



## Friends of Heroes Live on the WWW

Friends of Heroes is now officially live on the World Wide Web at [www.friendsofheroes.org](http://www.friendsofheroes.org). Featuring the new team name and logo, the site has been designed for ease of use and to highlight the people who make Friends of Heroes so special. Check out the home page for our team mission, news briefs from the FOH blog, and affiliate team highlights.

The sections of the site include:

- **Blog** – A team blog featuring stories about current events and team happenings
- **Message Boards** – A place to share and communicate with other team members
- **Press** – Recent press releases and release templates

- **Walker Resources** – Fundraising ideas and letter templates
- **Newsletters** – An archive of recent newsletters
- **Affiliate Teams** – Affiliate team listing and resources
- **Social Networks** – Links to the FOH networks, including MySpace, Gather, Friendster and O-Net

**About Us** – History of the team

Hurry over and visit the new site at [www.friendsofheroes.org](http://www.friendsofheroes.org) and do not forget to send us your feedback.

*Watch soon for blinkies and banners to add to your websites, signatures, and blogs.*

### Introducing Friends of Heroes National Team Leaders for

- Jenn Burgess, National Co-Captain - [jenn@friendsofheroes.org](mailto:jenn@friendsofheroes.org)  
Beth Fletcher, National Co-Captain - [beth@friendsofheroes.org](mailto:beth@friendsofheroes.org)  
Jen Coon, Web Committee - [webmaster@friendsofheroes.org](mailto:webmaster@friendsofheroes.org)  
Kim Jones, Affiliate Team Liaison - [affiliates@friendsofheroes.org](mailto:affiliates@friendsofheroes.org)  
Lynette Murphy, Team Captain Relations - [tcrelations@friendsofheroes.org](mailto:tcrelations@friendsofheroes.org)  
Caroline Neal, Business - [business@friendsofheroes.org](mailto:business@friendsofheroes.org)  
Sara Thoroughman, Event Planning - [events@friendsofheroes.org](mailto:events@friendsofheroes.org)  
Mary Anne Whiteley, Newsletter - [newsletter@friendsofheroes.org](mailto:newsletter@friendsofheroes.org)  
Lois Whittaker, Marketing - [marketing@friendsofheroes.org](mailto:marketing@friendsofheroes.org)



## What's in a name?

### What's in a Name?

With great excitement, **Friends of Heroes** is debuting our new name and "look" as a National Friends and Family Light The Night Team!

Changing names isn't a first for us. In 2004, we joined across the nation as Team "Allie's Angels" and The Leukemia & Lymphoma Society's first *national* friends and family team. For the past two years, our team walked as Team "Friends of Allie" and we partnered with local affiliate teams.

Like FOH, The Leukemia & Lymphoma Society has changed names since its inception in 1949. The Society began as the "Robert Roesler de Villiers Foundation" in memory of a 16 year old leukemia patient. At the time, the life expectancy of leukemia patients was only three months.

Since then, they have been "The Leukemia Society" and "The Leukemia Society of America". In addition to supporting research to the tune of \$424 million, the Society also offers a patient services program to educate and provide support to patients and caregivers.

"We've come so far since the 1940s, when almost no one survived leukemia, lymphoma and myeloma," says Society President and CEO, Dwayne Howell. "Thanks to yesterday's milestones and today's innovations, including Gleevec, so many people are overcoming blood cancer."

Despite the name changes, our underlying mission to help find a cure remains the same. Both FOH and the Society began in an effort to put an end to blood cancers. As partners in this endeavor, we will continue until blood cancers are just names in the history books.

**Source:** [http://www.leukemia-lymphoma.org/all\\_page?item\\_id=221384](http://www.leukemia-lymphoma.org/all_page?item_id=221384) (For more on Society history)

## Year End Incentive Winners

### **BIG CONGRATS GOES TO OUR 2006 YEAR END INCENTIVE WINNERS!**

**Light The Night Gift Basket** (Top FOA\FOA Affiliate Walker) - Diane Luisi - 5 Tower, West Chester, NY

**Mary Kay Gift Basket** value \$300 (Drawing of walkers raising \$500+) - Amy Hand - New Orleans, LA

**\$25 Best Buy Gift Card** (Drawing of all walkers raising \$100+) - Beck Marko, Sacramento, CA



Make sure to watch for 2007 incentives coming soon. If you are interested in sponsoring a team incentive, please contact Caroline at [business@friendsofheroes.org](mailto:business@friendsofheroes.org).

## TOP 20 TEAMS 2006

Team	Captain	Team Name	Walksite	Team TOTAL \$
Sarah	Pratt	Team Reynolds	Newport	\$20,129.00
Renee	Rubio	Friends of Allie	Tucson	\$19,220.00
Diane	Luisi	5 Tower	Westchester	\$12,343.00
Tonya	Naylor	Noelli Belli's Sunshine Makers	Southeastern WI	\$7,374.00
Beth	Fletcher	Friends of Allie	NW Indiana	\$5,452.93
Angie	Adams	Wesley's Journey	Montgomery	\$4,175.00
Penny	Duffy	Friends of Allie	Nashua	\$3,267.49
Desiree	Nichols	Sammy Nichols' Crew	Charlottesville	\$3,218.12
Connie	Greenshields	Friends of Allie	Eau Claire	\$3,125.09
James	Moore	5 Tower - National Jr. Honor Society of Tuckahoe	Westchester	\$3,110.00
Lois	Whittaker	Friends of Allie	Mercer County	\$2,916.46
Dawn	Kelley	Allison's Avengers	Dayton	\$2,768.17
Michelle	Mendiola	Team Reyes	Capital City	\$2,666.00
Mary Ann	Brodjeski	Team Baby Vaughn	Southeastern WI	\$2,606.60
Rachel	Carnahan	Friends of Allie	Fort Worth	\$2,441.00
Amy	Alonso	Eddie's Energizers	NW Indiana	\$2,431.00
Jill	Donahue	Friends of Allie	Twin Cities	\$2,401.00
Amy	Hand	Friends of Allie	New Orleans	\$2,384.26
Sara	Thoroughman	Friends of Allie - Raymond James	Pinellas	\$2,145.00
Sara	Thoroughman	Friends of Allie	Pinellas	\$2,115.84
Jane	Kahl	Wisconsin Angels	Capital City	\$2,070.30



