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Town of Acton Recreation Department

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Cathy Fochtman, Recreation Director

Date: October 22, 2012
To: Steve Ledoux, Town Manager
From: Cathy Fochtman, Recreation Director
RE: Waiver of Fees for American Cancer Society's Relay for Life Event
May 18 – May 19, 2013

I recommend that the Board of Selectmen support the American Cancer Society's request for a waiver of fees, with the exception of out-of-pocket expenses, for the Relay for Life event at NARA, scheduled for Saturday, May 18– Sunday, May 19, 2013. The out-of-pocket expenses include Natural Resources Crew overtime payroll for setup and cleanup for the event, fuel to run generators, and materials such as firewood. Ashlee Iber, American Cancer Society representative, and Acton resident Bob Cooke have been working with the Recreation and Natural Resources Department to formulate the scope of this event at NARA. Relay for Life has been a popular fundraiser event in Acton for the past six years.

They will be staging the event around the pond area, so all activities will take place within sight of the bathhouse. Ms. Iber's letter outlines details regarding the event. I will have periodic meetings with Ms. Iber and Acton Relay for Life Committee member Bob Cooke to coordinate these plans.

We have successfully supported this event for the last six years and are proud to make it a profitable and memorable one for cancer survivors, and their families and supporters.



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

October 12, 2012

Town of Acton, Board of Selectman
472 Main Street
Acton, MA 01720

Dear Board of Selectman,

On behalf of the American Cancer Society's Relay For Life of Acton-Boxborough, I am requesting that the fees be waived for the use of NARA Park, which is home of the annual event. The 2013 Relay For Life of Acton-Boxborough will be held on Saturday, May 18 – Sunday, May 19.

Relay For Life is the country's largest fundraising event and more than 5,000 events take place nationwide annually. The American Cancer Society Relay For Life is a unique community overnight event that allows individuals from all walks of life to join in the fight against cancer. Teams of 8 – 15 people form from businesses, clubs, families, friends, hospitals, schools, and service organizations. The event takes place at a local track, during an 18 to 24-hour period, and one team member is always walking, jogging, or running, while other members camp out along the track and enjoy entertainment, activities, and camaraderie.

Cancer is a disease that touches everyone in one way or another. The Relay For Life raises cancer awareness and generates funds for research, education, advocacy, and local patient service programs. It also serves as a celebration for cancer survivors, a memorial for loved ones lost, and an inspirational rally for the community. Since its inception in 2004, the Relay For Life of Acton-Boxborough has raised more than \$1,100,000 to fight cancer in the community.

Last year was the sixth year this event was held at NARA Park and the participants truly enjoyed their time there. It is an ideal venue to hold this special, community-oriented event. We are grateful to have had the pleasure to call NARA Park the home of the Relay for Life of Acton-Boxborough and hope to continue to do so.

A major component of a successful Relay For Life is minimal costs. The event relies on sponsorship donations, as well as in-kind donations (food, water, equipment, etc.). I am requesting that the use fees be waived; specifically, anything that is not an out-of-pocket cost, such as the beach and vendor fees, to ensure the highest percentage of donor dollars are being put towards the American Cancer Society's programs of research, education, advocacy and service.

Here are some details about Relay For Life 2013:

- Relay will be held from 3:00 p.m., Saturday, May 18 through 7:00 a.m. Sunday, May 19, 2013.
- Participants will be using the area around the pond for camping. The large tents, picnic area, and beach will also be utilized.
- Participants will be walking the ½ mile walking trail around the pond.
- The American Cancer Society has provided the appropriate insurance certificates.
- Relay committee will be responsible for staffing the event, set up and clean up, hiring police detail, and EMT coverage.
- Relay committee will be responsible for getting required port-o-potties.
- Relay committee will obtain DJ and local bands for music and entertainment, and will abide by all town enforced quiet times.
- Relay will not be allowing swimming, so we will not need lifeguards.
- Relay committee will work with the Recreation Department on the issue of parking.
- The American Cancer Society will send the appropriate Letter to NARA neighbors at least one month in advance to inform them of the event, as we have in previous years, using an up to date list as provided by the Town of Acton.
- We request that the town provide lighting for the park.

I will be keeping open communication with the Recreation department throughout the planning process to ensure another successful Relay event.

Please consider my request to waive the use fees of NARA Park for the Relay For Life of Acton-Boxborough as this is an event that the Town of Acton residents support and care about deeply. If there are additional questions or concerns, please don't hesitate to contact me at the information listed below. Thank you in advance for your time and attention.

Warm regards,

Ashlee Iber
Community Executive, Development
American Cancer Society
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Acton, MA 01720
(781) 314-2652
Ashlee.iber@cancer.org

cc:

Catherine Fochtman, Recreation Director
Bob Cooke, Logistics Chair – Relay For Life Planning Committee