

# THE BIG RAISE



HEARTS FOR

*St. Jude*



The Big Raise Presents

# Hearts for St. Jude 2026

Reunion Florida, February 22-24, 2026

[jointheraise.com/reunion-2026](http://jointheraise.com/reunion-2026)



Thank you for supporting the Big Raise and joining us at “Hearts for St. Jude 2026.” This event continues to grow every year, and we appreciate how you have made that possible. Since inception we have raised over \$3M for the kids at St. Jude Children’s Research Hospital. I have visited the hospital in Memphis several times, and cannot say enough how important this event and others are for the life saving mission.

Thank you for attending, sponsoring, participating, bidding, assisting, telling others, or in some other way being involved. I cannot thank you enough.

We look forward to an amazing couple of days and the dinner gala tonight. We hope you will be amazed and have an amazing time. Hopefully you plan to come back every year, and consider supporting our other events with the Big Raise.

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. We felt we could hold other events like the St. Jude event and multiply the impact for other great organizations and impacts.

In 2026 we will be holding “The Big Rally 2026” (May 29-31); a Bourbon Raffle (June 2026); “Who Killed the Fundraiser Chapter Two” (August 2026); our one-of-a-kind night of fundraising and entertainment “The Ball of Lights” in October; and finally, “Santa’s Coming to Town” to help needy families in December 2026. Check out the details for all at: [jointheraise.com](http://jointheraise.com)

Once again, my sincerest thank you for your support and joining us tonight.

Sincerely,  
Jon A. Anderson  
The Big Raise Chairman  
[chairman@jointheraise.com](mailto:chairman@jointheraise.com)  
1-800-691-8176  
[JoinTheRaise.com](http://JoinTheRaise.com)



## About Us

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

## Events

Partner Events are for a specific organization or charity and include the multi-day “**Hearts for St. Jude Gala and Golf Tournament**” which takes place in Reunion, Florida annually in February for the benefit of St. Jude Children's Research Hospital. Focus Area Events are for a specific problem like cancer, homelessness, or hunger and can include several recipient charities. They include our annual “**Big Raise Road Rally**” and the “**Ball of Lights.**” We continued to look for additional type of event formats to partner and create a “Big” impact for others.

100% of the proceeds from our events go to the recipient charities after event expenses. We facilitate the giving, auctions, and events, but do **NOT** take from the proceeds. The “Big Raise Inc.” is a 501c3 not-for-profit that is funded by contributions to our operating fund from the Anderson and other families that believe in great events and solutions; even greater needs and great actions.

## Support Us

Consider making a contribution directly to the Big Raise Inc. All contributions go to our operating fund that is used to run events; promote events; and grow ways to help others with a “Big” impact. Contributions can be made at: [jointheraise.com](https://jointheraise.com) and select “Contribute” from the drop down menu.

## Our Goal

Our goal in 2028 is to reach an annual level of \$5,000,000 a year raised for the organizations and focus areas we support. Through 2025 we had raised over \$2.8M for St. Jude Children's Research Hospital since our first event for the kids. In 2025 we expect to get close to \$1M total raised in the year through our multiple events and multiple partner organizations and focus events.





## “Hearts for St. Jude” Schedule 2026

### **Sunday February 22, 2026**

12:00-3:00 Golf Tourney Day One

12:00-3:30 Pickleball Matches Day One

7:00-11:00 Hearts for St. Jude Gala

### **Monday February 23, 2026**

7:00-8:30 Breakfast Grande Falls patio or Ballroom (weather backup)

8:00-12:30 Golf Tourney Day Two

9:00-12:30 Pickleball Matches Day Two

1:00-2:30 Lunch and Team tourney prizes

6:00-10:00 Cocktails and Cigars at the “Eleven” and bourbon tasting

### **Tuesday February 24, 2026**

8:30 Breakfast at Hotel

### **Facts and Figures**

During the history of this event we have raised over \$3M for St. Jude Hospital. In 2024 and 2025 we experienced the best years in history of the event in both funds raised and growth in attendees. This amazing event continues to grow and each year our support growth from our amazing supporters that travel from abroad to join us at the event, but also the live in Reunion and Florida and contribute to its success year after year.

Cancer is the Number 1 cause of death by disease in children under 14 in America. Treatments invented at St. Jude have pushed overall survivor rates from 20% in 1962 to 90% today. February 22, 2026. We won't stop until no child dies from cancer. 75% of operating funds for St. Jude are raised by private donations. St. Jude treats patients from all 50 states and around the world. No family ever pays St. Jude for anything because all they should worry about is helping their child live.



St. Jude Children's Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: Finding cures. Saving children.®

It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since the hospital opened more than 50 years ago.