## TOP 30 WALKERS 2006

First Name	Last Name	Team Name	Total Indv. Amt Raised
Diane	Luisi	5 Tower	\$10,156.00
Richard	Martin	Team Reynolds	\$7,780.00
Sarah	Pratt	Team Reynolds	\$4,628.00
Angie	Adams	Wesley's Journey	\$4,150.00
Renee	Rubio	Friends of Allie	\$3,352.43
Laura	Levin	Friends of Allie	\$3,000.00
Kevin	Wichers	Friends of Allie	\$2,800.00
John and Jill	Jenkins	Team Reynolds	\$2,560.00
Brandon	Kelley	Friends of Allie	\$2,529.57
James	Greenshields	Friends of Allie	\$1,799.20
Loretta	Rivera	5 Tower	\$1,765.00
Amy	Hand	Friends of Allie	\$1,764.26
Lois	Whittaker	Friends of Allie	\$1,706.46
Jill	Donahue	Friends of Allie	\$1,625.00
Beth	Fletcher	Friends of Allie	\$1,427.93
April	Molle	Team Logan	\$1,415.00
Jane	Kahl	Wisconsin Angels	\$1,410.88
Dianne	Reynolds	Team Reynolds	\$1,395.00
Sean	Haines	Team Matthew	\$1,370.00
Robin	Brunet	Friends of Allie	\$1,350.00
Sara	Thoroughman	Friends of Allie	\$1,270.84
Alison	Bazeley	Friends of Allie Noelli Belli's Sunshine	\$1,219.34
Noelle	Naylor	Makers	\$1,210.00
Alex	Walter	Friends of Allie Friends of Allie - Raymond	\$1,131.40
MaryLou	McIntosh	James	\$1,125.00
Ronda	Herl	Friends of Allie Noelli Belli's Sunshine	\$1,100.00
Chris	Payerl	Makers	\$1,092.50
Megan	Halacy	Friends of Allie	\$1,050.00
Lynette	Murphy	Friends of Allie	\$1,025.00
Jennifer	Cooper	Friends of Allie	\$1,006.00
Jill	Clements	Friends of Allie	\$1,001.50
Michelle	Mendiola	Team Reyes	\$1,001.00





**Home Office**

1511 Mamaroneck Avenue, White Plains, NY 10603

tel. 914.949.5123 fax. 914.949.6691

December 8, 2006

Dear Friends of Allie Volunteers:

Thank you for your tremendous support of our annual Light The Night Walk. We anticipate reaching more than \$32 million this year. This significant accomplishment could not have been achieved without the role played by our largest National Friends and Family National Team, Friends of Allie.

We truly appreciate your support of Light The Night. Your fund-raising efforts will make a difference in the lives of the many patients and families we serve on a daily basis. Your generous support will help us continue to make great strides in supporting our mission to cure leukemia, lymphoma, and myeloma, and improve the quality of life for patients and their families.

Financial support from caring volunteers like you allows the Society to continue its aggressive funding of "cutting edge" research programs. Since our founding in 1954, we have invested more than \$483 million in research, contributing \$58 million annually. Your corporate support of Light The Night will allow us to continue our research funding and support patient programs.

Thank you again for your participation in Light The Night. The volunteers of Friends of Allie should be proud of their contributions in helping us find a cure for leukemia, lymphoma and myeloma.

We look forward to working with you again to make 2007 our biggest year ever.

Sincerely,

Dwayne Howell  
President & CEO

Greg Eifers  
Senior Vice President  
Revenue Development

LEUKEMIA

LYMPHOMA

MYELOMA

[www.LLS.org](http://www.LLS.org)

<http://www.friendsofheroes.org/>



## Join us on the official Friends of Heroes forum!

<http://friendsofheroes.proboards80.com/>

**Please register and take a look around our new forum!**

Some features that are new to us include:

- Personalizing your posts with avatars and signatures
- Ability to modify your own posts
- Better organization of posts and boards
- Ability to search for specific posts throughout the board
- More compatibility with the FOH home page
- Internal polling system for team votes
- Private/password-protected boards for affiliate teams or regional teams
- Added security features to keep the forum safe

Please allow yourself some time to become familiar with all the features. The best way to learn the board is to jump in and start conversing! If you have any questions during this transition, do not hesitate to contact us at [teamleaders@friendsofheroes.org](mailto:teamleaders@friendsofheroes.org)

Be sure to check out these boards:

**Board FAQ** To learn our board posting tips and guidelines

**VIP Tent** For introductions and general chitchat

**Support Our Heroes** To request or provide support for families that you follow

**See you on the board!**

<http://www.friendsofheroes.org/>