



SIDEOUT

FOUNDATION

MEDIA KIT



ABOUT THE MEDIA KIT

The purpose of this document is to provide you information to learn more about The Side-Out Foundation and provide materials to assist with Dig Pink® events.

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OUR STORY

MISSION

Through youth education and empowerment, The Side-Out Foundation unifies the volleyball community to drive change in the way that breast cancer is treated.

At our very beginning, sport collided with our cause in a way Executive Director Rick Dunetz couldn't predict. With his mother Gloria diagnosed for the second time with breast cancer and a team of young volleyball players thrown onto Rick's plate at the same time, two very magical things started to happen. His team, not even expected to win half their matches, rallied behind him and in support of his mother and won a district title. As a result, Rick's mother also learned that healing could come not only from doctors and medicine, but also from strength and persistence.

Harnessing the power and influence of sport, Rick Dunetz established The Side-Out Foundation in 2004.



Visit our website to read more about our story and watch the official "The Side-Out Story" video [HERE!](#)

WHAT WE DO

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SIDE-OUT UNITES THE VOLLEYBALL COMMUNITY TO IMPACT CHANGE.

Each year, tens of thousands of volleyball players, coaches and families across the country join **Dig Pink®**. Together, they support the development of treatments that are giving stage IV breast cancer patients more quality time with their families and getting them closer to the day we find a cure.

SIDE-OUT OWNS, FUNDS, AND MANAGES GAME-CHANGING BREAST CANCER RESEARCH, THE SIDE-OUT PROTOCOL.

Through Side-Out's programs, the volleyball community sponsors our clinical trials at renowned medical institutions across the country. **The Side-Out Protocol** uses a unique approach that is successfully extending the lives of those living with stage IV breast cancer.

SIDE-OUT EDUCATES AND EMPOWERS YOUNG ATHLETES.

Dig Pink® and other Side-Out programs help participants develop skills such as teamwork, leadership and perseverance, giving them opportunities to live meaningful and impactful lives. Side-Out also invests in the future of young athletes by providing access to valuable breast cancer education and awarding college scholarships to **Side-Out Ambassadors**.

“

“Being that it's a solely volleyball foundation, it's like keeping it in the family. It teaches kids and high school students that they need to give back and the importance of giving back. It's an easy way to do it and to fire people up.”

APRIL ROSS

Professional Beach Volleyball Player



QUICK FACTS

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Name The Side-Out Foundation

Nickname Side-Out

Main Programs Dig Pink, Ambassador Program

Date Founded 2005

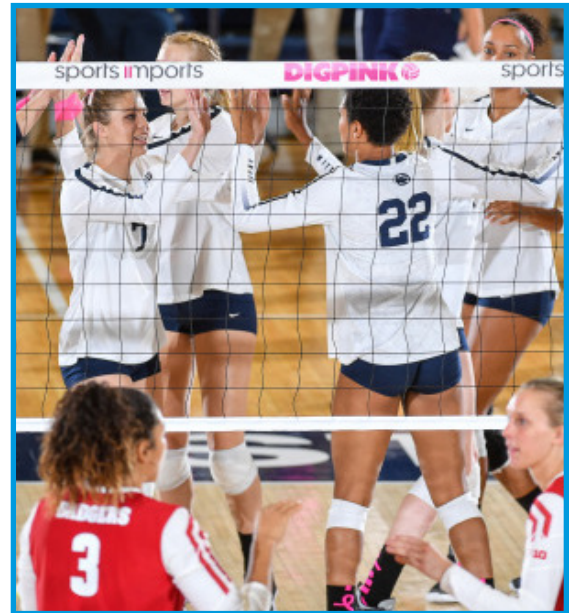
Executive Director Rick Dunetz

Website Side-Out.org

Mailing Address 11208 Waples Mill Rd #103
Fairfax, VA 22030

Phone 877.344.7465

Email info@side-out.org



FAQS

Are you affiliated with nonprofits Susan G. Komen or American Cancer Society?

No. Although we commend these nonprofits for what they do, Side-Out has its own mission and research that is separate from these popular nonprofits.

Can we have a Dig Pink® match and donate the funds elsewhere?

Dig Pink® events are designed to support Side-Out's research. Because Dig Pink® is a registered trademark of Side-Out, we are liable for how Dig Pink® funds are allocated and what the events support. Funds from Dig Pink® matches must go back to Side-Out.

Does our event have to be in October?

It does not! Although October is Breast Cancer Awareness Month, we encourage having events year-round.

How are funds from Dig Pink® allocated?

Information on how we allocate funds and how we operate as a nonprofit can be found on our support center [HERE](#).



