



Be a Champion of Hope for the American Cancer Society

This year, we are selecting “Champion of Hope” candidates throughout the Tyler community to help share their story and a passion for the American Cancer Society mission. Each Champion of Hope candidate will set a personal fundraising goal of \$2,500+ by June 8.

What is a “Champion of Hope?”

These are influential leaders within the Tyler Community that have a personal story about their or a family members cancer journey. They also have a passion to support the ACS mission and help raise funds.

How will they be recognized?

ACS will produce videos of each candidate (1-2mins) sharing their story and their commitment to the ACS mission. They will be shared on the Cattle Baron’s Ball Facebook page, website, and during our reveal party (March).

Each candidate will be recognized on stage prior to live auction the night of the Ball and the final total amount raised. The candidate with the highest amount raised will be named the official “Champion of Hope Baron of the Year.”



Key Information

What's the timeline?

February 22, 2024--Formal online nominations due

February 29, 2024--Cattle Baron's Ball chairs select the Champion of Hope Candidates

March 7, 2024--Candidates submit a 1min. video sharing their story

March 28, 2024--Announcement Party
(Final date subject to change)

How do I fundraise?

There will be an official "leaderboard" component to the Cattle Baron's Ball website (tyler.acscbb.org/champions/) for each candidate. It will include their photo, story and fundraising landing page. Candidates will share their unique link so people can donate towards their campaign.

Who do I contact with questions?

Champions of Hope Co-Chairs:

Kennedy May at 903-343-6750

Whitney Cain at 806-759-252

Cattle Baron's Ball Chair

Kimberly Taylor

903-474-3743/ kimberly.taylor@delekus.com





tyler.acscbb.org/champions