

Memo - September 2025 Updates The Big Raise

Hope you are all well as we send our September 2025 monthly update from the Big Raise Inc.

The Big Raise, Inc. (A Florida 501c3) was founded in 2023 to raise funds for charitable organizations through unique and amazing fundraising events and programs. We don't just look to hand over checks but work to innovate better events; create new methods to fundraise; and partner with great organizations. The Big Raise, Inc. facilitates Partner Events; Focus Area Events; and other programs throughout the year and in several states.

We have been running events prior to 2023, but at that time we decided forming The Big Raise would help to expand and increase the impact.

This monthly newsletter will update you on our schedule and events; the Chairman's column; Giving Impact; How to Get Involved; "Guest" column each month "Who"; "Thanks to These" focusing on who is doing so much to help; and "New Events." Check out how you can get involved; how you are making an impact; see the new developments, schedule and much more.

1. Schedule and Events

The **Big Raise Murder Mystery 2025** (Who Killed the Fundraiser?) will be held at historic Danada House in Wheaton on Friday November 7th 2025, to benefit Cars of Hope in Naperville. This event will feature an amazing dinner; professional murder mystery cast; bourbon and wine tastings; dinner and open bar. There is a silent auction that benefits Cars of Hope, but no paddle raise or live auction. Enjoy a great night of entertainment or make a pledge online to support.

The proceeds from the event go to benefit Cars of Hope. More information at: <https://jointheraise.com/mm/> and <https://carsofhope.org/>.

Hearts for St. Jude will be held February 22-24, 2026 in Reunion, Florida. This golf, gala and now pickleball tournament event is in its ninth year and will surpass \$3M raised for St. Jude Children's Research Hospital in 2026. See more information and details at: <https://jointheraise.com/reunion-2026/>.

The **Big Raise Road Rally 2026** will be held May 29-31, 2026. This two-night and three-day event will cover over 500 miles and support multiple charities. Pick

your own charity and join us for an amazing time! More information at: <https://jointheraise.com/rally-2026/>. In 2025 we raised \$86,000, this time we're working to raise over \$200,000 for amazing causes.

2. Chairman's Update

As The Big Raise enters a new season of more events; new partners; and expanded opportunities I wanted to take a moment to explain what we do and why we do it.

Over ten years ago when one of my kids was in intensive care it was a moment where nothing else matters and my wife Kirsten and I just prayed for some kind of hope. A doctor at the Children's Hospital in Chicago narrowed down what was happening and gave us all a path. I cannot imagine what it feels like to go to St. Jude or another hospital and hear that word "cancer." In our case it was not cancer, but the lesson stuck. Our child is healthy and today we are blessed to continue to help others.

The Big Raise was born at that time to have "Amazing events for Amazing Causes." As we grow we also meet amazing people and find new organizations to partner with.

Cars Of Hope hadn't done a fundraiser before 2025. Their organization repairs and provides vehicles to help deserving families have transportation to get to work and get on their feet. Romas and Greg from Cars of Hope are a couple examples of their volunteers doing "amazing" things to help others, and we are glad to help. Check out their event November 7, 2025; and help them do "amazing" things. <https://jointheraise.com/mm/>

As we continue to build the Big Raise, I am frequently asked how others can help us grow and how we are funded. The Anderson family continues to be the biggest supporters of the Big Raise, but outside donations continue to grow. Consider supporting with a contribution and help us help others: <https://fundraise.givesmart.com/e/LDOS6Q?vid=1liu2l>

3. Giving Impact

This month's "Giving Impact" is focused on Cars of Hope and I will use a personal story. In 2023 I had a damaged car that I wanted to get rid of. Quotes to fix were \$6,000-\$7,000 and I knew a trade would be a losing financial choice as I didn't need another car. I was fortunate enough to receive a referral to Cars of

Hope (from the folks at Hased House) and Cars of Hope was interested in the car. They repaired the beautiful Malibu and it was able to provide transportation to a single mom and gave me a tax-deduction. Since the car had 19,000 miles on it, I am hopeful she gets quite a few years of transportation from that car.

<https://carsofhope.org/>

“Who Killed the Fundraiser” will be held on November 7th to benefit Cars of Hope. Sponsor; attend; and enjoy the show; or donate a vehicle to Cars of Hope to help make an Impact. <https://jointheraise.com/mm/>

4. Get Involved

How can you get involved? We need people to promote events; find organizations who are looking to get help raising funds; work events; promote events; post online about the events; tell others; etc. etc.

Ashley Hanrahan (our executive director) can be reached at director@jointheraise.com if you would like to do any of these except requests for new events. Contact Jon Anderson at chairman@jointheraise.com. If you check out our website, <https://jointheraise.com/>, you will see three events in 2025 and six we have planned or are planning for 2026. Come see what we can do together to help others.

5. Who Column

The “Who” column is not about Pete Townsend, Roger Daltrey, etc. It’s about the people who make the Big Raise go. For September 2025 our “Who” is Jon Freedlund. Jon (my wife’s cousin) and I have known each other since I was seventeen and looking sharp in a white tux and pink tie for prom. Jon Freedlund owns his own business development company (helping companies to grow) and helps the Big Raise as Rally chair. He plans crazy routes and stops. He dresses as Ted Lasso, and helped to bring the most teams to the Big Rally 2025 (<https://jointheraise.com/rally/>).

He is working to bring 20 teams for 2026 and just ran another rally this last month. Contact him at: rally@jointheraise.com for information on the event or if you want to grow your business.

6. "Thanks To These" Spotlight

September's "Thanks to These" goes to Harold and Theresa Olson of Reunion, Florida. I met Harold and Theresa when I bought a home in Reunion (Harold's a realtor) and since then they have both helped us grow the St. Jude event; supported the Road Rally; and had some fun along the way. About the only thing Harold doesn't participate in was the Mechanical Bull Riding on the Road Rally 2025. I guess there is always next year.

"Thanks to" Harold and Theresa for all you do to be involved and keep an eye out for some cool things they will be doing for the Reunion event in February 2026.

7. New Events

The Big Raise has three events planned for 2025 and now six for 2026. Check out our "Events" page to see the information and sponsor; attend; support; or help. Big things are happening with the Big Raise. "Join The Raise" at: <https://jointheraise.com/events/>