St. Jude won't stop until no child dies from cancer. St. Jude shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

Because of generous donors, families never receive a bill from St. Jude for treatment, travel, housing or food, so they can focus on helping their child live.

Visit *St. Jude Inspire* to discover powerful St. Jude stories of hope, strength, love and kindness. Join the St. Jude mission by visiting [stjude.org](http://stjude.org), liking St. Jude on Facebook, following St. Jude on Twitter, Instagram and TikTok, and subscribing to its YouTube channel.



“THOSE  
WHO **WORK**  
FOR THE

**good**

ARE AS  
THOSE  
WHO **DO** THE

**good**

–Danny Thomas, Founder

## Thanks to Our Amazing Sponsors

**The Anderson Family**

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## Thanks to Our Amazing Sponsors

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Jim Fisher

Larry Lucas

Chet Ciesielski

Dave Kuchar

Allen Bloom

Jill Zahara

Michael Matarazzo

Kevin Ryan

Tom Eich

Tyler Laurisch

Joey Soderstrom

Dennis Riordan

Mary Kate Kaufman

## 2025 Live Auction Items

### Enchanting Lake Como

Located in northern Italy, Lake Como is a renowned destination for films, celebrities, and luxury travelers, while still preserving its timeless charm and elegance. This five-night package for two includes accommodations at Royal Victoria or Hotel Cipressi, plus a scenic boat tour on Lake Como. Share an unforgettable escape in one of Italy's most enchanting destinations.



### Pappy Is in the house

Pappy Van Winkle is a rare, highly sought-after bourbon from the Buffalo Trace family. This premium package includes five bottles from the Pappy Van Winkle collection: the 10, 12, 15, 20, and 23 year expressions—an exceptional centerpiece for a serious bourbon collection.



### Masters Sunday

Experience Masters Sunday 2026 at The Masters Tournament at Augusta National. This bucket-list package includes two tickets to the Sunday Final Round, hotel lodging for Saturday and Sunday nights, and a Saturday dinner reservation at The Pinnacle Club (consumption not included). Walk the same grounds as Bobby Jones, Ben Hogan, Jack Nicklaus, and Tiger Woods as the champion is crowned and the green jacket is awarded.



### Kiawah Island super golf trip

Kiawah Island, just outside Charleston, is a world-class golf destination and past host of the PGA Championship and Ryder Cup. This bucket-list trip for up to 16 golfers includes three nights of lodging, dinners, and four rounds of golf—including the legendary Ocean Course. Extras may include premium cigars from Jon's collection and after-hours bourbon tastings, making this a true once-in-a-lifetime golf experience.



### Louis Vuitton Keepall Bandouliere

We packed your bag for your next vacation! Take home the ultimate luxury, travel-ready bag! Perfect for your next getaway, this leather Louis Vuitton Keepall Bandoulière 45 is the ultimate statement of luxury and status. Includes a special addition pop of red to commemorate Hearts for St. Jude! Filled to the brim with luxury accessories, gift cards and even a surprise to make your next trip extra special! One chance to take home this stunning, fully loaded showpiece.



### Jon's Magical Mystery Humidor

The Hearts For St. Jude 2026 Edition features rare, hard-to-find Cuban cigar classics for serious collectors, with over 50 premium cigars total.

This exclusive set includes:

- Montecristo Churchills – 12
- Romeo y Julieta Edición Habanos 2016 – 12
- H. Upmann Cubans – 10
- Cohiba Behike – 13
- Cohiba Limited Edition 2003 Double Corona – 6

A one-of-a-kind collection you won't find together anywhere else at this value.



# Live and Silent Auction Overview

## Thank You

Thank you if you took part in the auctions or “Give to Live” tonight. The auctions are filled with fun items and the “Give to Live” is an integral financial part of supporting St. Jude Children’s Research Hospital.

## Checking Out

To check out simply go to the auction page link on the Big Raise website at: [jointheraise.com/reunion-2026](https://jointheraise.com/reunion-2026) and follow the prompts. The website will give you the options to check out and enter credit card information. Once you have completed your electronic checkout you can come to the desk in the lobby. Show the “Paid” receipt and a host will locate your items. Thank you again for your support.

## Tax Documentation

Tax documents for your 2026 tax returns are provided in the following ways. If you made a contribution (Give to Live) or purchased an auction item on the night of the gala or through the website link an email is sent to you immediately documenting the amount. The sender is: **no-reply@givesmart.com**. Check your spam folder or search “Givesmart” if you have trouble finding the receipt.

