

**FOR IMMEDIATE RELEASE**

**STUDENTS-RUN PHILANTHROPY ACHIEVES HIGH EFFICIENCY:  
THON RELEASES 2011 SUMMARY OF FUNDRAISING ACTIVITIES**

UNIVERSITY PARK, PA- October 4, 2012- The Penn State IFC/Panhellenic Dance Marathon, commonly known as THON, released its Summary of Fundraising Activities for the 2010-2011 fiscal year. The report presents the sources of income and expenses incurred.

For the fiscal year beginning July 1, 2010 and ending June 30, 2011, THON's gift income and fundraising totaled \$9,594,880.17. This income is designated into four categories: Gifts from Individuals, Corporate Gifts, THON Store Profit, and Fundraising Events. Of these, Gifts from Individuals comprised 84.96 percent of all donations, totaling more than \$8 million.

Of the \$9,594,880.17 raised by THON in 2011, 96.58 percent was donated to The Four Diamonds Fund, after accounting for development, space and equipment, THON Store inventory, operations and administrative expenses incurred by THON. According to the American Institute of Philanthropy, the most highly efficient philanthropies donate 75 percent of their revenue directly to their beneficiary.

"The fact that THON can donate \$0.96 of every dollar to the Four Diamonds Fund is absolutely exceptional given the scale at which we operate and can be directly attributed to the untold and incalculable number of hours put in by our volunteers throughout the year," said THON 2012 Overall Finance Chairperson Vicki Marone.

THON's ability to send such a large percentage of the total amount raised to The Four Diamonds Fund is made possible by the support it receives from student volunteers and in-kind donors. Throughout the year, student volunteers, specifically Hospitality and Supply Logistics Captains, work with in-kind donors to ensure THON incurs no unnecessary expenses.

"As a direct result of the constant hard work of students and support of donors, THON is able to keep spending a to a minimum and increase support," said Overall Chairperson Elaine Tanella.

A monetary goal is never set for THON, as the organization measures its success by the experiences of those involved, especially the Four Diamonds families.

Since partnering with The Four Diamonds Fund in 1977, THON has raised over \$78 million. Through THON's support, The Fund pays for the costs of pediatric cancer treatment not covered by insurance, supports a team of medical specialists, and has helped to establish research endowments at Hershey Medical Center.

THON's mission is to conquer pediatric cancer by providing outstanding emotional and financial support to the children, families, researchers, and staff of The Four Diamonds Fund. For more information, visit THON's website at [www.THON.org](http://www.THON.org). A full depiction of the Summary of Fundraising Activities can be found at <http://thon.org/whatisthon/summaryoffundraising>.

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For more information regarding the Penn State Dance Marathon and the Summary of Fundraising Activities, please contact:

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