **Appendix C: Planning your event and event ideas**

#### **Possible events:**

- ⇒ Garage sale
- ⇒ Car wash
- ⇒ Dog wash
- ⇒ Auction
- ⇒ Sports event (have a booth and collect donations)
- ⇒ Bake sale
- ⇒ March Madness bracket competition
- ⇒ Silent auction
- ⇒ Smoothie stand
- ⇒ Have a booth at a parade/social gathering/sports tournament/etc.

**Planning an event (It is recommended that this is done with your executive board):**



Please, keep Strong4Sam Foundation ([teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org)) in the loop!

1. Decide the goals and objectives of the event. Write these down and keep it in a safe place.
2. Contact Strong4Sam foundation at [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org) to tell them about the event so they can offer any guidance. They can also help advertise it on their social media accounts.
3. Break down the event into main categories (food, games and activities, publicity, etc).
4. Next, you have a few options. You could either break the club into different committees (each has a team leader) with each one planning and managing different aspects (they report to the executive board) or, your executive board can manage it all and get the club members to help where necessary. It is recommended to do the first since it encourages more involvement from the club and makes things much easier.
5. Decide where you will hold the event and reserve any facilities. (Try to do this as early as possible because you may need to fill out a form)
6. Using appendix B, start to advertise your event—early!
7. Create a wish list of all the items you would need for your event and start distributing the wish list to get those materials. Try to have all materials either be free or donated so that costs stay minimal. Of course, it is okay to spend a bit of money to ensure the event is fun and goes well.
8. Start deciding what jobs are needed on the day of the event and making a “duty roster”.  
Tell club members that help is needed and have them sign-up for slots EARLY!

9. Two weeks before the event, meet and assess if you have everything for the event and if anything still needs to be done. Contact Strong4Sam at [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org) to tell them about the final plans for the event.
10. Hold the event and have FUN! You have spent a long time planning and it will go great.
11. After the event, meet and assess whether the event has met your goals and objectives.  
Talk about what you can improve for your next event.
12. Hold a party! Celebrate. You deserve it!
13. Contact Strong4Sam at [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org) to talk about the money procedure.

#### **Appendix E: “Quick Fact Hand Out!”**

**If you desire additional information about the source, email us at [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org).**

#### **Quick Fact Handout!**

1. Only 4% of federal government funding goes to support pediatric cancer research (Ref 1).
2. 1,658,370 people are diagnosed with cancer each year in the United States and about 589,430 people in the United States will die of cancer in 2015 (Ref 2).
3. About 91, 250 children die of cancer around the world each year—250 a day (Ref 3).

4. Two-thirds of childhood cancer patients will have long-lasting chronic conditions from their conditions (Ref 3).
  
5. The average age of childhood cancer diagnosis is 6-years (Ref 4).
  
6. 1 in 285 children were diagnosed with cancer in 2014

Reference:

- [1] "I Care I Cure." *I Care I Cure Foundation RSS*. N.p., n.d. Web. 27 June 2016.
- [2] "Cancer Facts & Figures 2015." *Cancer Facts and Statistics 2015*. N.p., n.d. Web. 27 June 2016.
- [3] "Childhood Cancer Facts." *Alex's Lemonade Stand Foundation for Childhood Cancer*. N.p., 20 Aug. 2009. Web. 27 June 2016.
- [4] "Cancer Facts - The Truth 365." *The Truth 365*. N.p., n.d. Web. 27 June 2016.

**Appendix F: Cancer Cell Membrane Simulator**

**Recap:** As mentioned earlier, all cells have a cell membrane. A layer of “skin” that protects it from the dangers outside of the cell. The cell membrane regulates what goes in and out.

Antibodies are too big to go into the cancer cell, chemotherapy is small enough to fit in, but it is inaccurate. However, the optides that Project Violet is using are just the right accuracy and size.

**Set-Up:** Set the net up on a table with the cans stacked spelling the words “cancer” behind it. On a table, about 10-feet in front of the net, set down the small light bean bags, the large wavy bean bags, and the medium sized heavy bean bags.

**The Game:** Here is something you might consider saying, “This game is a really cool visual representation. The cans with the net in front of it is a cancer cell. [Point to the table with cans and net] The cans are the inside of the cell and the net is the cell membrane, the part of the cell that protects the cell from the outside and regulates what goes in and out. This, [Hold up the small molecule] is the chemotherapy drugs that are currently being used. Go ahead and throw it. [They throw it and either it will miss or it will do no damage.] As you can see, it is highly inaccurate and ineffective at killing the cancer. That is just how chemotherapy is—inaccurate and ineffective. Now, go ahead and throw the antibody [the large two-prong bean bag]. [Some will try and scrunch it up, but usually, it will get caught in the net] So that was the antibody, the bodies natural defense to cancer or any invasive disease. However, the cell membrane of the cancer cell is able to filter it as the antibody is too large. Finally, go ahead and throw the medium sized bean bag. [Most times it hits the target and knocks down the cans but sometimes it also hits the net and doesn’t go in. If that happens just laugh and explain how it is a model, but it isn’t

perfect] That is what Project Violet is researching, an optide from nature that is able to fight cancer at the source using specific attributes from the tumor rather than a chemotherapy drug that is specific to the larger system. [Thank them for their time and direct them towards the option of buying merchandise, making a donation and [strong4sam.org](http://strong4sam.org)—where they can get more information]

[Insert the picture of the game here]

To get the game for your event, contact [teamscorpion@strong4sam.org](mailto:teamscorpion@strong4sam.org).

## **Appendix G: Useful Links and Videos**

### **Strong4Sam Website:**

1. <http://www.strong4sam.org/>

### **Project Violet Website:**

1. <https://www.fredhutch.org/en/labs/clinical/projects/project-violet/about-us/team.html>

### **Super Cool Videos:**

1. <https://vimeo.com/72117265>
2. <https://vimeo.com/74421800>
3. <https://vimeo.com/81844645>

4. <http://www.kiro7.com/video?videoId=167393575&videoVersion=1.0>

**CAN WE ADD A DESCRIPTION OF THE VIDEOS BELOW EACH ONE**

**Cancer Facts and Statistics:**

1. <http://www.cancer.org/acs/groups/content/@research/documents/document/acspc-047079.pdf>
2. <http://www.cancer.org/cancer/cancerinchildren/detailedguide/cancer-in-children-key-statistics>
3. <http://www.cancer.net/cancer-types/childhood-cancer/statistics>
4. <http://www.alexislemonade.org/childhood-cancer-facts>

**Strong4Sam in the Media:**

1. <https://m.youtube.com/watch?v=hw05-3AirPY>