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SOCIAL MEDIA & FEATURES

While using social media to promote your Dig Pink event, use any of Side-Out's hashtags:

- #DigPink
- #WeWontIgnoreStageIV

For sample social media messages to send out to your community about Dig Pink, view some examples [HERE](#).



sideoutfoundation



@digpink



@DigPink



/sideoutorg



The Side-Out
Foundation



/wedigpink

VIDEOS AND NEWS

Side-Out provides different videos to help describe what Dig Pink is and the research it funds. The following YouTube videos can assist in learning more about Side-Out:

- [The Side-Out Story](#)
- [Why Dig Pink with April Ross](#)
- [How To Dig Pink!](#)
- [April Visits Our Clinical Trial Site](#)

To read about the latest The Side-Out Foundation media coverage, click [HERE](#).



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**OUR
PROGRAMS**

DIGPINK 

Each year, hundreds of teams across the country (and some overseas) start Dig Pink® campaigns in support of Side-Out's game-changing research. With endless ways to get involved, how teams participate is up to them! Whether you participate in Dig Pink by hosting a match or tournament with your team or taking part in the Dig Pink Dig-A-Thon, know that you're making an impact on the way breast cancer is treated! >>> [Learn More](#)



Side-Out's Ambassador Program is a unique experience where students gain invaluable experience planning, leading others, and educating themselves about breast cancer all while organizing a Dig Pink® campaign. In recognition of students' efforts, Side-Out awards its Ambassadors the opportunity to earn national recognition and up to \$3,500 in scholarship funds for college. >>> [Learn More](#)



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RESULTS OF RESEARCH

With the help of over 100,000 student-athletes on over 8,000 volleyball teams nationwide, Side-Out has funded more than \$14,000,000 in research through the end of 2018.

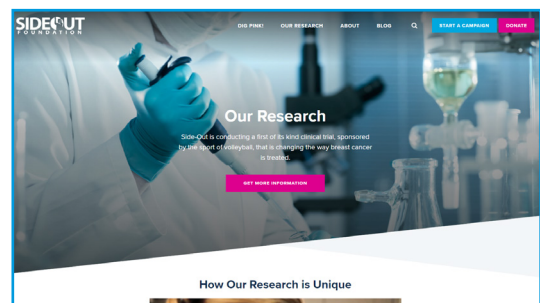
The award-winning Side-Out Protocol, sponsored entirely by the volleyball community, is the first and only to use a multi-omic approach along with personalized medicine in the area of breast cancer research. Centered around individualized treatment known as targeted therapy, doctors are able to tailor a patient's treatment to their specific cancer cells. This approach has not only fundamentally altered the trajectory of breast cancer research but cancer research as a whole.

USEFUL RESEARCH LINKS

[PHASE 1 RESULTS](#)

[PHASE 2 RESULTS](#)

[PHASE 3 INFORMATION](#)



To learn more about our research, visit the [“Our Research”](#) page on our website.



USE OF LOGOS

Following an update to the Side-Out brand, the foundation has four main logos (see below). To download any of these logos, please visit our "[Logos](#)" PDF on Google Drive.



AD/LOGO POLICIES AND GUIDELINES

For a list of policies on the utilization of The Side-Out Foundation and Dig Pink logos, visit our support section on [HERE](#).

MARKETING MATERIALS

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Side-Out helps its teams during their campaign by providing materials for use to promote Dig Pink.

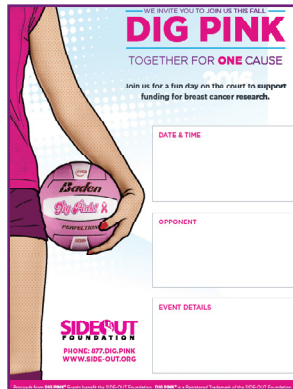
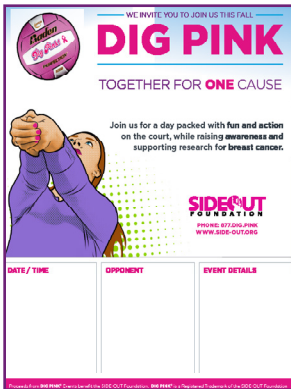
[PA Announcements](#)

[Fundraising Letters](#)

[Press Releases Templates](#)

[Email Templates](#) to send to your community/donors

Side-Out also provides editable PDF poster that you can add details about your event. You can download each of these poster [HERE](#).



SAMPLE IMAGES

(click to download)



FRIENDS OF SIDE-OUT

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For information on how you can become a Friend of Side-Out, click [HERE](#).



FOR MORE INFORMATION

For more information on The Side-Out Foundation, or with media requests, please contact [Adam Obringer](mailto:Adam.Obringer@side-out.org).

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