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Jacobs Heart 5k/10k Fundraiser

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## **Abstract**

Jacob's Heart Children's Cancer Support Services exists to improve the quality of life for families whose children have cancer. Jacob's Heart provides counseling services, direct financial support, food assistance, and transportation services at no cost to the families they serve.

Through this project of a 5k 10k fundraiser Jacob's Heart will be able to reach a broader audience that has not been tapped into in this way, increasing the organizations awareness in Monterey County and raising funds at the same time. The fundraiser was able to raise over \$25,000 for Jacob's Heart and make new connections in Salinas for future event implementation.

*Keywords: Pediatric Cancer, Fundraising, Outreach, 5k, 10k*

## **Agency & Communities Served**

Jacob's Heart Children's Cancer Support Services is a nonprofit organization in Watsonville California. Their mission is to improve the quality of life for children with cancer and support their families in the challenges they face. Jacob's Heart uses the wrap around approach for meeting the needs of their families they serve. They provide grocery delivery services, a safe space to get new clothing, family counseling, transportation to and from the hospital, and direct financial support.

Jacob's Heart currently has 330 active families on their service. These families come the four counties that surround Jacob's Heart, those being South Santa Clara County, Santa Cruz County, San Benito County, and Monterey County. With 55% of the families that Jacob's Heart serves there was a lack of connection to the Monterey County community (Jacob's Heart, 2021). Because of this, it was decided that this project would be implemented in Salinas, California. Through new connections made in the Salinas community the agency would have better ways to aid the families that live in that community. The funds raised through this project would benefit all the families that Jacob's Heart serves across the board.

## **Problem Model Background and Literature Review**

**Problem Statement: A child's cancer diagnosis brings along with it emotional, financial, and mental burdens.**

Your child has cancer, a phrase that no parent wants to hear. When parents get the news about their child's diagnosis there are many thoughts that go through their head. Although it is easy to immediately think the worse "children's prognosis has increased dramatically in the last few years "in high-income countries with more than 80% of patients surviving. This has been achieved through early diagnosis, the formation of collaborative research groups, and government policies" (Radhakrishnan, 2021). With a combination of strengthening medical procedures and a strong social support to help families with the other life obstacles that pediatric cancer brings, Jacob's Heart brings its wrap around approach in helping care for its families whether it be with food, financial support, counseling services, support groups, or transportation. (Jacob's Heart, 2022).

### **Contributing Factors**

One thing that contributes to needs support from agency from Jacob's Heart is the change in amount time management that comes along with having to care for a child with cancer. "The most time-consuming and difficult caregiving activities for both mothers and fathers were giving emotional support to the child with cancer, and to other children in the family" (EK;, 2005). Having to raise children, work a job, and manage all other things that life throws at you can quickly become too much for anyone to handle.

No matter where in the process of navigating a pediatric cancer diagnosis economic struggle will present themselves all along the way. One study that followed the journey of 86 families and found that “Parental work disruptions were prevalent across all income levels, with 67 (94%) families reporting some disruption. At least one parent quit a job because of the child's illness in 29 (42%) families” (Bona et al., 2013). Although it was found that a pediatric cancer diagnosis increased economic hardships across the board, it was found that those who already had financial hardships before the diagnosis were impacted at a greater rate. Families that fell twice below the federal poverty level reported losing 40% of their annual income. Additionally, 15% of families went from not being in poverty to being twice the level of the federal poverty level (Bona et al., 2013). If a family does not set up an emergency fund to prepare for the things in life that you don't want to come, then they can quickly feel like they are navigating through quicksand.

### **Consequences**

If families did not have the continued support from an agency like Jacob's Heart, their quality of life could go down due to the financial pinch that comes along with a cancer diagnosis. One study found that some “strategies used included cutting back on food shopping; making food last longer; turning off heating more; socializing less often; reducing spending on children or "going without" themselves to provide for children” (“it's at a time in your life when you are most vulnerable”, 2013). The desperate feeling of making your money stretch for basic needs adds an additional layer of stress that Jacob's Heart works with the families on their service to help alleviate.

