

WELCOME TO



FRISBEE - SPEAK UP CLINICS - SPIRIT OF THE GAME - EDUCATING KIDS - CANCER SYMPTOMS
EDUCATING KIDS - CANCER SYMPTOMS - ULTIMATE FRISBEE - S
OF THE GAME - EDUCATING



E.R.I.C. Mission and Vision.

E.R.I.C. (Early Recognition Is Critical) is a non-profit 501 (c)(3) Organization with the mission to:

E.R.I.C. exists to teach the sport of ultimate frisbee in order to educate people in a lifestyle that makes early cancer recognition more likely.



Together we can make a Difference!

We host events across the nation and also internationally to promote recognizing cancer early and need your help spreading the word! Please look around our site to hear our story and join the mission!

Together, let's *huck* cancer!

PROVIDING SPORTS OPPORTUNITIES FOR ALL YOUTH.

Helping youth get excited about physical activity and knowing their body including healthy living and body maintenance.



Overview

ERIC was founded in 2012 by Jim Gerencser and Cassandra Palo - both intimately impacted by cancer - Jim's son Eric was diagnosed with cancer at an early age and on a couple of occasions since, has been in and out of remission. Jim credits knowledge of cancer symptoms for ERIC's early treatment and subsequent success in ERIC's ongoing fight against this dreaded disease.

ERIC's Purpose: Teach youth about healthy living, cancer symptom awareness and confidence building through Ultimate Frisbee. Ultimate Frisbee is a growing sport nationwide and worldwide. Over 4M individuals play the game nationwide and over 6M worldwide.

We believe in alliances and we are Social Partners of the WFDF (World Flying Disc Federation) which recognized by the International Olympic Committee, together we promote the Frisbee Culture.

E.R.I.C.'s brand new logo beautifully launches in 2019 symbolizes the organization's fresh, new direction. The colorful circle represents harmonious unity in an environment not divided by gender, ethnicity, religion, or belief. It circles around the original E.R.I.C. lettering to reinforce the nonprofit's legacy as well as its evolution, work on three additional pillars: diversity, inclusiveness, and equity

Photo: Eric and Jim Gerencser





Why Ultimate

- Jim G. has played Ultimate for 30+ years and is a passionate promoter of the game and all it stands for. He decided that delivering the cancer education to children through Ultimate Clinics would be the perfect delivery system as children absorb more in positive environments (i.e., Ultimate Frisbee Clinics).
- Accessible and affordable sport/activity for all youth (you only need a disc)
- Great medium to teach youth about the values of sportsman-like conduct and having respect for others on and off the field (and learning to work collaboratively), as well as the importance of physical activity and knowing their body



How We Execute Our Mission

- Harness clinical expertise through the establishment of Clinical Advisory Boards (comprised of Pediatricians, Oncologists, etc.)
- Develop age-appropriate content for youth to learn about health, cancer, ultimate frisbee, etc.



FRISBEE-SPEAK UP CLINICS-SPIRIT OF THE GAME-EDUCATING KIDS-CANCER SYMPTOMS-ULTIMATE FRISBEE-SPEAK UP CLINICS



- Host Ultimate Frisbee Clinics and Tournaments for middle-school aged youth and Utilize educational/promotional videos and other marketing materials to inform/educate schools (administrators, teachers, youth), parents, caregivers
- Teach youth leadership skills (public speaking, negotiation, conflict resolution, event planning and execution, gender equality etc.)
- Create a network of qualified and certified ERIC coaches to help support and share the organization's mission nationally and Internationally



- Procure New Clinics through Schools, Groups (such as Boy Scouts and Girl Scouts) and AUDL Teams (there are presently 3 regional ERIC coordinators who will be actively calling on schools and organizations.
- Donate Ultimate Frisbees (“discs”) to all School partners and tee-shirts (for coaches and select participants).
- Generate funding to host School Clinics and Tournaments through a variety of mechanisms including corporate donations, personal donations, endowments and family trusts and fundraisers (e.g., merchandise sales, black tie events, partnerships with restaurants etc.)
- E.R.I.C. has thus far operated and carried out its campaign in a significant number of countries including Australia, China, Colombia, Czech Republic, Finland, Germany, Italy, Latvia, Mexico, Poland, Slovenia, South Africa, and Venezuela.



How We Fight Cancer

E.R.I.C. runs Speak Up clinics at schools to teach youth how to be active, body aware and speak up through simple educational tools and youth-tailored sport's play!

BE ACTIVE - We teach the sport of ultimate frisbee as a form of active lifestyle where athletes care for their body through exercise and a balanced diet!

BE BODY AWARE - Youth learn about common cancer symptoms and helpful messages to notice anything unusual in their health!

SPEAK UP - We use Spirit of the Game rules to teach youth self-advocacy by communicating when something feels wrong on the field, at home or at school!