If you registered and paid through Clover (which is an email invoice sent directly to you), Clover sends a receipt back to the same email immediately. Search for “Clover” if you paid by credit card.

If you paid by check, donor advised fund or other contribution, you will receive an email sent directly to you. These are sent from: **chairman@jointheraise.com**. Please direct any questions on these receipts directly to that email.

Thank you for your support and making “Hearts for St. Jude” a part of your year and an amazing success every year!

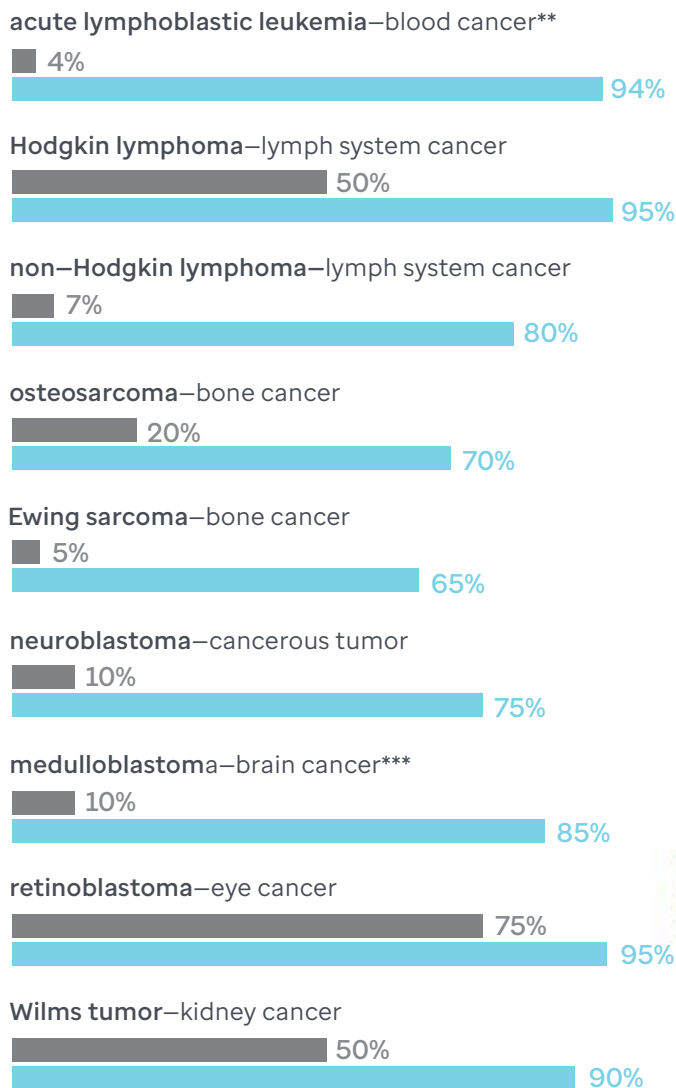


# Five-year Cancer Survival Rates\*

Thanks in part to the work at St. Jude Children’s Research Hospital®, the survival rates for certain types of childhood cancers have drastically improved. Our mission is clear: **Finding cures. Saving children.®**

St. Jude patient **Mondreas**, cancerous tumor

1960 ■ TODAY ■



\* Based on national averages from 2001-2007.  
 \*\* Reflects survival rate at St. Jude, the highest worldwide for ALL.  
 \*\*\* Reflects survival rate at St. Jude, standard-risk and high-risk, the highest among national cooperative groups for medulloblastoma.



[stjude.org](http://stjude.org)



# Thanks to Our Amazing Sponsors



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Individual premiums and budgets will vary by customer. All applicants subject to State Farm underwriting requirements.

# 2025 Highlights



# 2025 Highlights



# 2025 Highlights





St. Jude patient **Georgia**,  
blood cancer

# Why St. Jude?

Our laboratories may not be in your communities,  
**but our discoveries are.**



**Families never receive a bill from St. Jude** for treatment, travel, housing or food – so they can focus on **helping their child live.**



Thanks to generous donors like you, **St. Jude can give our doctors and researchers the tools and technology they need to make the next groundbreaking discovery.**



**Every child deserves a chance to live** their best life and celebrate every moment. When you support St. Jude, **you can help make cures possible for kids with cancer.** Together, we can save more lives.



**St. Jude has helped push the overall childhood cancer survival rate in the U.S. from 20% in 1962 to more than 80% today.** We won't stop until no child dies from cancer.



