

## AN INITIATIVE SUPPORTING THE KAY YOW CANCER FUND



February 7-17, 2014

**A nation of coaches coming together in the fight against women's cancers.**

Coach Yow was a women's basketball coach. Coach Yow was a friend. Coach Yow was a colleague. Coach Yow was a mentor. Coach Yow was a leader. Coach Yow was humble. Coach Yow was generous. Coach Yow had a vision and a mission.

The Kay Yow Cancer Fund, in partnership with the Women's Basketball Coaches Association (WBCA) and The V Foundation, was founded on December 3, 2007 from the vision of the organization's namesake, Kay Yow, former NC State University head women's basketball coach. The Kay Yow Cancer Fund is a 501 (c)(3) charitable organization committed to being a part of finding an answer in the fight against women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause.

Coach Yow was a Founding Member of the WBCA, a Past President and a supporting voice for coaches throughout the country. The Kay Yow Cancer Fund is the WBCA's "charity of choice." In addition, the Kay Yow Cancer Fund is the "charity of choice" of the Texas Girls Coaches Association and partners with organizations such as the NCHSAA, NCAA, NAIA, CoSIDA, AAU, NACDA, NJCAA, NACWAA and NACMA. Coach Yow believed strongly that coaches share not only a community, but should also share in a cause "much larger" than the game. It was her goal, through the Play 4Kay initiative, that a nation of coaches would come together "as one" to raise awareness and funds to support women's breast cancer research – that coaches would take



an active role in being a part of "finding an answer." Coach Yow's vision for the Fund encompassed not only her wish to fund women's cancer research, but also her desire for coaches to enrich their lives by serving others.

Coach Yow was grateful that her life was extended and the quality of her life was enhanced due to her participation in research projects, including clinical trials. In the words of Coach Yow, "I want to do something. I want to be a part of finding an answer."



Play 4Kay began in 2007 and since its inception, has raised over \$2.6 million. This initiative serves as a platform for a "nation of coaches" to raise breast cancer awareness and funds for research on the court and playing fields, across campuses, in communities and beyond to benefit the Kay Yow Cancer Fund. This success is because coaches and players from middle schools, high schools, summer programs, junior/community colleges, NAIA, and NCAA Divisions I, II and III have come together to help fulfill Coach Yow's vision and mission. Women's basketball teams, as well as football, volleyball, softball, soccer and men's basketball teams have joined the Kay Yow Cancer Fund and participated in the Play 4Kay initiative by hosting an event, with funds raised supporting the Kay Yow Cancer Fund. All of the events have been "BIG" in helping the Kay Yow Cancer Fund raise the funds to support research.

Please help fulfill Coach Yow's vision by joining your coaching colleagues throughout the country by hosting a Play 4Kay game and donating the funds raised to the Kay Yow Cancer Fund. Follow these steps to join Coach Yow's team and the efforts to raise awareness and funds to support women's breast cancer research.

## SELECT A DATE

The 2014 Play 4Kay dates are February 7-17, culminating on February 16-17 as ESPN provides its Play 4Kay coverage on its various platforms. If possible, designate a game during this "window" as your Play 4Kay game. For sports other than women's basketball, Play 4Kay dates can be scheduled at any time during the year. For women's basketball programs, game dates can be set outside of the official window, but we encourage programs to schedule within the designated "window" in order to be able to fully participate in the national initiative.

## REGISTER YOUR EVENT

Log onto [Play4Kay.org](http://Play4Kay.org) and register your team and team members. The website will serve as a valuable resource for fundraising ideas, "look and décor" products, fundraising goal setting and tracking and promotional collateral materials. Additionally, the website will provide fans an opportunity to submit online donations. The website will be available for registration on October 1, 2013. Detailed information regarding the Play 4Kay initiative including promotional ideas, registration information, post-event reconciliation instructions, and merchandise order forms will be sent in early November 2013.

## PARTICIPATE IN A WEBINAR

The Kay Yow Cancer Fund staff will host a series of webinars providing information on how best to utilize [Play4Kay.org](http://Play4Kay.org), steps for organizing an event, available resources and post-event reporting options.

## PLAN YOUR PLAY 4KAY EVENT

The Kay Yow Cancer Fund staff is available to provide assistance throughout your planning and execution phases. The staff can provide ideas, event suggestions, etc. For assistance, call the Kay Yow Cancer Fund staff at 919/659-3301.





