



**THE MINI
STICKS** *co*

**2022-23
SEASON
IMPACT
SUMMARY**

<https://theministicksco.org/>

INTRODUCTION

The Mini Sticks Charitable Organization (aka The Mini Sticks CO) is a nonprofit organization that aims to support kids and their families affected by cancer with a simple vision: provide an escape from cancer.

The centerpiece of the organization is to provide experiences through sporting events that enable an “escape from cancer” for families allowing them the opportunity to engage as a family as they did prior to the diagnosis.

The organization was founded in 2022 by Tucker Shedd while playing for the Omaha Lancers in the United States Hockey League at the age of 18. When Tucker was 9-year-old, his mother was diagnosed with cancer, but “still made sure she was there to drive me to practice and come to games and tournaments no matter how tired or sick she felt”. Tucker’s teammates and the support of his team were what helped him manage the challenge of his mom’s illness.



WHY IT MATTERS



In 2022, about 1.9 million people will be affected by cancer. Of those, 10,470 are kids under the age of 15, with 1 in 285 kids diagnosed before their 20th birthday. In the US, this is about 43 kids per day.

In 2017, a news poll indicated 54% of Americans were either diagnosed with cancer or someone else in their immediate family was diagnosed with cancer.

Unfortunately, it can affect anyone, regardless of income, where we live, or even our age. Of the billions of dollars available for cancer research, only 4% is directed toward pediatric cancer research. Most current pediatric cancer treatments were approved 32 years ago.

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WHAT WE DO

The Mini Sticks CO is unique for two reasons. The first is that it offers families a respite from the daily stress of a diagnosis to engage in a local activity they can do together with flexibility in scheduling. The second is that it increases awareness of what is often viewed as a “one size fits all” disease that is in fact complicated and convoluted. While The Mini Sticks CO can fundraise, the CO can also utilize its platform to highlight the individuals and any specific organizations they want to recognize and help make connections.



No. 01 – Game Experience

The experience includes tickets (4) to a hockey game, tour of the facility, and pre-game visits and interactions with the players. Information and a photo of the child is also shared during the game to increase awareness of pediatric cancer, with additional information shared via social media, including any additional websites or fundraising sources for the family.



No. 02 – Score to Support

An additional fundraising mechanism is in place, Score to Support, with a goal of raising funds for pediatric cancer research or other organizations providing support to pediatric cancer families.

<https://theministicksco.org/>

REACH

The Mini Sticks CO is a newly formed nonprofit organization beginning to establish itself with referrals from other organizations support children with pediatric cancer diagnoses and other families.

The Mini Sticks CO focuses on children diagnosed with cancer (or recently diagnosed with cancer) and their families. The organization works with other organizations supporting families who are interested in attending a game with team identified as a Mini Sticks team, which means they will host a family for a game experience.

During the 2022-23 season, The Mini Sticks CO partnered with the Omaha Lances in the United States Hockey League (USHL) and other supporting organizations in the community such as Angels Among Us, A Monster's Mission, and Sammy's Superheroes to share information about the family experience.

| Indicator | Activity | Outcome |
|--|---|---|
| Increase in number of Mini Sticks Kids | Family experience at hockey game | <ul style="list-style-type: none">• 21 families hosted from October thru April• Includes "swag bags" and pre-game experience |
| Increase awareness of pediatric cancers | Share information about different diagnoses in bio at games and via socials | <ul style="list-style-type: none">• 21 families hosted, includes Jumbotron announcement in first period.• Website views=2600+, Social media= 10,000+ views |
| Increase funds donated to Score to Support | Online fundraising campaign | <ul style="list-style-type: none">• \$1905 raised for pediatric cancer research and direct patient support |

NEXT STEPS

Started in fall of 2022, in only four months The Mini Sticks CO believes that it is only in the first few seconds of the most important game we will ever play.

As an organization, we are committed to the families who have trusted us with their stories and look forward to expanding opportunities in the coming years.



- With over **10,000** engagements via our social media in eight months, we will continue to increase awareness of a disease that receives only 4% of federal funding.

- Continue the Score to Support! campaign and distribution of funds to pediatric cancer research and patient support organizations



- Utilize the existing model with the Omaha Lancers to serve a roadmap to replicate with other teams and expand The Mini Sticks league.

We are especially grateful for our time with Esther Desrosiers and will continue to honor her as we "try our best".

