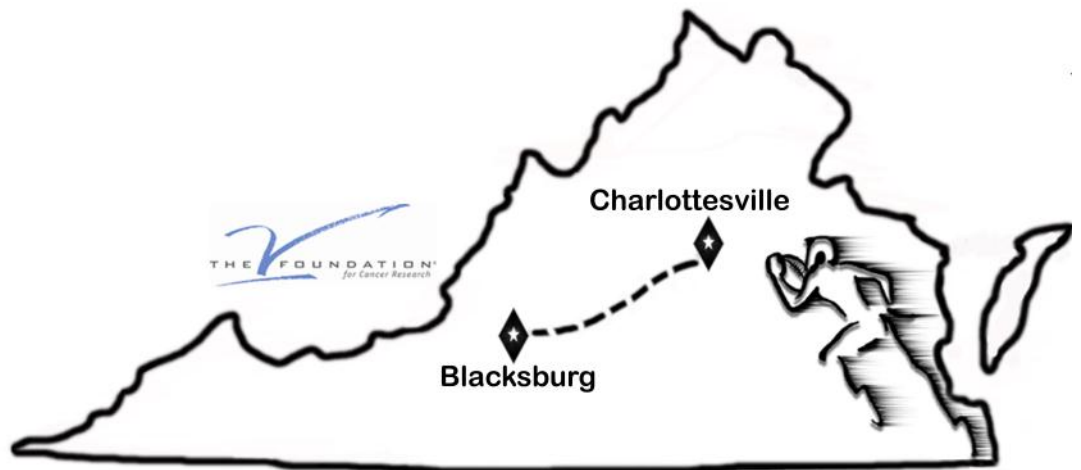


Phi Gamma Delta's Ninth Annual

# FIJI RUN ACROSS VIRGINIA 2011

# Phi Gamma Delta



FIJI Run Across Virginia



We encourage SERVICE. We have the ability, the opportunity, and the duty to serve our fellow human beings. Our reward is the satisfaction that comes from serving.

# CONTENTS

<i>Letter from the Run Coordinators</i>	<b>3</b>
<i>How to Sponsor, Donate, or Help Advertise this Event</i>	<b>4</b>
<i>The Rho Alpha Chapter of Phi Gamma Delta</i>	<b>5</b>
<i>The V Foundation</i>	<b>6</b>
<i>The Run &amp; Advertising</i>	<b>7</b>
<i>Route</i>	<b>8</b>
<i>Thanks to our 2010 Sponsors</i>	<b>9</b>

Dear Potential Sponsor,

As the 2011 FIJI Run Across Virginia coordinators, we would like to thank you for your interest in both the 9<sup>th</sup> Annual Run and the V Foundation for Cancer Research. With your help, the Phi Gamma Delta chapters at Virginia Tech and UVA hope to raise \$50,000 this year in support of the fight against cancer. The V Foundation has established a reputation of funding promising cancer research and has the top rating from Charity Navigator. Our fraternity has been presented with the award for outstanding philanthropy from the Interfraternity Council four out of the last five years, and has accounted for well over 60% of the money donated to external charities through the Virginia Tech Greek system. These results, however, did not come without challenges, and this is where you, the sponsor, become vital to our success.

Event goals:

- ◆ Raise community awareness of the event
- ◆ Increase the number of sponsors
- ◆ Present at least \$50,000 to the V Foundation at Scott Stadium on 11/26/2011

How your business can help:

- ◆ Advertise the FIJI Run Across Virginia within your company
- ◆ Become a sponsor of the run

The following page provides more detailed information regarding donations and resulting benefits from sponsorship. The rest of the packet provides addition information about our fraternity, the V Foundation, and the event. Your support and donations allow the FIJI Run Across Virginia to live up to the reputation that the brothers and sponsors have created for it over the years. With your help, and the continued involvement of the community and the FIJI brothers across the state, the Ninth Annual FIJI Run Across Virginia will be a memorable, successful event.