# PLAY 4KAY DIVISIONAL WINNERS

The Kay Yow Cancer Fund will award Play 4Kay winners from High School, Junior/Community College, NAIA, and Divisions I, II and III. Award winners will be recognized at various events, held in conjunction with the 2014 NCAA Women’s Final Four and WBCA National Convention.

## DONATIONS

Participating teams are encouraged to register their event on [www.Play4Kay.org](http://www.Play4Kay.org). Once a team has registered and set up its team page, team fans should be encouraged to donate online. These donations will be credited to your school/event. To promote in-arena giving, text ‘4KAY’ to 85944 and reply ‘YES’ to confirm standard \$10 gift. Checks, made payable to ‘Kay Yow Cancer Fund’ may be sent to 5121 Kingdom Way, Suite 305, Raleigh, NC, 27607.



## NIKE KAY YOW COLLECTION

As a founding partner of the Kay Yow Cancer Fund, each year NIKE launches an exclusive ‘Kay Yow Collection’ that includes: Tees, Elite Socks (Kay Yow edition), backpacks, etc. To purchase product in bulk for your team or event, please contact the Kay Yow Cancer Fund staff at 919.659.3303. Team discounts are available. For all other needs, please visit [nike.com](http://nike.com) and search for KAY YOW.

## IDEA LOCKER ROOM

Go to [Play4Kay.org](http://Play4Kay.org) to see what great ideas have been put into place for the Play 4Kay games. If you have an idea that has enhanced your event, please share on [Play4Kay.org](http://Play4Kay.org).

## WHERE DOES THE MONEY GO?

The Kay Yow Cancer Fund, in large part due to the success of the Play 4Kay initiative, has been able to support the following women’s cancer research and related projects. THANKS TO EACH OF YOU WHO HAVE BEEN A PART OF SUPPORTING THE KAY YOW CANCER FUND AND PROVIDING THE FUND THE OPPORTUNITY TO SUPPORT IMPORTANT WOMEN’S CANCER RESEARCH!

Since 2007, the Kay Yow Cancer Fund has raised over \$8M and awarded over \$2.6M in research grant support. On April 6, 2013 the Kay Yow Cancer Fund Board of Directors unanimously supported the awarding of the Fund’s third \$1M scientific research grant. The Kay Yow Cancer Fund, in collaboration with The V Foundation and its Scientific Advisory Board, is currently engaged in a “request for proposal” process, which will award funding for a research project focusing on cancers in the aging women’s population, including clinical trials.



- Rex Healthcare Foundation (\$115,000 – Raleigh, NC)
- Tulane Cancer Center (\$100,000 – New Orleans, LA)
- University of Colorado Cancer Center (\$100,000 - Denver, CO)
- The University of Texas MD Anderson Cancer Center (\$1M – Houston, TX)
- Melvin and Bren Simon Cancer Center at Indiana University (\$100,000 – Indianapolis, IN)

- Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins (\$1M – Baltimore, MD)
- University of Texas Health Science Center at San Antonio (\$100,000 – San Antonio, TX)
- Siteman Cancer Center at Washington University School of Medicine (\$100,000 – St. Louis, MO)

## THOUGHTS ABOUT COACH YOW

Between the lines and outside the lines of the basketball court, there were few equal to Coach Yow.

Coach Yow was a woman with a powerful heart.

Coach Yow had a relentless spirit and a commanding mind.

Coach Yow taught student-athletes about life, grace, faith, dignity and positive attitude.

Although cancer was Coach Yow’s greatest opponent, she always found time for others.

When you met Coach Yow, you walked away with a new friend. You walked away as a better person.

## COACH YOW’S WORDS OF WISDOM

“

When life kicks you, let it kick you forward.

Think positive. Never, ever give up. Don’t quit.

I will – not just I’ll try.

I feel like I had zero control over getting cancer, but I have 100 percent control over how I will respond to dealing with cancer.

”

Coach Yow wanted to give strength, hope and faith to others impacted by women’s cancers. She wanted to give something back that would be lasting – the Kay Yow Cancer Fund. Each of us has 100% control on ensuring that the wishes of Coach Yow’s heart and her vision are fulfilled by supporting the Kay Yow Cancer Fund and hosting a Play 4Kay event to support women’s cancer research.



## STAY CONNECTED



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[Play4Kay.org](http://Play4Kay.org)



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