



HUNTSMAN
SPORTSFEST

PARTICIPANT & FUNDRAISING GUIDE 2025



WWW.HUNTSMANSPORTSFEST.COM

LET'S END CANCER— TOGETHER!

Welcome to Huntsman SportsFest! By registering for this impactful event, you've joined a passionate community dedicated to honoring loved ones and helping change the course of cancer research for children and adults at Huntsman Cancer Institute. Every dollar you raise through this event goes into the hands of researchers and teams who are dedicated to transforming the way cancer is understood, prevented, detected, diagnosed, treated, and survived.

This guide will give you tips, resources, and information to rally your community and have a great Huntsman SportsFest—through event day and beyond!

Making a difference starts with YOU! We're grateful for all you do. LET'S GO!



For more information about your individual event (including courses, start times, and more), check out the [Activities page on our website](#) to review details about the ride, walk and run, SportsQuest scavenger hunt, and more!

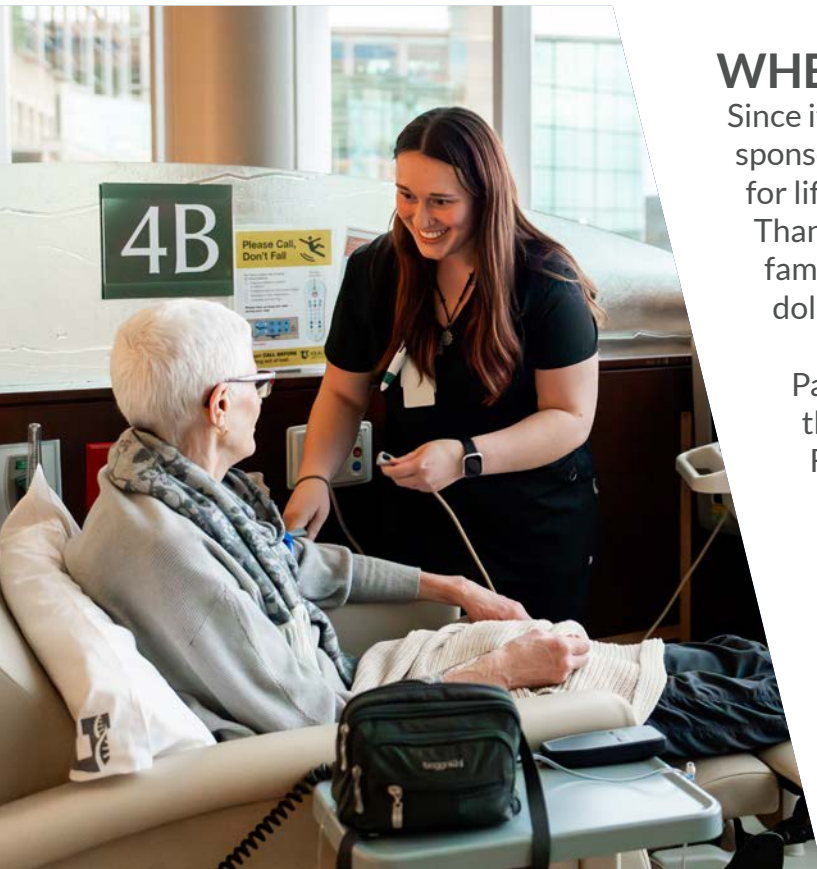
P.S. Are you a team captain? In addition to this guide, there's another guide just for you! [Download and read our Team Captain's Guide](#) for tips to help you lead and inspire your team.



WHAT YOU'LL FIND IN THIS GUIDE:

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YOUR IMPACT



WHERE THE MONEY GOES

Since its inception, Huntsman SportsFest participants, sponsors, and partners have raised more than \$6.5 million for life-changing research at Huntsman Cancer Institute. Thanks to the ongoing generosity of the Huntsman family, 100% of your fundraising (Yes! Every single dollar!) goes to cancer research.

Participants and teams can designate their support to the area of research that is most meaningful to them. From hematologic cancers to children's cancers, you have the opportunity to choose where you make your impact. You can also choose to have your fundraising benefit the Area of Greatest Need where you can be sure your funds are directed toward Huntsman Cancer Institute's current priorities in the creation and improvement of cancer treatments, to relieve the suffering of cancer patients, and to provide education about cancer risk, prevention, and care.