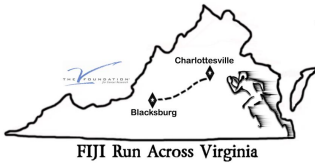
Sincerely,

Thomas Beadle & Sam Castonguay  
Event Coordinators  
Rho Alpha Chapter

Rho Alpha Chapter of  
Phi Gamma Delta

202 Church Street  
Blacksburg, VA 24060

Coordinator: (717)512-9383  
Email: [fijirunacrossva@gmail.com](mailto:fijirunacrossva@gmail.com)  
Web: [www.FIJIRunAcrossVirginia.com](http://www.FIJIRunAcrossVirginia.com)



## HOW TO BECOME INVOLVED

Thank you for your interest in becoming involved with the FIJI Run Across Virginia 2011. There are many ways, both big and small, for you to get involved with this event.

The first way to get involved is with donations. Donations are the backbone of this event and are the primary source for the money that is being donated to The V Foundation. Donations can be sent many ways. For check donations please mail them to the fraternity house address on the left of this page care of FIJI Run Across Virginia. Make checks payable to The V Foundation or The FIJI Run Across Virginia. We can also accept cash donations as well, please contact Thomas and Sam at the email address provided for specific instructions on how to send the money. On our website, we can also take credit card donations online. The link to donate online will be on the football run website at [www.FIJIRunAcrossVirginia.com](http://www.FIJIRunAcrossVirginia.com). For any general questions about donating money or questions about the run in general, please contact the house or the coordinator using the provided phone numbers.

As you probably noticed above, checks can be written to two different names. Checks can be written directly to "The V Foundation" or they can be written to the "FIJI Run Across Virginia". The checks written directly to The V Foundation are 100 percent tax deductible. However, as we found in the first year, the run has a number of operating costs associated with it. While we take great care to minimize these costs, the buses to carry runners and jersey's don't come free. Writing a check to the "FIJI Run Across Virginia" is not tax deductible, however it gives us the ability to use a certain percentage of the money to help cover operational costs. It is guaranteed by the run's management that all checks written to the "FIJI Run Across Virginia" will have at least 80% of the donation amount donated directly to The V Foundation. Then up to 20% of that donation can be used for operational expenses. All money left in the operational account at the end of the run will be donated to The V Foundation.

The second way to get involved is through advertising. If you are an advertising firm or are associated with a firm and would like to find out how you can help, please send us an email. Depending on your area of the state and other factors, your help would be extremely important to our event. Ways to help us could include informative plugs on TV, radio, and in newspapers. Free ad space or help with producing run materials like flyers and information packets is needed as well.

Finally, sponsorship is a major way in which you and your company can help us. Companies that sponsor the run will receive advertising and other perks from us during the run. These perks could include their logo on the runner's jerseys, their banner or logo on the bus that follows the runners during the run and, their logo on materials produced for the run including pamphlets and information sheets that will be distributed to the communities around the state.

### BUSINESS SPONSORSHIP LEVELS

\$100 - Less: Window sign to show your support of the football run and flyers, donation boxes, and packets to distribute at your location.

\$100-\$250: Logo on the run jersey, logos on all banners and pamphlets produced for the run. This level of contribution is considered official sponsorship.

\$250 - \$1000: Logo on run jersey, logo on bus during the run, and your logo will also appear on all packets and pamphlets. It will also appear on the website as well as in a mailer that will be sent out thanking all those that made personal donations to the run.

\$1000 - Up: Qualifies as full corporate sponsorship, has all the afore-mentioned perks as well as added advertising. You will be mentioned to all news groups and in all press releases as the official corporate sponsor of the run. For more details please contact the coordinator.



*We are united by FRIENDSHIP. It is the basis of our brotherhood. Because of it we accomplish far more than we do as individuals. Friendship is the sweetest influence.*

## A BRIEF HISTORY OF THE RHO ALPHA CHAPTER OF PHI GAMMA DELTA

Social living groups have existed at Virginia Tech since the 1870's. During that decade, six national fraternities established chapters at Virginia Tech. In 1880, however, they were banned from campus when the college's Board

at Virginia Tech. Since these fraternities were not recognized by the University, they could not be chartered as national fraternities, according to a National Interfraternity Council regulation. However in 1969, expansion-

known and respected fraternities at Tech. But being a local fraternity, we began to feel limited as to how far we could go. We had reached a peak and not wanting to decline, we began to look for something more. We found that something in Phi Gamma Delta. This set new goals and developed new ideals that we are now striving to achieve.



