



A large, semi-transparent teal circle is positioned at the bottom of the page, containing the text for the 2022 goals and plans. The background of the entire page is a grayscale photograph of a group of people participating in a walk or run, likely a步行活动 (Step Up America). They are wearing various shirts, some with the STAAR logo, and are standing on a track field.

# STEP UP AMERICA

FOR OVARIAN CANCER

# 2022

# 2022 GOALS & PLANS

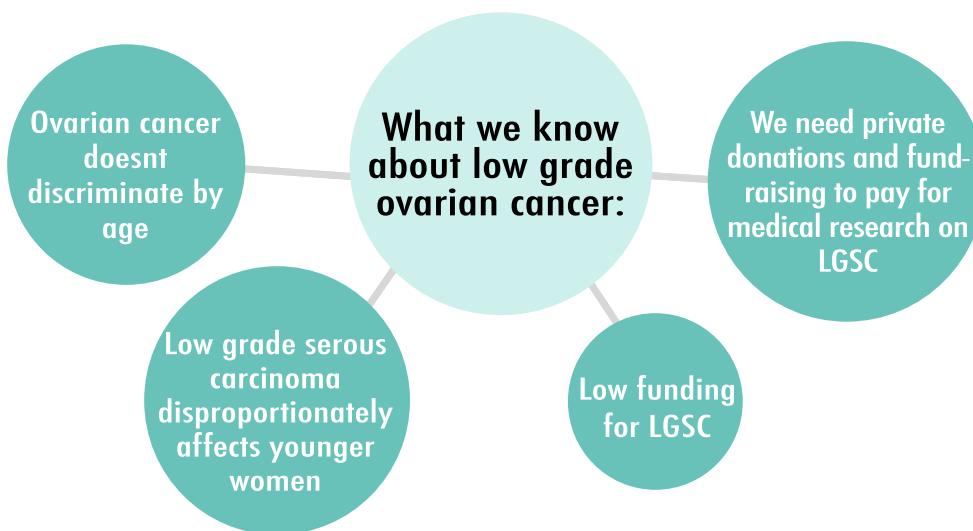
## STAAR OC Theme for 2022: Color the country TEAL!

### Our Mission

To educate and raise awareness about ovarian cancer and increase research funding especially for rare forms of the disease.

### Our Vision

**Raise funds  
Awareness  
Research  
Education**



**What STAAR OC can do:** Support groups who want raise awareness and educate about ovarian cancer, especially LGSC and who also want to fundraise with STAAR.

### IMPORTANT DATES:



**MAY 8**

World Ovarian Cancer Awareness Day



**SEPTEMBER**

Ovarian Cancer Awareness Month

## 2022 STEP UP AMERICA for Ovarian Cancer Detailed Goals



This year, STAAR Ovarian Cancer will launch the Step Up for America national campaign during September. The campaign combines three components: awareness, education, and fundraising. A keystone to the awareness and education campaign component will be the t-shirts we will distribute which list the symptoms of ovarian cancer on the back of the shirt and become human “billboards” spreading awareness and education to all who see the shirts. Sponsors in the top two sponsorship levels will have their company logos printed on our t-shirts.

From previous walks with similar shirts, feedback on t-shirts has been overwhelmingly positive with multiple stories of participants wearing the shirts: being asked about the symptoms or asked if a picture could be taken of the back to share with someone. Our t-shirt distribution goal this year will take place through nationwide events making our overall t-shirt distribution goal of approximately 2500 shirts. To accomplish this goal, we will seek national sponsorships.

Our fundraising component involves people creating events during the month of September, which is Ovarian Cancer Awareness Month. Event leads 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 during the activities.

In 2020 and 2021, a 5K walk was planned in Houston, Texas as part of the Step Up Call from Cure our Ovarian Cancer Charitable Trust. Both years \$25,000 was raised, the events had 200 participants, and a combined total of 500 shirts were distributed. The event was publicized on an individual FaceBook page and shared by others. The post invited people to donate, shared information about ovarian cancer and asked for event participants. Participants signed up via a Sign-up Genius link. Donors donated through FaceBook or through the STAAR OC website.

In 2021, two Texas universities piloted Step Up awareness campaigns: University of Texas at Austin hosted a Step Up Horns Up for Ovarian Cancer walk from campus to the state capital, and Texas A&M University hosted a Step Up Thumbs Up for Ovarian Cancer walk on their university campus. The student co-chairs of the events created social media accounts and an educational video about ovarian cancer inviting students and alumni from their universities to participate in their events and to share the awareness information.