HUNTSMAN
SPORTSFEST
LIFETIME TOTAL

\$6.5
MILLION

HUNTSMAN CANCER INSTITUTE 2024

RESEARCH



654

RESEARCH
PROJECTS
UNDERWAY



276

RESEARCH
TEAMS



676

TRAINEES
ADVANCING



>\$241M

INVESTED IN
CANCER
RESEARCH

CLINICAL TRIALS



325

OPEN
TRIALS



45

FIRST-IN-HUMAN
PHASE I TRIALS



LARGEST

PHASE I PROGRAM FOR
ALL CANCER TYPES IN THE
MOUNTAIN WEST

ABOUT HUNTSMAN CANCER INSTITUTE

Huntsman Cancer Institute at the University of Utah is the designated National Cancer Institute Comprehensive Cancer Center for Utah, Idaho, Montana, Nevada, and Wyoming. We proudly serve those with all types of cancer throughout the Mountain West.

With the management of the Utah Population Database (UPDB), Huntsman Cancer Institute houses the world's largest repository of health and genealogic records in the world. More genes for inherited cancers have been discovered here than at any other cancer center. These include genes responsible for breast, ovarian, colon, head and neck cancers, melanoma, and more.

We stand on the precipice of breakthroughs that will radically change cancer treatment and eventually prevent cancer altogether. Our researchers and doctors are at the forefront of discoveries concerning the genetic risks of cancer and the best ways to treat and prevent it.

Looking for more info on the incredible work happening at Huntsman Cancer Institute? [Learn more](#) and see where your efforts are making a difference.

ABOUT HUNTSMAN CANCER FOUNDATION

Huntsman Cancer Foundation (HCF) was founded by the Jon and Karen Huntsman family in 1995. HCF's singular mission is to guarantee the future of cutting-edge research at Huntsman Cancer Institute. Thanks to the support of our community of donors and fundraisers, advancements at Huntsman Cancer Institute pave the way for new clinical trials, safer and more effective treatments, and hope for an end to cancer.

By funding efforts to understand the beginnings of cancer better and more effectively treat cancer, you help relieve suffering and improve the quality of life for cancer patients, survivors, and their families.

HCI FAST FACTS FOR FUNDRAISERS

- 654 research projects underway
- 276 research teams
- 325 open clinical trials
- 45 first-in-human Phase I trials
- 152,000 + total outpatient visits in 2024
- 70,000 + total infusion visits in 2024
- One million square feet of research and care space at our flagship campus
- Two mobile cancer screening busses



YOUR FUNDRAISING IMPACT

Fundraising for the Huntsman SportsFest is crucial in propelling cancer research at Huntsman Cancer Institute. Attending the event is a rewarding experience in itself, but for those who choose to fundraise, every dollar raised becomes a powerful force for change. Your contributions will directly support groundbreaking cancer research, paving the way for innovative treatments, and giving hope to countless individuals and families.

By connecting the vital resources of funding with groundbreaking research, Huntsman SportsFest fundraisers become the driving force in the relentless fight against cancer. These are not just events; they are a beacon of hope, uniting communities and inspiring action in the quest for a cure. Together, we can turn passion into progress and dreams into reality, making a significant impact in the lives of those affected by this disease. Together, we can make a real difference and inspire a brighter future in the fight against cancer!



YOU MAKE A DIFFERENCE



CUSTOMIZING YOUR FUNDRAISING PAGE

Your personal fundraising page is your number-one tool for collecting donations! This is where people go to donate and support your Huntsman SportsFest fundraising goal. Use it to tell your community why you're participating and how much their contribution means to you. Your page will track your fundraising progress and highlight your donors and their donations as well!

VIRTUAL PARTICIPANTS! Even though you can't be at the event in person, you can still make a huge impact. Use your personal fundraising webpage to stay connected and drive your efforts. Share your story, engage with supporters, and boost donations by keeping everyone updated with your progress.



TO CUSTOMIZE YOUR PAGE AND STORY:

Log into your Participant Dashboard. You can access this by visiting HuntsmanSportsFest.com and clicking "LOGIN" on the top right corner of the page. Once logged in, click "Personalize Page" on the left-hand side to get going!