Brothers of the Rho Alpha Chapter of Phi Gamma Delta in the spring of 2010.

of Visitors decided that social fraternities were not complementary to the college's military program. Following the ban, many local, secret societies were formed and continued to flourish until September 14, 1916. On that date, the Board of Visitors, in response to requests from cadet officers, voted to abolish all secret societies.

The end of World War II brought a rise in the civilian population and with it a renewed interest in social livings arrangements. In 1951, as a result of student petitions, dormitory clubs for civilians were approved by the University. Seven such dormitory clubs operated between 1951 and 1958, but by 1958, the inadequate social facilities of the dormitories had prompted the clubs to secure houses in Blacksburg. These houses, in 1958, established without University recognition, were the beginning of the fraternity system

minded fraternities pressed NIC to make Virginia Tech an exception to this rule. Once the exception was granted, national groups were quick to colonize and charter fraternities located in the Town of Blacksburg and Montgomery County.

Our chapter had its beginnings is 1966. A group of brothers of Phi Pi Chi fraternity at Old Dominion College had transferred to Virginia Tech. Originally, they branched out on their own and formed the fraternity of Phi Alpha Chi. They acquired a house on Route 460 just

south of Blacksburg in the Spring of 1967 and thus became an independent local fraternity.

Many enjoyable years were spent as Phi Alpha Chi. Our brotherhood's unity and hard work made us one of the best

We became a Delta Colony of Phi Gamma Delta in October of 1971. We remained a colony for 7 months. During these months, the entire brotherhood had to prove their desire and worthiness to the international organization of Phi Gamma Delta. Before we could be installed as a new chapter of Phi Gamma Delta, we had to meet the approval of many of the chapters in our area. Some of these chapters were from schools such as Washington & Jefferson, the University of Richmond, Hampden-Sydney, and the University of North Carolina. Finally, on February 13, 1972, we had met all of the requirements for membership and were initiated into the fraternity of Phi Gamma Delta as the Rho Alpha Chapter.



Brothers of Phi Gamma Delta getting ready to leave for the first FIJI Run Across Virginia

# THE V FOUNDATION

Jim Valvano was a successful basketball coach and an award winning television commentator who was diagnosed with terminal cancer in 1992. In January of 1993, ESPN offered their support in establishing a foundation that would fund cancer research. Upon receiving the Arthur Ashe Courage and Humanitarian Award at the inaugural ESPY Awards show in March of that year, Jim announced that ESPN was creating The V Foundation for Cancer Research. The organization inspired by Jim Valvano's courageous battle with cancer would operate with his motto: **"Don't give up... Don't ever give up!"**<sup>®</sup>

Although Jim Valvano lost his battle with cancer on April 28, 1993, he had already set his

dream of finding a cure for cancer into motion. Today, with the help of a nationwide network of volunteers, event planners, individual donors, and corporate sponsors, The V Foundation is active in all aspects of fundraising. National and local events, annual and major gift solicitations, planned giving and cause related marketing efforts all contribute to The Foundation's cause of funding cancer research. These efforts have raised more than \$70 million since 1993, with 100 percent of cash donations and 85 percent of all revenue designated for cancer research. This operating efficiency has allowed The V Foundation to award more than 170 grants to fund cancer research and research facilities nationwide.



Members of The V Foundation's all-volunteer Board of Directors and Scientific Review Committee also generously donate time, talent, resources, and energy in support of The V Foundation's mission. These committed individuals from the world of business, medicine, sports, and entertainment share one common goal: to defeat cancer.

Jim Valvano knew that the Foundation could not save his life, but he hoped that "it could save my children's lives, or someone that you love." His dream of a cure is shared by millions.