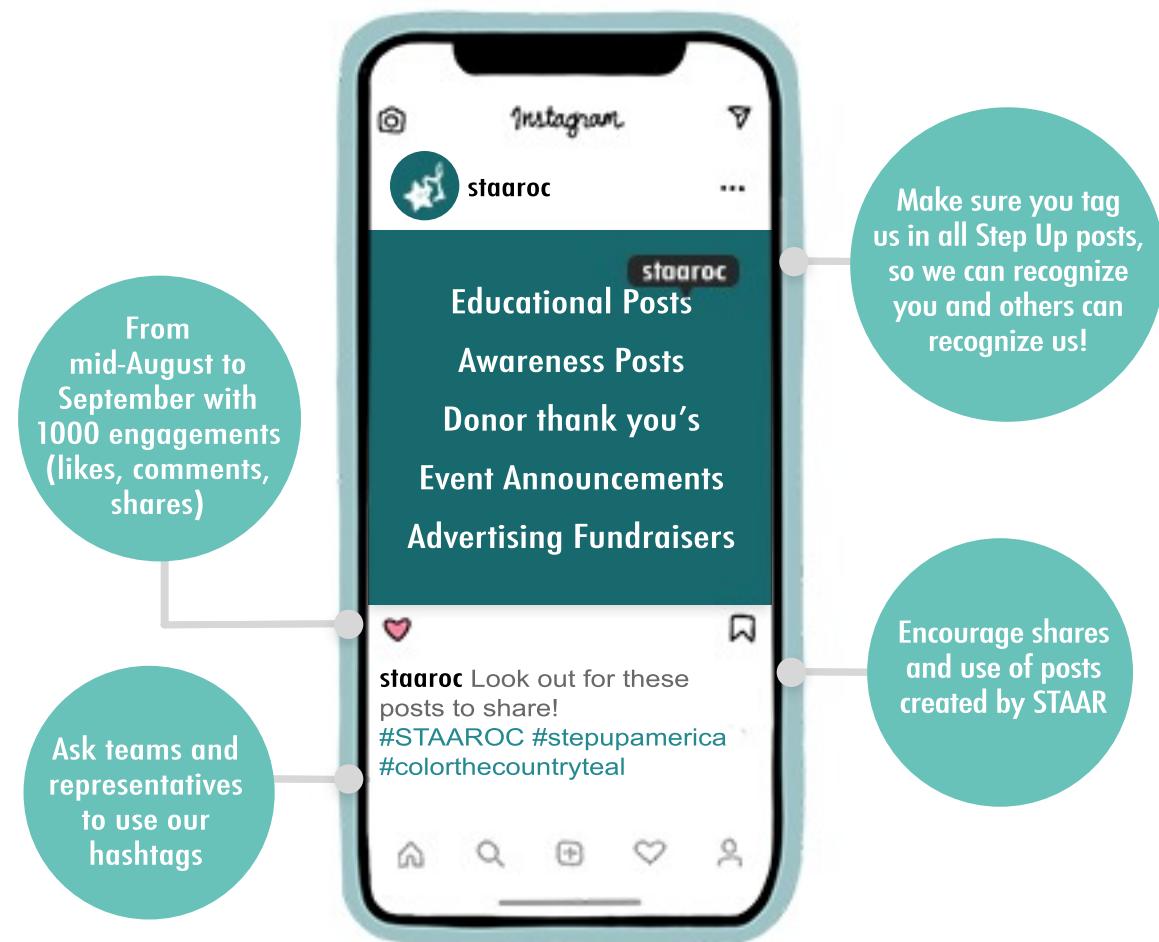
# AWAWARENESS & EDUCATION

## 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 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:

- Up to 50 T-shirts (will consider additional t-shirts upon request),  
200 shirts to College Events
- Digital packets including pre-made social media collateral to share
- Banner (if doing an event)
- Signs with OC symptoms listed (Upon request)
- Donor acknowledgement forms through online platform
- Digital PACKETS Provided by STAAR STEP UP AMERICA LEADERSHIP TEAM
- Excel examples for tracking participants
- Sponsorship forms
- Ovarian Cancer Awareness and Education information and generic media
- FlipCause instructions/ Making a team and sub teams
- 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



**Sneakers**  
\$1,000



**Boots**  
\$2,500

**Stilettos**  
\$5,000

**Ruby Slippers**  
\$12,000

**Glass Slippers**  
\$25,000



**In March of 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."**