



**STAAR**  
ovarian cancer foundation  
survive. thrive. advocate. advance research.



**STEP UP  
AMERICA**  
FOR OVARIAN CANCER



**GOALS & PLANS**

STAAR Theme:

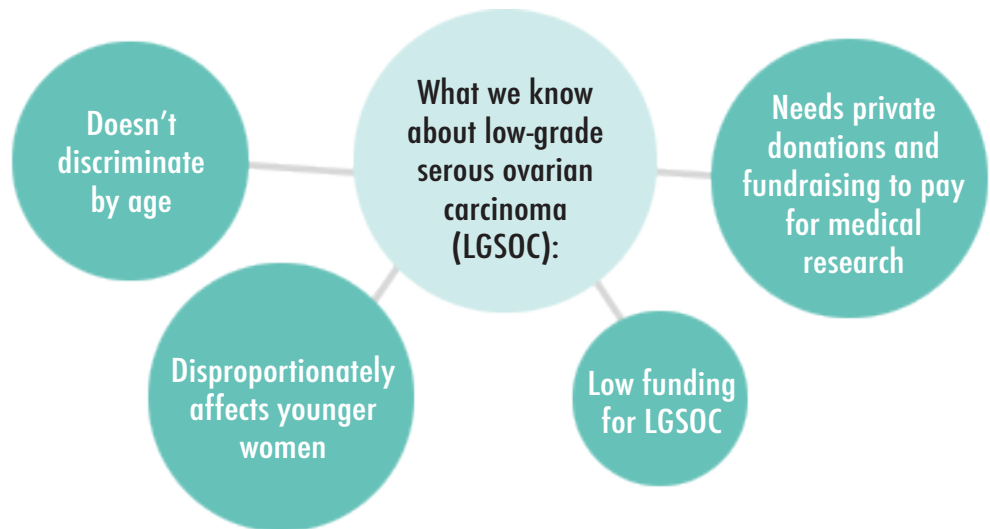
# COLOR THE COUNTRY **TEAL!**

## Our Mission:

STAAR exists to raise critical funds for life-saving research for those with low-grade ovarian cancer.

## Our Vision:

**R**aise Funds  
**A**wareness  
**R**esearch  
**E**ducation



## What STAAR can do:

Support groups who want to raise awareness and educate about ovarian cancer, especially low-grade serous ovarian carcinoma and who also want to fundraise with STAAR.

## Step Up America for Ovarian Cancer Detailed Goals

In 2022 STAAR Ovarian Cancer Foundation launched the Step Up America for Ovarian Cancer national campaign. The campaign, which began as a local Houston-based event in 2020, combined three components: awareness, education, and fundraising. By all accounts, the inaugural year of Step Up America was a success! This year we plan to increase our impact by continuing our grassroots efforts to inform the public through volunteer-hosted September events and expand our support for cutting-edge research that specifically studies low-grade serous ovarian carcinoma.

A keystone to the awareness and education campaign component will continue to be the t-shirts we distribute that list the symptoms of ovarian cancer on the back and become “human billboards,” spreading awareness and education to all who see the shirt. From previous events with similar shirts, feedback has been overwhelmingly positive with multiple stories of participants asked about the symptoms or asked if a picture could be taken of the back to share with someone. Our t-shirt distribution efforts will continue to take place in September with a total of approximately 2,500 shirts distributed nationwide. To accomplish this goal, we are seeking national sponsorships.

Our fundraising component involves volunteers creating events or fundraising teams during the month of September, which is Ovarian Cancer Awareness Month. Event leaders will register their events on the STAAR OC website and determine their own activities. We are seeking 25 individuals to create different events across the United States. Besides raising funds, these events will also help raise awareness and educate participants about ovarian cancer.

Since 2020, over 50 events have distributed more than 3,500 t-shirts and raised over \$500,000 for research specifically targeting low-grade serous ovarian cancer. Through a targeted social media campaign in 2022, Step Up America for Ovarian Cancer reached thousands of Americans explaining the importance of supporting this life-changing research. In 2021, Step Up America for Ovarian Cancer expanded to college campuses to reach young adults. This effort grew from two colleges in 2021 to five colleges participating in 2022. It is our goal to expand Step Up America for Ovarian Cancer- Colleges to reach a demographic that doesn't realize they are at risk through the t-shirt awareness campaign.

Funds raised will support ovarian cancer research and will be distributed by STAAR. Since its founding in 2020, STAAR has funded four research projects focused on low-grade serous ovarian cancer at The University of Texas MD Anderson Cancer Center and Memorial Sloan Kettering Cancer Center. We know this year will be another success!



## Awareness and Education

The overall mission of the STEP UP AMERICA for Ovarian Cancer campaign includes an awareness and education component. We are spreading the word to women and men about the ovarian cancer symptoms because there is no regular screening process which leads to an overwhelming number of late stage diagnosis. Low-grade serous ovarian carcinoma especially needs attention as it disproportionately affects younger women who may not be aware of their risk. We will use t-shirts as human “billboards” and social media to expand our reach to educate and raise awareness.

STAAR’s STEP UP AMERICA SM Team will support event teams by creating awareness and education posts they can use, although we will encourage teams to also create posts that are specific to their events and efforts. We will ask each event representative to tag STAAR on all posts.

## Aggressive Social Media Campaign



## Step Up America Events

**25+** Locations across  
the United States **5+** College  
Events

### STAAR will provide each Step Up America Event:

- T-shirts for events that register by July 27th
- Digital packets including pre-made social media collateral to share
- Banner (upon request by August 1st)
- Donor acknowledgement forms through online platform
- Digital packets provided by STAAR Step Up America Leadership Team
- Sponsorship forms
- Ovarian Cancer Awareness and Education information and generic media
- Donor Acknowledgement forms for sponsors paying by check

### T-shirt Campaign



# FUNDRAISING

## Fundraising

**Goal amount \$200,000**

\$125,000 25 events at \$5,000 per event

\$10,000 5 college events (\$2000 each)

\$65,000 National Sponsorships\*

**National Sponsorship Goal: \$65,000**

## Sponsorship Options



Sandals  
\$500



Boots  
\$2,500



Ruby Slippers  
\$12,000

Glass Slippers  
\$25,000



Sneakers  
\$100



Stilettos  
\$5,000



In March 2022, STAAR was able to donate \$150,000 to research studies by Dr. Gershenson.

“We are extremely grateful to STAAR for their generous support of this important research initiative. Low-grade serous ovarian carcinoma is a rare subtype of ovarian cancers that is relatively insensitive to chemotherapy,” said Dr. David Gershenson of University of Texas MD Anderson Cancer Center. “And because we know endocrine therapy can be successful, we need to better understand for whom.”