"Don't give up... Don't ever give up!"<sup>®</sup>

## WHERE DOES THE MONEY GO?

The V Foundation seeks out promising young scientists from the finest research facilities across the country who need early developmental, critical-stage grant support. These V Scholars are the backbone of our research team. Additionally, the Translation-

al-Clinical Grant Program advances research further, preparing to take it from the laboratories, and bridge into clinics and the hands of doctors treating patients. Finally, the Designated Grant Program aims specific monies toward specialized can-



cer interests, or perhaps to a precise geographical area, often the same as where the funding was generated.

## THE RUN

The run is 157 hard miles of up and downhill climbs and twists and turns. We will be running on back roads for the safety of the runners. The run will pass through a number of cities and towns along the way to Blacksburg. The participants in the run are



the brothers of the Virginia Tech and University of Virginia Chapters of Phi Gamma Delta. Each runner will be accountable for at least one mile along the way. The runners will be carried the length of the route by a tour bus which will load and unload runners as needed. Advertisements for sponsors will be on the sides of the bus, as well as on the jerseys worn by the runners. The run will take one day. The game ball will leave UVA over twenty four hours before the scheduled starting time of the UVA vs. VT

football game. The game is currently scheduled for November 29th. The run will end with the presentation of the game ball at Virginia Tech's Lane Stadium. This presentation has a time frame in which it must happen before the game and we have built in checkpoints during the run to chart our progress and make sure that we are on schedule. There will also be a check presentation before the game where a representative from The V Foundation will accept the money raised from the run.

*Whether a friend, family member, or neighbor, cancer has affected most American's lives.*

## ADVERTISING

In preparation for the event both chapters of Phi Gamma Delta will contact numerous TV, radio, and newspaper companies around the state. It was discovered early in the development of this event that not only were donations vital to it's success, but also advertising. Advertising will not just be limited to

campus TV and news services. Every news organization that we can locate will be sent information packets detailing the route, the time, and the cause. Major sponsors will also be identified to all the organizations contacted. The push for advertising has already started but will culminate towards the end of

September and going into October. We are also trying to set up press events before the actual run to raise awareness of our cause and our event. These could include anything from smaller runs to raise money, local press conferences, or visiting some of The V Foundations sponsored clinics for the day.

## ADVERTISING BY BENEFACTORS

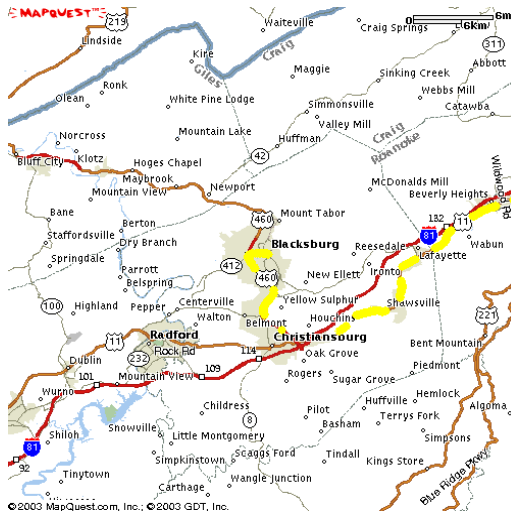
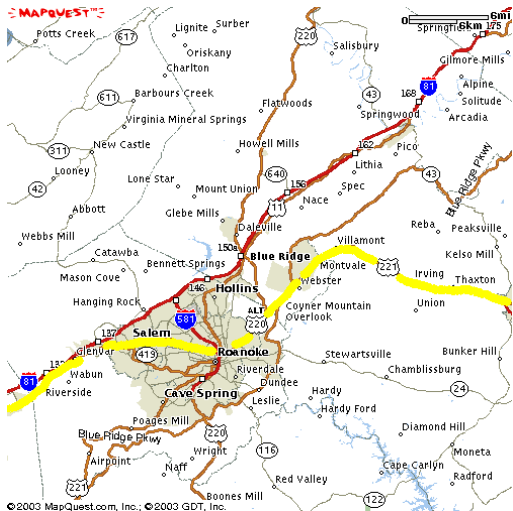
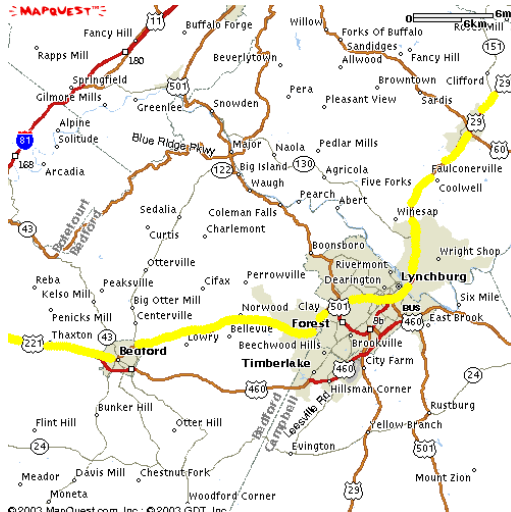
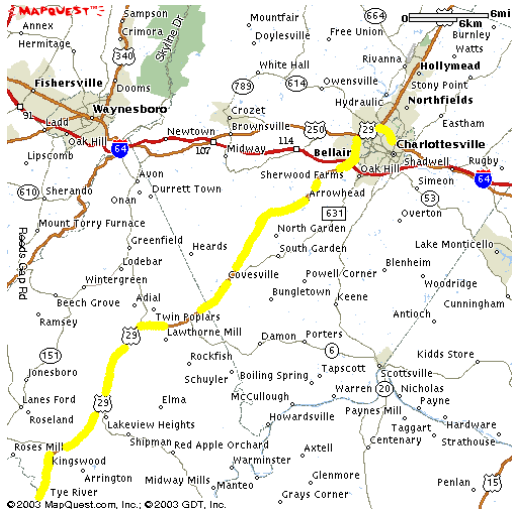
In addition to any advertising done by news companies, we will also receive press and word of mouth advertising from those that have donated. Most that donate will receive packets, pamphlets, or other such materials talking about the run and giving details and dates. This word of mouth advertising is especially crucial. Few people have been able to escape the grasp of cancer. Whether a

