



# reach& RAISE

YOGA FOR A REASON

## BAREFOOT BALL GUIDE



# What's a Do-It-Yourself Barefoot Ball?

## Good question!

We've heard from supporters around the country who want to raise funds for and awareness of Living Beyond Breast Cancer (LBBC) **using yoga**. To help them do it, we've developed a unique Do-It-Yourself (DIY) event: **The Barefoot Ball!**

A Barefoot Ball is a special yoga event that you can organize in your community at any time of the year. You organize the class and any extra special elements, invite your friends and contacts and ask for their help in raising money for LBBC's programs for people affected by breast cancer.

If Reach & Raise, LBBC's signature fundraising event, isn't currently held in your city, a Barefoot Ball is a great way to bring yoga, awareness and support of LBBC to your town.

If you live in a Reach & Raise city, a Barefoot Ball is a creative way to increase your team's fundraising efforts. The money you raise at a Barefoot Ball will be credited to your Reach & Raise team.





# Get Started!

A Barefoot Ball will require some planning. We've broken it down to 10 easy steps:

## Step 1 | Set Goals

You've decided to coordinate a Barefoot Ball—that's great! The first questions you want to answer are:

- How many people do you want to attend your Barefoot Ball?
- How much money do you want to raise?
- Do you want to have food, live music and/or giveaways?

## Step 2 | Assemble a Team

Work with your friends and contacts to assemble a small group of volunteers who will provide assistance leading up to and on the day of your event. LBBC has a national network of volunteers who may be able to help—email us ([yoga@lbbc.org](mailto:yoga@lbbc.org)) to find out more, but for now, consider these positions:

- Logistics
- Food donations
- Giveaway donations
- Registration
- Money collection
- Clean-up
- Promotion



### Step 3 | Find a Location

If you belong to a yoga studio or fitness center, ask them to host your event. Or, if you're looking for a different kind of location, you can ask the people or merchants with whom you do business: your children's schools, your place of worship, a community center, a local car dealership or even your local library. Any space that can be donated and that will accommodate your attendance goal can be considered.

### Step 4 | Set a Date and Time

It's best to set an event date and time 4 to 6 weeks in advance in order to properly plan and promote. Weekend days are usually best for attendance but choose a day and time that works best for your community and team, if you're working with one.

### Step 5 | Find an Instructor

A **Barefoot Ball** is a creative way for a teacher to promote his/her classes and studio. Ask the instructor(s) to donate an hour of instruction for the opportunity to teach in front of a brand new group of potential students. A local instructor who is well-known may also attract people to your Barefoot Ball. Use that to your advantage!

Once you select an instructor, make sure they know about LBBC. If your instructor is not aware of LBBC and its mission of connecting people with trusted breast cancer information and a community of support, schedule a time to take them on a virtual tour of [LBBC.ORG](http://LBBC.ORG) or call us at (610) 645-4569. We are happy to help you!





## Step 6 | Promote Your Barefoot Ball

Time for some fun...tell people about your Barefoot Ball! There are lots of ways for you to let people know what you're doing to help women affected by breast cancer through your fundraising efforts:

- **Invitations.** Make a list of everyone you want to invite. Include your yogi friends and anyone who may want to support you.
- **Spread the word.** Post your event on Facebook, make flyers to hang up at yoga studios and contact your local newspaper and tell them the purpose of your Barefoot Ball and why you are supporting LBBC.

## Step 7 | Collect In-Kind Gifts

To make your Barefoot Ball a memorable and successful experience for your attendees, we suggest that you collect in-kind donations like water, snacks and giveaway items—be creative! Ask your favorite stores or restaurants to support you.

## Step 8 | Event Day!

It's finally here! Assemble your team, donated items and head to your location. Arrive early and set up a registration table. Make sure your volunteers and yoga instructor also arrive early to make any last minute preparations! At registration, be sure to collect the names and addresses of everyone who donates so LBBC can send them an official thank you. After the class, offer food, raffles, giveaways or whatever else you chose. Remember to take pictures!



## Step 9 | Extend Your Gratitude

Send thank you's to everyone who attended your event and the instructor. Give them an update of how much was raised. Share your pictures online and let others know about the successful event you held!

## Step 10 | Send the Donations to LBBC

You're almost there! You can send your donations in two ways, but either way, please be sure to include all of your donors' names, phone numbers and addresses:

- **Online.** Deposit the donations into your bank account and go to [lbbc.org/donate](http://lbbc.org/donate) to make one donation. Email a list of your donors and their addresses so that LBBC can send them an official thank you for tax purposes.
- **Mail.** You can mail any checks or credit card donation information (we just need the credit card number, expiration date, and CVV code) as well as the donors' address to:

Living Beyond Breast Cancer  
40 Monument Road  
Suite 104  
Bala Cynwyd, PA 19004



**Need help or have questions?** Contact Living Beyond Breast Cancer for assistance. We're here to help! We may be able to provide volunteers, giveaways, brochures or other support.

If you'd like to learn more about LBBC and our programs and services for people affected by breast cancer, please visit [LBBC.ORG](http://LBBC.ORG), call us at (610) 645-4569 or email us at [yoga@lbbc.org](mailto:yoga@lbbc.org).

# Your Barefoot Ball Checklist

- ☐ Attendance goal and donation amount decided
- ☐ Location secured
- ☐ Date and time confirmed
- ☐ Instructor confirmed
- ☐ Attendees Invited
- ☐ In-kind gifts secured and collected (if applicable)
- ☐ Volunteers recruited
- ☐ Donations sent to Living Beyond Breast Cancer



**Thank  
You!**



## Order Our *Guide to Understanding Yoga & Breast Cancer*

Our *Guide to Understanding Yoga and Breast Cancer* discusses the health and wellness benefits of yoga. Research shows that practicing yoga regularly can provide women with tools to cope with side effects of breast cancer treatment such as stress, anxiety, depression, insomnia or fatigue.

This guide explains the common styles of yoga offered in many studios and cancer or community centers, as well as some of the poses you will likely encounter during a person's first yoga classes.

Visit [lbbsc.org/guides](http://lbbsc.org/guides)

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