Photo: Habla Claro Clinics Venezuela

Early Detection is Critical...

Common Cancer Symptoms

- ✓ Frequent headaches with vomiting
- ✓ Change in bowel or bladder habits
- ✓ An unusual lump, mass or swelling
- ✓ Unexplained fever that lingers
- ✓ Constant tiredness & paleness
- ✓ Unusual moles/New changing spots
- ✓ Continued night sweats
- ✓ Abnormal bleeding
- ✓ Sudden eye vision changes
- ✓ A sore that does not go away

FRISBEE-SPEAK UP CLINICS - SPIRIT OF THE GAME-EDUCATING KIDS-CANCER SYMPTOMS-ULTIMATE FRISBEE-SPEAK UP CLINICS - SPIRIT OF THE GAME-EDUCATING KIDS-CANCER SYMPTOMS-ULTIMATE FRISBEE-SPEAK UP CLINICS - SPIRIT OF THE GAME-EDUCATING KIDS-CANCER SYMPTOMS-ULTIMATE FRISBEE-SPEAK UP CLINICS



Who Is Team ERIC (Key Leadership)

- *Jim Gerencser*, ERIC Co-Founder and Owner, Nationwide Auto Services, Inc.
- *Rob Lloyd*, President, Cisco
- *Mike Ziemann*, President and Chief Financial Officer, Summit Bank
- *John Conway*, Chief Business Development Officer, Cancer Treatment Centers of America
- *Jhon “Jolas” Laracas*, Member of the E.R.I.C. board
- *Patrick van der Valk*, Spirit of the Game Director & International Relations

Note: ERIC’s Board consists of additional professionals from across the country as well as medical advisors from multiple disciplines

E.R.I.C. Ambassadors:

- *Doctor. Rodrigo Laverde*, Colombia: Sports Medicine / High Performance Center in Height. National University of Colombia. Bogota
- *Juan Julián Peña*, Venezuela: General Director Perilla Records Producciones c.a
- *Jose Angel Rodriguez*, Venezuela: President A.C Caobos Ultimate Club Deportivo.

The support of E.R.I.C. to international ambassadors it goes from sending Disks to be sold within the Ultimate community in their countries and serving as a self-management mechanism to cash flow for administrative expenses of their campaigns.

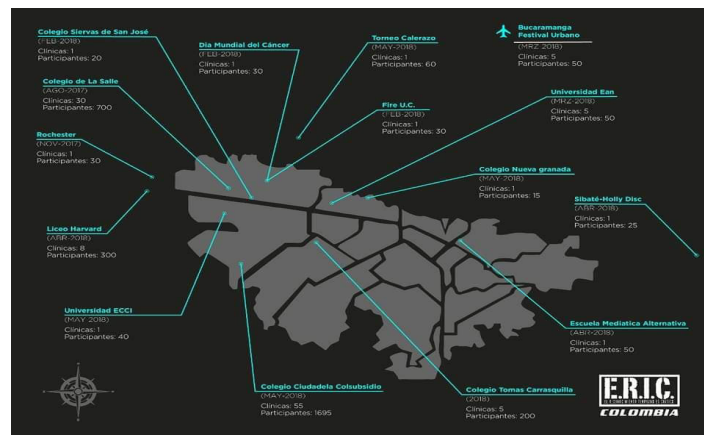


What Is Our Community Impact/Involvement

- The E.R.I.C. Speak Up campaign and clinics will continue to be one of the organization's tools to help achieve its advocacy. Since its founding, E.R.I.C. has reached more than 200,000 youth in the U.S. and around the world, a testament to the success of the Speak Up campaign.



- In Colombia since 2017, there have been 159 clinical E.R.I.C. Speak Up Tour benefiting 4,875 children and youth.



- In Venezuela, the *Gira Habla Claro* the version of E.R.I.C. Speak Up in Spanish has been implemented since 2017, serving a student population of 12,590 beneficiaries ranging from 9 to 17 years old, for which it was necessary to apply 285 free sports educational clinics, connecting with 24 schools.

