



CHAMPION OF HOPE

AMERICAN CANCER SOCIETY





Be a “Champion of Hope” for the American Cancer Society

This year, we are selecting “Champion of Hope” candidates throughout the East Texas 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 or more by June 7.

The past two years our “COH” have raised over \$50,000!

What is a “Champion of Hope”?

These are influential leaders within the East Texas Community that have a personal story about their own or friend or family member’s cancer journey. They also have a passion to support the ACS mission and help raise funds. Funds support Cancer Research and Patient Services.

How will they be recognized?

ACS will share each candidate’s story and their commitment to the ACS mission on the Cattle Baron’s Ball Facebook page, website, and during our reveal party scheduled for March. In addition, life-size cut outs will be produced for each candidate to display at their place of work.

Each candidate will be recognized on stage prior to live auction the night of the Ball and fundraising totals will be announced. The candidate that raised the most funds will be named the official “Champion of Hope” Baron of the Year. As a “COH” Candidate, they will receive two, complimentary Baron Tickets to the Ball on Saturday, June 7th.





Key Information

What's the timeline?

Now until February 5, 2025--Formal, online nominations accepted/due.

We will accept nominations after deadline.

Week of Feb. 10, 2025--Photo shoot and setting up fundraising page. ACS to produce life-size cut outs of "COH" candidates.

March 27, 2025--Announcement Party (6:00pm-8:30pm). *Date not finalized*



How do I fundraise?

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



Who do I contact with questions?

“Champion of Hope” Co-Chairs:

Sara Nash, 936-225-2878/ saraelizabeth64@gmail.com

Ryan Nash, 903-258-2619/ ryan@birddogins.com

Cattle Baron's Ball Co-Chairs:

Whitney Cain, 806-759-2527/ whitneydcain@gmail.com

Kimberly Taylor, 903-474-3743/ kimberly.taylor@delekus.com





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