



CHAMPION OF HOPE

AMERICAN CANCER SOCIETY

2026





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 \$5,000 or more by June 27th.

The past three years our Champions have raised over \$110,000!

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 fund which support Cancer Research and Patient Services.

How will they be recognized?

The Tyler American Cancer Society will share each candidate’s story and their commitment to the American Cancer Society mission on the Cattle Baron’s Ball Facebook page, website, mailed invitation, Tyler TODAY and Tyler Newspaper CBB featured spread, “night of” Ball table packets and during our reveal party. 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 where we will announce the total amount raised. The candidate that raised the most funds will be named the official “Champion of Hope” Baron of the Year. Each candidate will receive two, complimentary Baron Tickets to the Ball on Saturday, June 27th.





Key Information

What's the timeline?

Now until February 9, 2026: Formal, online nominations accepted.

February 9 - 27, 2026: Professional photo and :30 video recorded.

March 26, 2026: Announcement Party (6:00pm-8:30pm).
Date not finalized

How to fundraise?

There will be an official "leaderboard" component to the Cattle Baron's Ball website for each candidate that the ACS Staff Partner sets up. The fundraising page will include a photo, story and show how much has been raised towards their goal.

Candidates will share their unique link for supporters to donate to their campaign. The total fundraising goal can include monetary donations and "soft credits" for new CBB sponsors or raffle sales.

Who do I contact with questions?

"Champion of Hope" Co-Chairs:

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

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

American Cancer Society Staff Partner:

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