Pediatric cancer does not just affect the child who is diagnosed but it also affects their siblings. Now that so much of the parents' focus is shifted to caring for their sick child their siblings go through an emotional journey of their own. "Siblings may also be worried about the illness, and they must observe their brother or sister undergo emotional and physical pain. Many siblings experience intrusive and conflicting emotions such as feelings of fear, isolation, jealousy, or guilt" (Prchal & Landolt, 2009). These emotions end up manifesting in many ways affecting the sibling's mental health in ways including depression, anxiety, self-esteem issues, behavioral problems, and post-traumatic stress disorder (Prchal & Landolt, 2009). Through its counseling program

### **Capstone Project Proposal and Justification**

While the news of pediatric cancer is heavy, life does not stop around the family. A single mother asks herself how she can be there to take care of her child and be able to work to pay rent on time, a family with two working parents is now asking themselves if they can afford to live off one income alone, and the parents of three other young children ask themselves how this life change will affect their other children. These are just some examples of the thoughts that come along following the difficult news that has just been presented to the parents of a sick child. Through this project, Money will be raised, and new connections will be made in Monterey County to help continue the services that Jacob's Heart provides so that they can continue to offer the spectrum of services they make available to families.

The goal for the project is to raise \$20,000 after expenses for Jacobs Heart. The money will be raised through registration fees for the 5k/10k, sponsorship money, and peer-to-peer donation

campaigns. Success of the project is to reach the fundraising goal and produce a successful event.

Contributing Factors	Problem	Consequences
Factor 1  Families are not financially prepared to handle a major medical diagnosis	<b>A child’s cancer diagnosis brings along with it emotional, financial, and mental burdens that Jacob’s Heart helps to alleviate through fundraising and continuing their family support programs.</b>	Consequence 1  Quality of life goes down to financial struggles
Factor 2  Stress of major medical problem		Consequence 2  Child could die where the might does not have otherwise
Factor 3  Time commitment it takes to treat cancer		Consequence 3  Family quality of life and mental health goes down.



## **Project Implementation**

The idea to do a 5k/10k event was first proposed during December 2021 to the Development and Communications team from Heidi Boynton, the Executive Director at Jacob's Heart. Once the team outlined what it would look like to produce the event, it proposed the project serving as a capstone project.

The first step to the project was the planning. It was important that there were no other events that would clash with the date that we wanted to host the event. For this reason, research had to be done with what events were happening in the Monterey community around the window of time that the project was going to be done. It was decided that the date for the event was sometime in August. The next major step was to find a venue to host the project. After some research it seemed that Toro Park in Salinas would be a good place to host the event. Once all the county permit paperwork was submitted to the park, the deposit was paid ensuring that we had our date locked in on their calendar. The next step in the planning phase was to set up a hosting site to sell participation admission to our event. After meeting with several reps, a decision was made, and our page was set up. The last part of the planning phase was to assemble a list of job roles that would be filled by volunteers. This list would go out in our monthly volunteer newsletter in the months coming up to the event.

The next step in the project implementation was to set up the roll out of the event. An email was put together in Constant Contact to go out to the database of 9,000 people. Secondly, a postcard was designed to send out to all 6,000 people who have donated to Jacob's Heart in the past. Lastly, the Jacob's Heart development and communications team went out to the Monterey

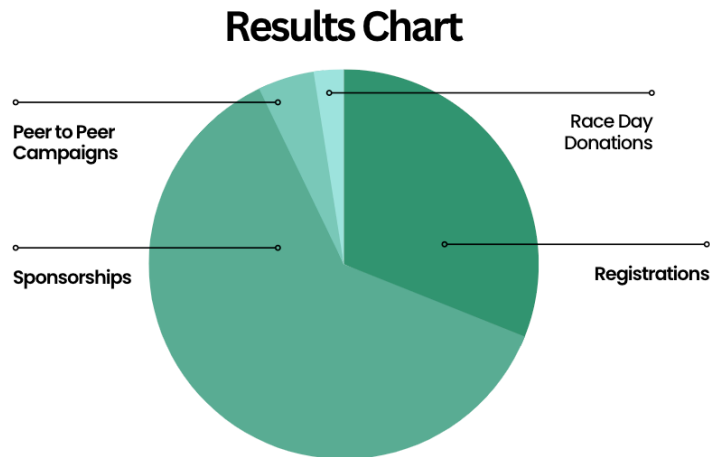
community to put posters up in local businesses advertising the event. With all these things done, our event would be officially announced.