Unlike the U.S., in many countries, only 1 out of 5 children who develop cancer will survive. That's why **we're helping make lifesaving treatments available to more children in more places** – because **where they live shouldn't determine if they live.**

[stjude.org](http://stjude.org)



## Partners

At The Big Raise we understand that everyone needs a hand at sometime. We are glad we are blessed to be in a position to help others, but formed the Big Raise to multiply that impact by helping organizations that help others. Whether that is running an event; creating a new way to raise funds; partnering to help a problem we want to assist and are proud of our partners working alongside of us to make a “Big!” impact for others.

Our partners help by helping run a fundraising event; promoting the event or the Big Raise; making a contribution; supporting others and helping them through a challenging time. We always look to grow our events and partners. Reach out to [chairman@jointheraise.com](mailto:chairman@jointheraise.com) if you are interested in becoming a partner or becoming involved.



**St. Jude Children's  
Research Hospital**  
[stjude.org](http://stjude.org)



**Manish Patel  
Family Foundation**  
[mdpfoundation.com](http://mdpfoundation.com)



**Cars of Hope**  
[CarsofHope.com](http://CarsofHope.com)



**Hesed House**  
[hesedhouse.org](http://hesedhouse.org)





# The Big Rally 2026

May 29-31, 2026

## The Route

The route for the Big Rally 2026 will start in St. Charles, Illinois head up to Milwaukee, Wisconsin. Out west as far as Minnesota, through Iowa and end after three days and two nights at Whiskey Acres Distilling Company in Dekalb, Illinois. Check out the webpage for more details as the route is built at: [jointheraise.com/rally-2026](http://jointheraise.com/rally-2026)



## The Experience

Our seasoned group of rally professionals will help you enjoy a drive you will not forget. Whether it's mechanical bull riding; a historical museum; a distillery tour and tasting; or one of dozens of other "quests" on the drive you will have an unforgettable time.



## Sign Up Now

Space is limited. Sign up now (to get fundraising) and also to starting winning prizes for your charity. [jointheraise.com/rally-2026](http://jointheraise.com/rally-2026)

[jointheraise.com/rally-registration](http://jointheraise.com/rally-registration)



## **The Big Rally 2026**

The Big Raise (JoinTheRaise.com) is raising funds for amazing non-profit organizations at our 2026 Road Rally. This rally will be an exciting drive over three days and two nights through sights and destinations of the Midwest. We will visit various restaurants; breweries; and tourist destinations that you will not forget.

## **What You Do To Drive**

To get in the rally all you need to do is

- a.) Pick a charity to raise money for.
- b.) Pay a registration fee to the Big Raise of \$500.
- c.) Ask people to sponsor your car and your charity.
- d.) Bring your car and your “team” (whoever you want along on the drive).

It's that simple. You can use any car you want for the rally.

## **What You Get**

The Big Raise (A Florida 501c3 not-for-profit) will provide you with a custom team design and theme for your rally vehicle (it doesn't have to be a car, but I would advise against a motorcycle). You will get a non-permanent decal package that will decorate your vehicle with your team style; your sponsors; event sponsors; and your chosen charity (think looks like a NASCAR). You will get a custom webpage for your team where people can sponsor your car by the mile; by the accomplishment; by your daily result. Each team will get their own driving jerseys with their team colors, design, logos, etc. Last (and most important) is the winning team (one that raises the most \$\$ for others) will get the five foot tall Big Raise Rally cup to put in their living room and really impress their family. May 29-31, 2026

## **How to Win**

Each team custom webpage allows teams to get sponsors for their chosen charity. The charity gets the money raised, and sponsors get a deduction for supporting an important cause. Sponsors can pledge a one-time amount to the team ; a per mile sponsorship; or a corporate sponsorship for the team. The team with the most funds raised will be the champion and get the four foot tall trophy to impress friends and family in their living room.

**[jointheraise.com/rally-registration](http://jointheraise.com/rally-registration)**

# Impact

We measure impact not just by what we've done, but what we can do. A continual effort to grow; learn; achieve more with others and to help others is an impact that you can't fully quantify. At the Big Raise we are driven to be impactful, grow and expand what is possible.



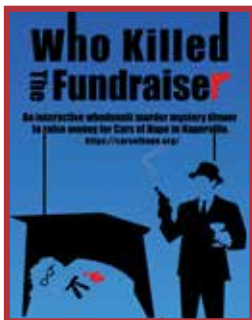
**Hearts for St. Jude**  
February 22-24, 2026  
Reunion, Florida



