



*Sponsorship*  
**OPPORTUNITIES**



*You're Worth Fighting*  
  
*4*



[youreworthfighting4.org](http://youreworthfighting4.org)

Registered 501c3

EIN 83-3609228



*Fight Cancer In All Colors*

# *Our* **MISSION**

**YOU'RE WORTH FIGHTING 4 IS A 501C3 CERTIFIED NON-PROFIT ORGANIZATION CREATED TO PROVIDE MORAL AND FINANCIAL SUPPORT TO CANCER PATIENTS AND THEIR FAMILIES. COMMITTED TO EASING THE LOAD OF MEDICAL AND PRESCRIPTION COSTS. ALSO PROMOTING SELF CARE, EDUCATION AND ENCOURAGEMENT.**



# *Our* **SERVICES**

- **FINANCIAL SUPPORT - MEDICATION AND TRANSPORTATION**
- **MORAL SUPPORT - PATIENT AND FAMILY CENTERED COUNSEL**
- **RESOURCE ACCESS - EDUCATION AND ASSISTANCE WITH EVERYDAY ESSENTIALS**
- **SIT-IN ACTIVITIES - SUPPLIES AND VOLUNTEERS FOR TREATMENT VISITS**
- **SOCIAL SUPPORT - GROUP ACTIVITIES AND OUTINGS**

# Our STORY

Founded in 2016 by cancer survivor, Shuntell Alston. During her own battles with cancer, Shuntell experienced the challenges of having to go through treatment alone. Her husband was deployed overseas when she was diagnosed. She saw many others at chemo and radiation without support systems or struggles with expenses and self-care. She decided that something had to be done to help support the patients and their families.

She observed a lack of attention, media coverage and funding for many forms of 'non popular' concerns. She also noticed that mental health and suicidal ideation play a huge role in the treatment and recovery process as some patients experience severe depression.

Shuntell knew that all cancer patients deserved the same access to resources and support. She turned her experience into purpose. Realizing that during her battle the focus from SELF to SERVICE was creating a shift. A shift in her health... mentally, spiritually and ultimately physically. She beat cancer not once but twice!

You're Worth Fighting 4 became the beacon of hope and advocate for those battling ALL CANCERS because they all matter.

Through annual and quarterly fundraisers, bi-weekly mental health support groups, and other resources and programs, You're Worth Fighting 4 is able to provide support and meet the needs of cancer patients and their families.



- Residents of Indianapolis and the surrounding areas. Without regard to what form of or stage of cancer.
- Family members of those who are currently battling cancer, have survived cancer or who have transition from their fight into rest.
- Advocates for those who are dealing with illness or its aftermath.
- Community members who need education and resources regarding screenings and preventative care.



Our  
**CLIENTS**

BACK TO SCHOOL  
GIVE-A-WAYS

CANCER AWARDS

EASTER BASKETS

EDUCATION AND  
RESOURCES

*Our*  
**IMPACT**

5K WALK-A-THON

MEMORIAL  
RECOGNITION AWARDS

RILEY RONALD  
MCDONALD HOUSE

SELF CARE KITS



# TESTIMONIALS



Ophelia D.

Gods Plan

This organization is phenomenal, when my friend was going through her cancer this organization sponsored her kids for Christmas, they purchased everything on her kids list and much more. Even though my friend has transitioned from earth, I still support this organization. The founder is such a wonderful and understanding person.

There are so many ways you can support our work throughout the year...

- in kind donations of goods,
- collection boxes and
- simple social media sharing.

One of the biggest each year is through our Annual Gala. The proceeds from this event specifically fund self-care kits, transportation and grief related activities for children.



\$2500

TWO EVENT TICKETS \* EVERYTHING IN THE GOLD TIER PLUS BRANDING IN PRESS RELEASES AND COMMERCIALS \* OPPORTUNITY TO ADDRESS ATTENDEES DURING THE EVENT AND INFORMATION PLACED IN GIFT BAGS



\$1500

TWO EVENT TICKETS \* BRAND ADDED TO RADIO AND VIDEO ADVERTISEMENTS \* PROGRAM BOOKLET AND BACKDROP BRANDING \* LOGO ADDED TO EVENT DIGITAL FLYER AND WEBSITE \* DIRECT LINK TO YOUR BRAND'S WEBSITE ON OUR WEBSITE'S SPONSOR PAGE



\$750

TWO EVENT TICKETS \* LOGO ADDED TO EVENT DIGITAL FLYER AND WEBSITE \* DIRECT LINK TO YOUR BRAND'S WEBSITE ON OUR WEBSITE'S SPONSOR PAGE



\$250

ONE EVENT TICKET \* LOGO ADDED TO EVENT DIGITAL FLYER AND WEBSITE \* DIRECT LINK TO YOUR BRAND'S WEBSITE ON OUR WEBSITE'S SPONSOR PAGE



SURVIVOR SPONSOR \$60: PURCHASE A TICKET TO BE GIVEN TO A SURVIVOR TO ATTEND AT NO COST TO THEM

*Your*  
**COMMITMENT**

# Your BENEFITS

## media relations

Our strong relationships with local media outlets including tv, radio, print and podcasts.

## social media

Our social media platforms have thousands of combined views annually across FB, IG, Threads, YouTube, TikTok and LinkedIn.

## e-newsletter and website

Our e news is followed by 2.5k subscribers. Our website receives over 8k new and returning visitors each year.

## following

Our clients and their families never forget those that supported them during difficult times.

You are in Great Company



# Our TEAM

In 2012, Shuntell entered the fight of her life. She was diagnosed with ovarian cancer, and then breast cancer. She would fight through six separate surgeries, chemotherapy, radiation and reconstruction. Unfortunately, she would do this alone.

Her husband was a Sargent 1<sup>st</sup> Class first in the Army deployed to Afghanistan. In spite of her own needs, as a career military spouse, she more than understood. He was fighting to save many lives in defense of freedom. They made the difficult choice for Shuntell to fight without her loving and supportive best friend and husband by her side physically.



**Shuntell Alston**  
**Founder & President**



Instead of turning her story into a pity party, Shuntell used daily affirmations, encouraging calls from her husband and one more thing to keep her focus on healing... The one more thing was realizing there were others fighting along side her with even less. They would often speak of having no transportation to treatment; no family to even check on them; the mounting debt from loss of wages, medication costs and broken spirits... collapsing under the weight of fear.

Seeing it was NOT her time. There was a purpose birthed in her. She began to plan what she would do once she was done. You're Worth Fighting 4 was the result of those days spent building community with others. Our services are geared towards uplifting the spirits of individuals battling cancer. With proceeds from events as well as contributions from sponsors, we continue to assist with mammograms, personalized wigs, counseling, cancer education and prevention, hospice, and funeral assistance. Most importantly, we want to hold their hands through the storm.

# Our BOARD

**Shuntell Alston**

Founder & President

**Samantha Casey**

Vice President

**Adriane Moore**

Chief Operating Officer

**Dr. Anthony Alston**

Chief Financial Officer

**Jacquie Murrell**

Public Relations Chair

**Jordan Coleman**

Volunteer Coordinator

**Anissa Bass, LPN**

Clinical Advisor

**Ophelia Drake**

Secretary

*“Sometimes, having the strength to show loving support for unacknowledged others turns the tides of our own lives.”*

*- Alexandra Katchakis*





*Thank you for making a*  
**DIFFERENCE**

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