1

UPDATE YOUR FUNDRAISING GOAL

- Update Your Fundraising Goal: Your goal will be automatically set to a suggested goal, but it is adjustable. We encourage you to dream big! Remember, every donation makes an impact with 100% benefiting Huntsman Cancer Institute.
- HOW TO UPDATE: On the left side of your page, click the pencil icon next to "Fundraising Goal".

2

UPLOAD A PROFILE PHOTO AND COVER PHOTO

- Upload a Profile Photo and Cover Photo: Your community is here to support you, and they'll love to see your smiling face! This is a great place to also include a photo of your team, company, or the person or reason you are fundraising. Remember: a picture is worth a thousand words!
- HOW TO UPDATE: Click the camera icon in the top right corner of your cover photo or in your square profile picture.

3

UPDATE YOUR STORY

- Update Your Story: Your reason for participating in Huntsman SportsFest is your most powerful fundraising tool. Your community wants to support you and what you feel passionate about. Need inspiration? Check out “Telling Your SportsFest Story” below.
- HOW TO UPDATE: Click the pencil icon in the corner of the default story paragraph.

4

SHARE YOUR PAGE

- It's time! Now that you've customized your story, it's time to share your personal fundraising page. On your fundraising page, copy the URL and share it on your social media, via text message, or in an email. Ask people to donate toward your goal to help advance and propel life-changing cancer research and programs for children and adults at Huntsman Cancer Institute.



TELLING YOUR SPORTSFEST STORY

Your “why” is the #1 reason your community will support you! Fundraising and making a difference starts when you share why you SportsFest and ask people to support and join you. Jotting down your answers to a few key questions can help you share, and ask, with confidence!

First things first...why are you participating in Huntsman SportsFest?

Past participants have shared reasons including that they joined the event to help advance cancer research in honor or memory of a loved one, or that it's a good way to support a cause that makes an impact in the Mountain West region and across the world! Those who have experienced cancer may appreciate Huntsman SportsFest as a way to partner with and support the staff at Huntsman Cancer Institute to fuel new breakthroughs, thank their care team by fundraising for their area of work, or give friends and family a way to take action and show their support.

Great! Next up: how are you participating this year?

Are you riding your bike, walking, running, or taking on SportsQuest—our newest scavenger hunt adventure? Is this distance or activity a new athletic challenge or milestone for you or your team? This is a nice detail to share with potential donors!

Let's talk about what Huntsman SportsFest is!

Huntsman SportsFest is a day dedicated to making an impact by participating in and fundraising via different athletic events. These include a bike ride (with distances ranging from 16 miles to 140 miles), a Kids Fun K, a 5K walk/run, a 10K trail walk/run, a scavenger hunt, or a virtual option. Every pedal stroke and step helps advance cancer research at Huntsman Cancer Institute!

Where does the money raised go?

100% of fundraising benefits groundbreaking cancer research at Huntsman Cancer Institute. If you or your team choose to fundraise for a specific disease area or program, be sure to share that with your supporters!

How can your friends, family, and community help?

By joining you and donating to your fundraising goal! The easiest way to donate is online through your personal fundraising page (learn about other ways to give on pages 10 and 11). They can also help you spread the word about the event and your fundraising, or can choose to sign up and join you on June 14 at this year's Huntsman SportsFest!

YOU'VE GOT THIS! By participating in and fundraising for Huntsman SportsFest, you've already taken a tremendous step toward helping to propel new and groundbreaking ideas that our researchers are working on every day. Thank you for joining us and for providing others the opportunity to make a difference!



TOP FUNDRAISING TIPS

When you fundraise as a SportFester, you are part of a strong community that is working to eradicate cancer. Together, we are doing amazing things! Below are our top five tips to help you start raising money for cancer research to help advance treatments and improve the lives of those affected by cancer.

1 Make a List

Make a list of potential donors and include everyone you know. Send each one a personal note asking for a donation. Most are willing to donate, so don't assume the answer is no. You can even make a donation yourself and ask others to match it.

2 Share Your Personal Experience

Sharing your personal connection to cancer can make it easier to inspire others to take action. Write your story on your personal fundraising webpage then share the link via email, text, or on social media asking for donations to the cause. When you share your "why," you will be surprised how many people are willing to help.