Part of the rollout plan was to put together a sponsorship packet to secure sponsors for the event. Sponsorship money was vital to produce a successful event. Through collaboration with Jacob's Hearts graphic designer, a packet was put together to aid in securing sponsors. Once the packet was finalized, the Jacob's Heart Development and Communications team called local businesses, banks, and hospitals, attended mixers in Salinas and Monterey, and reached out to our past partners to let them know of the unique sponsorship opportunity that Jacob's Heart held.

The day of the event the Jacob's Heart team arrived at Toro Park at five in the morning. Staff and volunteers put together our expo area, water stations, and organized the racecourse along the trails of Toro Park. Participants started arriving at 7:30 am getting in line for their bib pickup. The race started at 8:30 am to upbeat music playing in the background.

## Project Results

As a result of the project, there was a total of \$38,000 dollars raised. Registrations and registration donations accounted for 23% of that amount. Business sponsorship accounted for 73% of the total amount raised. Peer to peer campaigns accounted for 3% of the amount raised. Race day donations accounted for 1% of the total amount raised. Total expenses for the project were \$14,000 resulting in a net amount of \$24,000 raised for Jacob's Heart.



The measure of success for the project was whether the amount raised was met. The goal was of the project was to raise \$20,000 dollars set by the executive director of Jacob's Heart. This goal was met and passed by \$4,000. With a contribution of 73% of the money that came in being from business sponsors, the goal was able to be met because of the support that local business gave Jacob's Heart for this project.

## **Conclusions and Recommendations**

With the amount raised in the project Jacob's Heart generates donations to keep providing the services they offer their families. If Jacob's Heart decides to continue a 5k 10k event it will only be expected to grow. One recommendation is to allocate part of their budget specifically for events like these. With more people knowing about the event, it would be expected that more money would be raised through registrations and in turn getting more businesses interested in sponsoring the event.

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## Appendix A

### Project Implementation Plan

Activities	Deliverables	Timeline/Deadlines	Supporting Staff
Research other events in the area	Finding a date	Mid January 2022	Luis
Find an available venue to host the event	Find a host site for our event	February 1st, 2022	Luis
Compare different websites to set up ticket sales	Setting up ticket sales landing page	February 14th. 2022	Luis
Put together an announcement email	Send out email announcing the even to our database	March 1st, 2022	Paola Montes
Assemble a sponsorship deck for event	Sponsorship packet is done	March 20th, 2022	Heidi Boynton, Jill, Paola Montes
Assign job duties to volunteers	Job checklist	April 1st, 2022 <input type="checkbox"/>	Luis, Paola
Contact Radio Representatives for advertising	Information on advertising	May 1st, 2022	Luis, Paola
Put together script for radio advertising	Advertising material	May 9th, 2022	Luis, Heidi
Make posters and postcards for local business advertising	Advertising material	May 9th, 2022	Luis, Jill
Go into the community and ask to put up posters made	Event Advertising	May 30th, 2022	Luis, Paola, Allyssa
Mail out postcards to all of our donor database	Event Advertising	May 23rd, 2022	Luis, Paola, Allyssa, Volunteers
Design shirts for race participants	Design for shirt	June 6th, 2022	Luis, Jill, Heidi
Order designed shirts	Shirts for racers	June 10th, 2022	Luis, Jill
Collect all materials for race day and load into Jacob's Heart Cars	Event organization and preparation	August 5th, 2022	Luis, Paola, Allyssa
Race Day	Event day	August 7th, 2022	Jacob's Heart Staff and volunteers