



Funding Research for Metastatic Breast Cancer



The Cancer Couch Foundation Presents

Scoops Challenge Fundraiser

Help lick metastatic breast cancer by throwing your own Scoops Challenge Fundraiser!

Join [The Cancer Couch Foundation](#) in its mission to accelerate treatment options for metastatic breast cancer (MBC) patients, who experience the most deadly form of this disease. 1 in 8 women will develop invasive breast cancer, and 30% of those diagnosed with early stage breast cancer will eventually be re-diagnosed with MBC. The average prognosis for MBC patients is 2-3 years. Despite all of these facts, less than 7% of breast cancer research funds go towards MBC.

That's why The Cancer Couch Foundation exclusively funds research to help scientists learn more about MBC. Dr. Rebecca Timlin-Scalera, The Cancer Couch Foundation's founder, carefully selected two of the most promising scientists in the field at two of the world's leading cancer centers, [Memorial Sloan Kettering Cancer Center](#) and [The Dana-Farber Cancer Institute](#), to fund cutting-edge research into MBC. The foundation is volunteer-run and privately funded, so 100% of the proceeds go directly towards the research.

How You Can Help!

Host a Scoops Challenge Fundraiser in your Hometown

It's simple! We'll provide you with resources, details and directions. All you have to do is contact your local ice cream shop and be prepared to have a lot of fun!

How it Works:

Partnering with a local ice cream shop, invite local kids to gather for an ice cream eating competition! Kids form teams that compete to eat as many scoops of ice cream as they can in 5 minutes. The first 32 teams who pledge to raise \$200 for The Cancer Couch Foundation get to participate.

If you're interested in hosting a Scoops Challenge Fundraiser and would like more info, please email: paula.cunningham@sbcglobal.net



How it Began



Dr. Rebecca Timlin-Scalera is a mother of two, wife, and neuropsychologist. On September 3, 2015, at 43 years old, she was blindsided by becoming one of the unfortunate 1 in 8 women who develop invasive breast cancer in their lifetime. After having been diagnosed with every stage of this disease, including Stage 4, before being upgraded - and now treated - at Stage 3C, she realized how underfunded and misunderstood Stage 4 (metastatic) breast cancer is. She immediately founded [The Cancer Couch Foundation](#) to exclusively fund research on metastatic breast cancer.

Al DiGuido, owner of [Saugatuck Sweets](#), Rebecca's local ice cream shop, is also the founder of [Al's Angels](#), an organization that helps families and children in need. He generously offered to sponsor a fundraising event for The Cancer Couch Foundation called "[The Saugatuck Scoops Challenge!](#)" The idea was to have local kids raise money for the opportunity to compete in an all-you-can-eat ice cream challenge. 32 teams of school children from grades K-12 competed for free ice cream by raising money for The Cancer Couch Foundation.

On June 17, 2016 - the last day of school - everyone gathered at Saugatuck Sweets for the Challenge. All told, the participants raised over [\\$20,000](#) to support The Cancer Couch Foundation, and had a lot of fun doing it! Prizes were awarded for the most ice cream eaten in 5 minutes, and for the most money raised.

The event was so successful, other communities around the country started asking if they could join in on the fun, too. Rebecca decided to let other groups create the same kind of Scoops Challenge events to fundraise for The Cancer Couch Foundation!

Right: The prizes at the first Scoops Event!



Tips on How to Create Your Own Scoops Challenge Fundraiser

- We created flyers for the event. Please use our logo for whatever flyers you come up with! Contact us for permission to use our logos.
- We found the ideal team logistics to be: 40 teams of 4 kids each, leading to a total of 160 kids at the event. Have each team commit to raising at least \$200. For timing the event, we found that having each team go for a 15 minute time slot, with only 5 minutes of eating ice cream, worked best. This led to a 2.5 hour event, all told.
- We suggest limiting your event to 2 ice cream flavors, or just having vanilla - this makes it far easier for the ice cream scoopers, who should be stationed behind the team tables in order to refill ice cream bowls for the kids. Additionally, you should definitely use disposable bowls and spoons, and have plenty of volunteers on hand (one per table ideally) to help clean up in between rounds and keep track of how many scoops each team eats.
- It's best to have an electronic timer that all the teams can see while they're eating - so they have a countdown to begin, and a countdown knowing when to put spoons up at the end of the round.
- Encourage the teams to create team t-shirts, as this makes checking the teams in go smoother. It's helpful even if the kids all wear the same color, if having specific t-shirts is not possible.
- Have several copies of a chart that has the team names, kids names, flavor the team has chosen collectively, and their time slot, along with an area to fill in how many scoops each team ate.
- You should have an award ceremony after the event, with prizes or trophies for the highest fundraising team and for the most scoops eaten in each age group.
- We used [Crowdrise.com](https://www.crowdrise.com) as our sign-up/RSVP tool for teams and members to join the event. Once the sign-up deadline has been reached, export the registrant info into an Excel spreadsheet and assign the teams to their 15-minute time slots.
- When contacting the registered teams, keep in mind that they'll need to know details about when to arrive, t-shirts, any waivers your local ice-cream shop may want them to sign, and permission to use photos of participants in the media (newspaper, etc).
- Most importantly, remember to have fun!



Positive Feedback for the First Scoops Event!

“Unlimited amounts of ice cream, raising money and awareness for The Cancer Couch Foundation- all on the last day of school?!? Doesn't get much better than that! My kids had a blast competing with their friends in such a fun way, and I felt great knowing they were learning a valuable lesson about giving back to this great cause! A definite annual event for my family!”

- *Kyla Ricci, Fairfield, CT mother*

“The excitement and energy generated by the kids to not only eat the ice cream but to raise money for such an amazing cause, was completely overwhelming. My kids have already secured their team and team name for next year!”

- *Tricia Eastman, Bridgeport, CT mother*

“Eating as much ice cream as they want and for a good cause, it doesn't get better than that!”

- *Mary Mayer, Fairfield, CT mother*

“I've never seen anything like this, there must be 500 people here! This is what small towns and community are all about. True Americana. People coming out for a good cause, all in it together.”

- *Al Diguido, owner Saugatuck Sweets Ice Cream Shop and Founder of Al's Angels*

“The Scoops Challenge event is a lottery win for ALL involved. Competition with ice cream for children is impossible to top, yet the funding gained by the outstanding Cancer Couch Foundation, is the cherry on top of that!”

- *Sarah Bierman, Bridgeport CT*



Local kids participating in the scoops challenge!

