



COLE EICHER

Cole Eicher has experienced more in his young 15 years than most people have in a lifetime. His passion is soccer, having played since he was seven. His most memorable experience was traveling to Munich, Germany with his team to play the Bayern Munich U12 team.

He has modeled since the age of seven, most notably working in the major motion picture, Dolphin Tale 2. He's also been cast in commercials and various national and international companies such as Walt Disney, Marriott, Publix, Target, JC Penney, US Polo and Next Directory.

At the age of 12, he suffered symptoms of unexplained morning nausea, vomiting and dizziness that lasted for three days, then went away. Six weeks later it came back with a vengeance. He was initially diagnosed with adolescent migraines, But on February 1st, 2014, a MRI determined that Cole had a golf ball sized tumor in his brain.

His type of cancer, called Medulloblastoma (Med-you-low blast-oh-ma) was treated with surgery and nine months of powerful, sometimes painful treatment. But Cole remained strong. He endured thirty rounds of radiation to the brain and spine, four months of high dose chemotherapy combined with an autologous stem-cell rescue and transplant protocol. Since his treatment ended in October 2014, Cole still officially shows "no evidence of disease". However, he will be monitored closely for the rest of his life.

Cole's faith and support from others got him through the tough treatment protocol. He wants more people to become aware and support childhood cancer believing that **"Everyone can do something to help kids fighting cancer"**.

Looking back to what his earlier years have taught him Cole realizes that everything he learned assists him in helping kids today. As a midfielder, his job is to help others on his team make the goal, He proudly plays that role off the soccer field too. His experience in front of the camera gives him the confidence he needs to **"be the voice for kids fighting cancer."**

Gratitude helps Cole remember what he can do versus what he can't. He greatly appreciates every effort of support.

"For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future." Jeremiah 29:11

ACCOMPLISHMENTS:

\$750,000 raised for pediatric cancer research and support programs

American Cancer Society, #GoldTogether initiative, 2014 - present

\$550,000 dedicated to a pediatric cancer research grant raised through speaking at signature events such as Cattle Baron's Balls, Tee Up for Life Golf Tournament, Relay for Life and various athletic activism events.

Relay for Life #GoldTogether pilot teams, April 2017 Created collateral, marketing items, guided execution and raised an average of \$5,000 per team (six pilots in Florida). Teams consisted of an average of five cancer survivors and ten caregivers per team.

Johns Hopkins All Children's Hospital, St. Petersburg, FL June 2015

Raised \$10,000 through a "Foot Golf" event to fund a "**Teen Lounge**" on the oncology floor so that teens will have a space to connect and take their minds off of cancer. Monthly visits replenish teen games, books and gifts.

Celebrity Appearances, 2014 - present. Contacted, coordinated and appeared with Nathan Gamble and Austin Highsmith of Dolphin Tale 2 movie. Providing memorable experiences during their visits to Johns Hopkins All Children's Hospital for patients.

Tampa Bay Rowdies, #GoldTogether September Childhood Cancer Awareness Matches

June 2017 - present

Created match ambassador program. Four families who's children are battling cancer are given a "Suite Escape" with stadium tour, behind the scenes information and escort to meet players after the game by Cole and other ambassador families.

September 2016

Gained participation from six North American Soccer teams in September awareness #GoldTogether initiative. Raising \$101,000 with Johns Hopkins All Children's Hospital receiving \$76,000 and American Cancer Society \$25,000 for pediatric cancer research.

September 2015

Raised \$65,000 for seven local pediatric cancer organizations with 20 organizations participating in September awareness initiative. Recognition was given during Tampa Bay Rowdies September games to kids and businesses who donated to the cause.

#GoldTogether a Face for the Cause:

Pass a Grill Beach Goes Pops and St. Pete Run Fest, 2017

Inspiring third party event donations to benefit pediatric cancer research and support programs. Collaborating to provide insight, motivation, a face to the mission and links to fundraising through Johns Hopkins fundraising microsite. Supporting events through media appearances, social media promotion and hosting pediatric cancer families at the event to further the connection to the cause.

RECOGNITION:

Tampa Bay Sports Commission **Community Hero**, 2017

Tampa Bay Lightning **Community Hero**, 2015

Tampa Bay **Youth Philanthropist of the Year**, 2015

Association of Fundraising Professionals, Suncoast Chapter, FL

Emmy for Community Service PSA, 40th Annual Suncoast Regional Emmy Awards, 2016

Cole's Relay For Life, Jenesis Creative, Inc.

Johns Hopkins All Children's Hospital, **Teen Advisory Council Member** 2015- present

Cattle Baron's Ball, **Jr Honorary Chair**, 2017

Pass a Grille Beach Goes Pops, **Jr Honorary Chair**, 2017

VOICE FOR THE KIDS:

50+ Speaking engagements since 2014 from pre-school to pro athletes, two to 2,000 attendees, podcast to live television.

- Tampa Bay Lightning, Tampa Bay Rowdies, Tampa Bay Yankees, Tampa Bay Storm, Tampa Bay Buccaneers, Major League Soccer Red Bulls and Montreal Impact
- American Cancer Society, Dick Vitale Gala V-Foundation, National Pediatric Cancer Foundation, Children's Cancer Center, Beat NB, Northwestern Mutual, Seminole Hard Rock Tampa, Major League Soccer Works, Brain Tumor Alliance, Children's Dream Fund and Johns Hopkins All Children's Hospital