

**JIMMY FUND**  
**LET'S** ◀ ▲ ▶ ▼  
**GAME** <sup>SM</sup>  
**DANA-FARBER CANCER INSTITUTE**

**[ STREAMER  
KIT ]**



## ABOUT THE JIMMY FUND LET'S GAME<sup>SM</sup> PROGRAM

The Jimmy Fund supports Boston's Dana-Farber Cancer Institute, raising funds for adult and pediatric cancer care and research to improve the chances of survival for cancer patients around the world. Through Jimmy Fund Let's Game, the gaming community can help propel Dana-Farber's efforts. Every donation, no matter the size, advances our lifesaving mission. **Let's Game!**

Whether you host a charity stream or play in a Jimmy Fund Let's Game tournament, you make an impact on cancer research and care.

Connect with a Let's Game representative at [JimmyFundLetsGame@dfci.harvard.edu](mailto:JimmyFundLetsGame@dfci.harvard.edu) or visit [JimmyFundLetsGame.org](http://JimmyFundLetsGame.org) to learn more!

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# THE JIMMY FUND

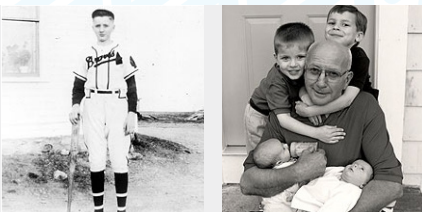


## The Jimmy Fund

From bake sales and ice cream festivals to runs, walks, and golf tournaments, the Jimmy Fund rallies the community to raise money to benefit Dana-Farber Cancer Institute.

The Jimmy Fund, established in Boston in 1948, is comprised of community-based fundraising events and other programs that, solely and directly, benefit Dana-Farber Cancer Institute's lifesaving mission to provide compassionate patient care and groundbreaking cancer research for children and adults.

The Jimmy Fund is an official charity of the Boston Red Sox, the Massachusetts Chiefs of Police Association, the Pan-Mass Challenge, and the Variety Children's Charity of New England. Since 1948, the generosity of millions of people has helped the Jimmy Fund save countless lives and reduce the burden of cancer for patients and families worldwide.



Young Einar Gustafson (left) was treated at Dana-Farber's Jimmy Fund Clinic in 1948 and went on to enjoy a full life, including spending time with grandchildren (right).

### Who was "Jimmy"?

In 1948, on a broadcast of Ralph Edwards' national radio program "Truth or Consequences," millions heard 12-year-old cancer patient Einar Gustafson—dubbed "Jimmy"—visit with the Boston Braves baseball team as they stood by his hospital bed. The show ended with a plea for listeners to send contributions to aid cancer research and help buy a TV so Jimmy could watch the Braves play ball. Not only did Jimmy get his television, but more than \$200,000 was collected and the Jimmy Fund was born.

### Jimmy Fund by the numbers:



**annual fundraising events**

attract tens of thousands of participants to walk, run, golf, and cheer toward a cure



**750,000+** **social media followers**

help spread our message of hope



**of every dollar**

raised for Dana-Farber and the Jimmy Fund directly supports our lifesaving work



Dana-Farber Cancer Institute has been the top ranked cancer hospital in New England by U.S. News and World Report for 20 consecutive years, and is the only cancer center in the country ranked in the top 6 for both adult and pediatric cancer programs.



# STREAMER TALKING POINTS

## Lifesaving Mission

- Dana-Farber Cancer Institute advances cancer research breakthroughs for patients across the nation and worldwide. With more than 1,100 open clinical trials, Dana-Farber is committed to discovering new cures to save lives.
- Dana-Farber is committed to providing expert, compassionate care to children and adults with cancer while advancing the understanding, diagnosis, treatment, cure, and prevention of cancer and related diseases.

## Accolades

- In 2020, Dana-Farber was ranked as the #1 pediatric cancer center in the country, and #6 among adult cancer hospitals by U.S. News & World Report.
- Dana-Farber Cancer Institute has been the top ranked cancer care center in New England by U.S. News & World Report for 20 consecutive years, and is the only hospital ranked in the top 6 in the country for both adult and pediatric cancer programs.
- Dana-Farber was named the #3 cancer center in the world by Newsweek in its inaugural World's Best Specialized Hospitals ranking—the only hospital in New England to be ranked in the top 20 for cancer.

## Commitment to Inclusion, Diversity, and Equity

- Dana-Farber and the Jimmy Fund are committed to inclusion, diversity, and equity for all. In 2019, Dana-Farber was recognized by the Human Rights Campaign as an “LGBTQ Health Care Equality Top Performer.”

## Fundraising Impact

- \$.88 cents of every dollar raised goes directly to lifesaving research and care.
- Fundraising dollars support Dana-Farber’s “Total Patient Care” philosophy by enhancing programs that care for the social, emotional, and spiritual needs of our patients and their families.

## Cancer Doesn’t Stop— So Neither Will We

- Approximately 40% of men and 39% of women in the U.S. will develop cancer during their lifetime. Dana-Farber works tirelessly every day so that discoveries made today become tomorrow’s breakthrough treatments.



## STREAMER CODE OF CONDUCT

**All parties must be ages 13 and over to stream for Jimmy Fund Let's Game<sup>SM</sup> and follow the rules and regulations of streaming platforms.**

All streaming content must comply with the Code of Conduct for Jimmy Fund Let's Game and the streaming service of choice. (EXAMPLES: Twitch, YouTube, Facebook)

Jimmy Fund Let's Game is a family-friendly gaming initiative of the Jimmy Fund and Dana-Farber Cancer Institute. Streamers are expected to play games for viewers of all ages. All video games played while streaming for Jimmy Fund Let's Game must have an ESRB rating of "T" for Teen or lower.

Video games, tabletop, card games, etc. are more than welcome as content for Jimmy Fund Let's Game. Please ensure that the games and your stream adhere to the expectations of Jimmy Fund Let's Game:

- No sexual language, bigoted language/ visuals, or excessive profanity. We understand swearing happens, but let's keep it at a minimum.
- No illegal drugs, drug use, or paraphernalia in game or on stream.
- No streaming for Jimmy Fund Let's Game while intoxicated.
- No advertising or other commercial content unless previously discussed with Jimmy Fund Let's Game.

By creating a Tiltify campaign for Jimmy Fund Let's Game, you agree to the above expectations. Any streaming content that is deemed objectionable by the Jimmy Fund and Dana-Farber Cancer Institute in its sole discretion will cause your account and stream to be reported to Tiltify and the streaming website of choice.

Please reach out via email ([jimmyfundletsgame@dfci.harvard.edu](mailto:jimmyfundletsgame@dfci.harvard.edu)) or **Discord** (@JFLG\_Kenneth) with any questions regarding the Jimmy Fund Let's Game initiative.