friend, family member, or neighbor, cancer has affected most American's lives. This terrible connection binds many of the communities in Virginia together in a fight for the cure. In making this fight our own, we have gained the support of hun-

dreds of thousands of Virginians, and their voice can be heard loud and clear. Everyone that has learned of this event has supported it fully, and told everyone they know about it so that they may help as well.



# THE ROUTE



## ROUTE DESCRIPTION

The run will begin in Blacksburg's Lane Stadium. It will head off campus and out of town on US-460 W until reaching Roanoke. From there, the ball will continue on Route 220 E to Route 211 E through Bedford to Lynchburg, the halfway point of the run. The ball will be handed off to the UVA brothers at E.C. Glass High School. The run will then continue on Route 29 all the way into Char-

lottesville, concluding at the Cavalier's Scott Stadium.

The exact times we will be passing through the state will not be available until November. The final route is subject to change due to local regulations and permits. As you can see, for advertising purposes the run passes through a number of localities and cities. The run has a buffer of two hours built in to make sure that we get to the

stadium in plenty of time. The current proposed route also takes the run by a number of the tailgating lots, so if you are at the game keep a lookout for the ball to pass by you approximately two hours before the game.



*We strive for EXCELLENCE. It is attained only when we fulfill our total potential. Mankind benefits when each of us becomes all that we can be.*

# THANKS TO OUR 2010 SPONSORS



**Kaplan & Frank, PLC**  
Attorneys at Law  
[www.kaplanfrank.com](http://www.kaplanfrank.com)

Waldec & Associates LLC  
Rebkee Company  
Ames Walker  
Peter Sundman  
Keoco LLC  
Northside Grille  
C L Ford  
The Sea Foam Motel

Amadas Industries  
Wiedeman & Douty, P.C.  
Commonwealth Oral & Facial Surgery  
Virginia Asset Management, LLC  
Rockbridge Solutions  
Ponkshe Consulting Co.  
Berkle Welding & Fabrication, Inc.  
Silver Monkey

Havana Connection  
ECK Supply Co.  
Marva Stone & Design  
Mike's Painting & Pressure Cleaning  
Lanvera  
Stellar Foundation  
Comprehensive Computer Solutions