



**VAN ANDEL
INSTITUTE**
PURPLE COMMUNITY

Team Hope

Fifth Third River Bank Run Participant Guide

Saturday, May 13, 2017 - Grand Rapids, MI

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About Van Andel Institute & Purple Community

Van Andel Institute (VAI) is an independent biomedical research and science education organization committed to improving the health and enhancing the lives of current and future generations. Established by Jay and Betty Van Andel in 1996 in Grand Rapids, Michigan, VAI has grown into a premiere research and educational institution that supports the work of more than 360 scientists, educators and staff.

Van Andel Research Institute (VARI), the research division of VAI, is dedicated to determining the epigenetic, genetic, molecular and cellular origins of cancer, Parkinson's and other diseases and translating those findings into effective therapies. The Institute's scientists work in on-site laboratories and participate in collaborative partnerships that span the globe.

Purple Community is Van Andel Institute's grassroots community awareness and fundraising program that connects individuals, schools, teams, and businesses to the resources needed to join the fight against cancer and neurodegenerative diseases. Because of people like you who sign up to raise funds for VAI, thousands of cancer and neurodegenerative disease patients and their families have hope for the future.

When you raise funds through Purple Community Team Hope, 100% of your donation goes directly to the work being done in our research laboratories and science education programs. You are helping accelerate research and translate discoveries into therapies that will conquer illness and save lives.

Meet Our Friend Alison

On December 18, 2013, I was diagnosed with Parkinson's disease.

I'd just turned 41 in November. Parkinson's disease was something I'd heard of – my first thought was Michael J. Fox – but it took me a few seconds to really process. Parkinson's disease. How could I have THAT?!

My doctor assured me that I'd be fine and that I'd feel normal again. He was right. He started me immediately on Stalevo (levodopa), and two weeks after my diagnosis, I started CrossFit. I'd been working out consistently before; it just hurt. Now with much less pain, I was able to do so much more! Now, I weight train 5 days a week, have my second bodybuilding show in November, and I'm happy to say I've had zero progression in almost 3 years.

I have moments of fear. I'm human. But I've made it my goal to make every day count – to enjoy every moment and find happiness in every day. Because when you truly find gratitude, happiness – the bad days just aren't as bad.

I moved back to Michigan last November, and I was thrilled to find the work being done here. Knowing that there's a team of scientists at Van Andel Institute who are working toward a cure makes me so proud, and the volunteers of Purple Community? I can't thank them enough. The people who give their time & their love to help people like me, it's what really has made Grand Rapids home to me once again, after 19 years.

I AM STRONGER THAN PARKINSON'S



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Read more of Alison's story, and discover more at:
<http://purplecommunity.vai.org/purple-community-blog/>

How to Join Purple Community Team Hope

Joining is easy!

Just complete the registration process on CrowdRise at <http://www.crowdrise.com/PurpleCommunityTeamHope2017RiverBankRun> or by completing the offline team waiver which can be downloaded from our website at <http://purplecommunity.vai.org/events/fifth-third-river-bank-run/>

The commitment is minimal – just raise \$100 by June 2, 2017!

For more information on the Fifth Third River Bank Run Registration process, visit www.53riverbankrun.com

Run with Purple Community Team Hope at one of many fundraising levels!

Fundraising Requirements

- When you join Purple Community Team Hope, you are committing to raising at least \$100.
- Fundraising minimums may not be deferred (i.e. moved to another year or event) or reversed (i.e. changed or canceled).
- Fundraising minimums will be charged to the credit card you provide, should you not meet your fundraising minimum by the agreed upon date.

Purple Community Team Member Benefits

Purple Community Team Hope Member Perks:

- Purple Community **swag**
- Invitation to **attend team events** throughout the year
- **Personal fundraising website** on CrowdRise and materials to assist you in reaching your fundraising goal
- Opportunity to participate in **training programs** (based on fundraising commitment)
- Regular **email updates** and training tips
- **Access to bathrooms and secured storage** of car keys at Van Andel Institute on race day and easy walking access to Michigan Avenue to find the start line in front of the DeVos Place
- For our **TOP FUNDRAISERS**, access to park in the VAI guest lot on Crescent and Division on race day
- And so much more!

Resources To Support Our Runners

1. **Regular Emails** with training tips, important Fifth Third River Bank Run information, fundraising tips and general reminders.
2. **Closed Facebook Group** for Purple Community Team Hope members to use as a discussion forum.
3. **Fundraising Contests & Incentives** - We will have lots of exciting fundraising contests for amazing prizes to encourage you to hit your goals!

At each fundraising level, you will have the chance to receive:

- **\$100** – Purple Community Team Hope tech shirt
- **\$250** – PC Team Hope tech shirt and water bottle
- **\$500** – PC Team Hope tech shirt, water bottle, and complimentary entry into the Purple Community 5K on April 29, 2017
- **\$1,000** – All the above PLUS an official Purple Community Team Hope jacket
- **\$2,500** – All of the above PLUS a private lunch and tour for up to 8 people at Van Andel Institute
- **TOP FUNDRAISERS** will have the opportunity to park in the VAI visitor lot located at Crescent and Division on Race Day (space is limited!)
- **ADD \$100** to your \$100 minimum and have the opportunity to **participate in the Gazelle Sports Training Program** (Van Andel Institute covers the cost, you just hit your fundraising goal!)
- And much more!

Registration Steps

How to Join Purple Community Team Hope

1. **Go to the Purple Community Team Hope website and sign-up** to be on our team by completing the offline form and submit to Ashley Owen, or register on our CrowdRise page online here <http://www.crowdrise.com/PurpleCommunityTeamHope2017RiverBankRun>
2. **Read this information guide and agree to fundraise** a minimum of \$100 by June 2, 2017.
3. **Register with Fifth Third River Bank Run at www.53riverbankrun.com**
 - All participants must include a credit card to join Purple Community Team Hope, however participants will not be charged unless their fundraising minimum is not met by the agreed upon date.

Questions?

Thank you for your interest in joining Purple Community Team Hope
for the 2017 Fifth Third River Bank Run!

If you have any questions about information in this guide or about joining
Purple Community Team Hope, please contact:

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