FUN FACT: We've done all the work for you! Check out our [fundraising tools and resources](#) to take the guesswork out of ways to fundraise. We have social media templates, graphics, fundraising tips, videos, and more!

3 Ask, Ask, Ask!

Did you know that it often takes potential donors up to three asks to give? Never stop asking. Cancer affects us all and most people are happy to donate, even in harder economic times. Need help figuring out how to ask? We have created various templates, prewritten emails, and more to help you on your fundraising journey.

4 Spread the Word

Social media is a fun and easy way to turn friends, family, colleagues, and neighbors into donors. Think big and use your social media outlets to tap into a new network of people beyond your immediate contacts. You might be surprised by the number of donations you can get just by sharing your personal fundraising webpage. So we can see and share your posts, tag [@HuntsmanCancerEvents](#) on Instagram, and use one of our hashtags: #HuntsmanSportsFest #HeroForHope #IAmAHero #CancerResearch #HuntsmanCancerResearch

5 Matching Gifts

Some employers will gladly match donor gifts, doubling their donation. Check out the [Matching Gifts page](#) on our website, for more information on how to make matching gifts work for you.

QUICK TIP: When using Facebook to fundraise, make sure to use your Huntsman SportsFest personal fundraising page URL via a post or message rather than creating a Facebook fundraiser. By using your personal fundraising page URL, donors can contribute directly to your fundraising goal, receive an emailed receipt for their donation, and you will be able to view that a donation was made.

DON'T FORGET—It's always a great idea to thank your donors! Being thanked makes them feel great about the impact they're making, and many will give again.



BUT WAIT?

What if you've met your fundraising goal? CONGRATULATIONS! You did it, so what comes next? Here are a few ideas to help keep the donations rolling in.

1 Don't Stop

Way to go! Why stop now? 100% of every dollar raised goes directly to the lifesaving work happening at Huntsman Cancer Institute. Visit your personal fundraising webpage, adjust your goal, and keep fundraising!

2 Incentives

Don't forget about your Huntsman SportsFest incentives! There is no greater incentive than knowing we are one step to curing cancer, but a little extra fun never hurts! [Check out our fun incentives](#) for more inspiration to keep those fundraising dollars coming in.

3 Support Your Team

If you're on a team, the funds you raise help the collective team goal. Keep asking for donations to help your team reach its event goal.

CALLING ALL TEAM CAPTAINS!

Don't forget to [download and read our Team Captain's Guide](#) for tips to help you lead and inspire your team.

THANK YOU! When you fundraise for Huntsman SportsFest, 100% of every dollar you raise goes directly to Huntsman Cancer Institute and the vital research happening.

QUESTIONS?

Email us at events@huntsmanfoundation.org
or call us at 801.584.5815.

WAYS TO DONATE



ONLINE DONATIONS

The easiest and best way for your supporters to give is online, through your personal fundraising page. Plus, donations made online appear on your page immediately! There are two ways for your donors to give online:

- Go to HuntsmanSportsFest.com, click “DONATE” on the top right of the navigation bar, search your name, and voila! They can click on your page right here in the search results.
- If you’ve sent them your direct link to your personal fundraising page, they can donate right then and there!

CHECKS

If your donor would like to write a check, please ask them to:

- Make checks out to: Huntsman Cancer Foundation
- Include the participant’s full name or team’s name on the memo line or include it with the check, so our team knows how to designate the gift.
- Mail checks to:
Huntsman Cancer Foundation
Attn: Huntsman SportsFest
500 Huntsman Way
Salt Lake City, UT 84108

DONATION RECEIPTS & ACKNOWLEDGMENTS

- Donations to Huntsman SportsFest are 100% tax-deductible.
- Donors who make an online gift will automatically receive a receipt and tax acknowledgment via email. You, as the participant, will also receive an email letting you know that a donation has been made to your fundraising page.
- Donors who make an offline gift (via check, donor-advised fund, etc.) will receive a printed acknowledgment in the mail.

Are you a Huntsman Cancer Institute employee? Your employee giving contribution can go directly to your fundraising efforts! [Learn more](#) about employee giving and directing funds to your SportsFest fundraiser.