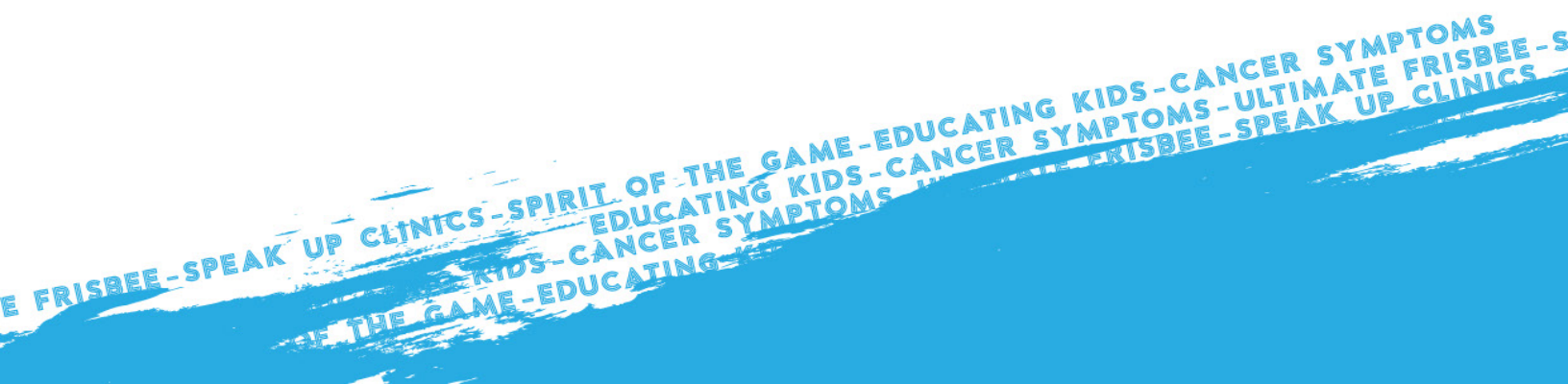


Earned value.

The experience of 7 years of global campaign has allowed us to create a sustainability system in the operation of free sports education clinics that goes from the creation of the educational curriculum to now the cancer symptom and motivate an active lifestyle of healthy habits, the consolidation of the network among the school community and the community of Ultimate Frisbee until the dissemination of the E.R.I.C. message using the social media platform as the main means of promotion, determining a value earned for each student benefited of \$ 5.



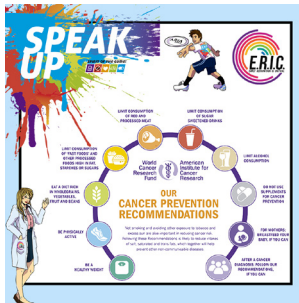
Photo: Gira Habla Claro Venezuela / Simón Bolívar University





Sustainability Strategy

- Educated 120,000 kids about recognizing cancer symptoms early through active lifestyle
- Develop an annual fundraiser campaign as a fundamental mechanism for the sustainability of our Foundation
- The E.R.I.C. message assumes the commitment and adds to the guidelines of the Sustainable Development Goals established in the 2030 agenda of the United Nations, considering that we contribute to their reach specifically in the area of 3. Good Health and Well-Being, 4. Quality Education, 5. Gender Equality and 17 Partnerships for the Goals.



- The sustainability of the E.R.I.C. it focuses on consolidating partnerships between the communities benefited by the Speak Up Tour and on the creation of creative content to spread the message about education cancer prevention and as an active lifestyle of healthy living habits motivates kids to achieve the goals they set.
- In the case of Venezuela and Colombia, the need to implement an Ultimate School Program has been created; the experience has allowed us to develop the following approach for the next season:
- Train Teachers PE, Sports trainers and Ultimate players in the training of Ultimate Coach in order to generate new opportunities in teaching aimed at sports initiation.



- Donate Disks (Frisbee) to the beneficiary schools to articulate the development of Ultimate School Program as an educational tool for spreading the E.R.I.C message.
- Creating a championship interscholastic Ultimate Speak Up to motivate students to improve, creating opportunities for sports development.
- Engage educational institutions benefited in the dissemination of the E.R.I.C. message in their community, motivating students to know how to active lifestyle of healthy living habits is the key to beating cancer.
- Design, production and marketing of products (discs, clothing, school supplies etc.) with the brand Speak Up, Habla Claro, E.R.I.C. as a self-management mechanism, promoting an active lifestyle.
- Incursion into the orange economy through the development of video content that tells our story of how the E.R.I.C. message positively impacts in the beneficiary communities, as well as the implementation of the E.R.I.C Cartoon on social networks educating the target audience about healthy living habits, Ultimate Frisbee and cancer prevention education.
- We are going one country at a time, the Ultimate Frisbee community is growing fast in the Latin American region and in the Caribbean, we see a great opportunity to replicate the E.R.I.C. message in countries like Mexico, Costa Rica, Panama, Dominican Republic, Peru, Bolivia, Chile, Argentina, Uruguay and Brazil with few resources we can generate a great positive impact on the lives of thousands of young people, we have the knowledge and contacts to advance to the next level.





Preventing Cancer.

Did you know?

Staying active and lean through exercise, eating a healthy diet and advocating for your body can help reduce the risk of cancer!

Source: www.cancer.gov

Sincerely,

Jim Gerencser

Co-Founder E.R.I.C.

Early Recognition Is Critical A 501(c)(3) non-profit organization

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