**The Big Raise Road Rally**  
May 29-31, 2026  
Three States



**Bourbon Raffle**  
June/July, 2026  
Online



**Who Killed the Fundraiser pt. 2**  
August, 2026  
Location TBD



**The Ball of Lights**  
September, 2026  
Chicago Area



**Santa's Coming to Town**  
December, 2026  
Chicago and Other Cities

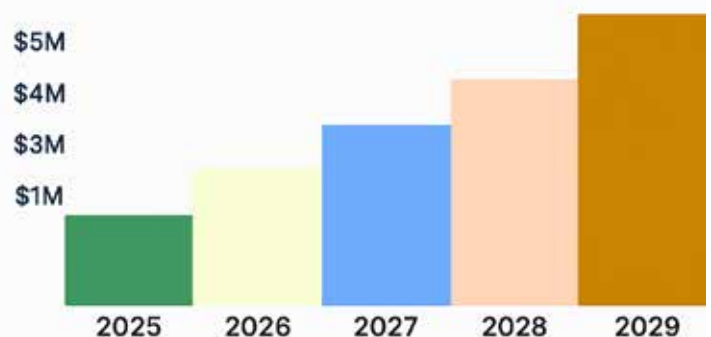
## Possible Events

As we expand and continue to grow our impact we have considered a variety of new events to add. A walk; a 5K; an online event; a concert; dinners; wine auction; a car auction; an online store; a golf marathon; thoroughbred racing; a Great Race and more are some examples of events we have considered. If you or an organization you know of has a need reach out to us to consider.

If you're lucky enough to attend our "Ball of Lights" in 2026 you'll see that almost no idea is too crazy to be amazing and help others. Contact: [chairman@jointheraise.com](mailto:chairman@jointheraise.com)  
Jon Anderson

## 2029 Goal

Our goal for 2029 is to raise \$5M through our events. That is a lofty goal, but considering our first events raised around \$100,000 we think with a plan we can get there and more.



# GETTING TO KNOW THE GOLF GENIUS APP

We are excited to offer real time scoring with the **Golf Genius** app.



## STEP 1

Download the Golf Genius app available for Apple or Android.

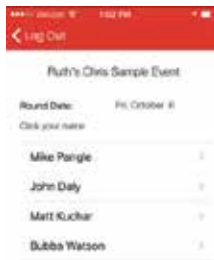
## STEP 2

Enter your “GGID”, provided at registration, and then select “Sign In”.



## STEP 3

Select your name and it will bring you to your starting hole.



## STEP 4

Throughout the outing enter your score and select “Save”.



### Check the Leader Board!

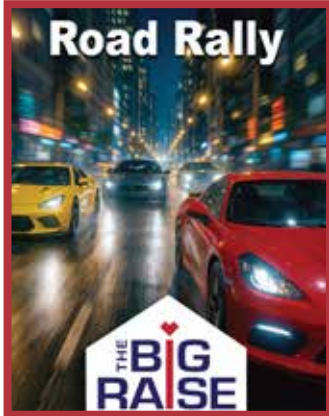
Any time you want to see how you are doing in select “View Results” and you can see where you stand overall!

An abstract painting featuring two hands in shades of red and orange, one at the top and one at the bottom, holding a large heart. The heart is also rendered in red and orange tones with dark, expressive brushstrokes. The background consists of diagonal bands of light blue, beige, and white, creating a sense of depth and movement. The overall style is expressive and emotional.

**Since Inception  
We've Raised  
Over \$3M**

# THE BIG RAISE

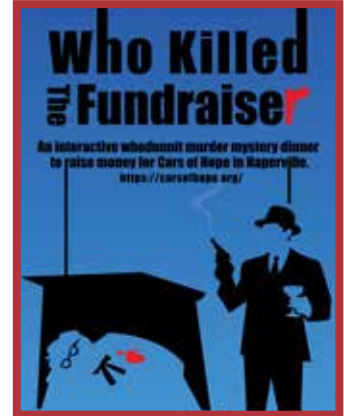
## Our Charity Events



**The Big Raise Road Rally**  
May 29-31, 2026  
[jointheraise.com/rally-2026](http://jointheraise.com/rally-2026)



**Hearts for St. Jude**  
February 22-24, 2026  
[jointheraise.com/reunion-2026](http://jointheraise.com/reunion-2026)



**Murder Mystery**  
November 7, 2025  
[jointheraise.com/mm](http://jointheraise.com/mm)



**The Ball of Lights**  
September, 2026  
[jointheraise.com/ball-of-lights](http://jointheraise.com/ball-of-lights)



**Santa's Coming to Town**  
December, 2026  
[jointheraise.com/santa](http://jointheraise.com/santa)



**Bourbon Raffle**  
June, 2026  
[jointheraise.com/raffle](http://jointheraise.com/raffle)

# THE BIG RAISE



**Thank You. See You in 2027!**  
**February 21-23, 2027**

**[JoinTheRaise.com/Reunion](https://JoinTheRaise.com/Reunion)**