OTHER WAYS TO GIVE

DONATE FROM A DONOR-ADVISED FUND (DAF)

For donors who have a DAF, initiating a grant recommendation is easy!

1. The donor will need to contact the company that runs their DAF.
2. They will need to recommend a donation to Huntsman Cancer Foundation.
3. Please ask them to include the event name (Huntsman SportsFest) and your name with the donation so we can easily apply it to your page when it arrives.

** Note: DAF donations may take several weeks to arrive after initiation.*

TRANSFER STOCK, BONDS, OR MUTUAL FUNDS

To transfer stock, bonds, or mutual funds, please email the Huntsman Cancer Foundation events team directly at events@huntsmanfoundation.org for assistance.

IMPORTANT!

When mailing a check or receiving a donation, please be sure to indicate that the donation is for Huntsman SportsFest, and include the participant or team name that the donation is intended to support. Many gifts come through with little to no information, and without it, there is no way for us to connect the donation back to you!

If you know about an expected gift coming in via check or one of the above-listed options, please email us at: events@huntsmanfoundation.org so we can help you look for it and apply it to your account once it arrives.

MATCHING GIFTS

Many employers sponsor matching gift programs, which means they will match any charitable contribution or volunteer hours made by their employees. Check out page 12 for more information on how to see if your or your donor's employer matches gifts!

Huntsman Cancer
Foundation
Tax ID Number:
87-0541293

MAILING ADDRESS:
Huntsman Cancer Foundation
Attn: Huntsman SportsFest
500 Huntsman Way
Salt Lake City, UT 84108

MAXIMIZING MATCHING GIFTS

Did you know that over 26 million individuals work for companies with matching gift programs? Corporate matching gifts are a great way to maximize a donation and harness the generosity of companies and employers for a great cause!

Here are three important things you and your donors can do to help matching gifts arrive correctly and in a timely manner:

1. Have yourself or the donor become familiar with the company's matching gift program.
2. Apply for matches as soon as possible.
3. Ask your donors to include important details about the intention of the gift when they submit their match, especially including the event name, Huntsman SportsFest, and your full name as the participant.



Only matching donations received by the fundraising deadline, August 1, 2025, will count toward earning this year's fundraising incentives.

LET'S SEE WHAT COMPANIES MATCH! Search if an employer will match a gift by using our [Matching Gift Search Tool online](#).

It is important to note that matching gifts can take several weeks or months to arrive, and Huntsman Cancer Foundation cannot control when third-party companies transfer matching gifts.



FORM A CORPORATE TEAM

Did you know your workplace can make a big impact at Huntsman SportsFest? Form a CORPORATE TEAM and get everyone involved! Use your personal fundraising webpages, share your progress, and host mini-events at work to engage your colleagues. We even have a [Team Captain's Guide](#) to take out all of the guesswork. Together, you can boost donations and show the power of teamwork for a great cause!

FUNDRAISING REWARDS AND INCENTIVES



NEW!

FRIDAY NIGHT FUNDRAISER DINNER:
New this year, participants who individually raise \$200 or more are invited to a Friday night fundraiser party to kick off the event weekend! You'll enjoy dinner and an inspiring program featuring Huntsman Cancer Institute and Huntsman Cancer Foundation leadership, staff, and more.

The best part of fundraising is knowing that every dollar goes to advancing cancer research and programs at Huntsman Cancer Institute—but we've got some extra fun to throw in the mix to say thank you as well!

Head to the [Incentives page](#) on our Huntsman SportsFest website to see what incentives are available for individuals and teams, as well as important dates and deadlines for earning them.

IMPORTANT DATES FOR SPORTSFEST 2025

EVENT	DATE
Last Day to Guarantee Event Day Cycling Jersey <i>Cycling jerseys will be given out at event packet pick-up for those who reach the \$500 level by March 28. Due to production times, we are not able to guarantee jerseys earned after March 28 on event day. All who earn their jersey after March 28 will receive it via mail post-event (late summer).</i>	Friday, March 28
Know Before You Go <i>A virtual event for registered participants.</i>	Wednesday, May 28
Friday Night Party <i>Includes Packet Pick-up and the Friday Night Fundraising Dinner.</i>	Friday, June 13
Huntsman SportsFest	Saturday, June 14
Fundraising Deadline	Friday, August 1