A Message from the General Co-Directors: Why $600,000?

It is a question we’ve received multiple times this year. A student organization that commonly turns over its top leadership every year doesn’t typically aim for a 35% increase within one year. For any Dance Marathon program, the goal is to increase fundraising by 20%; an increase of 30% is a great achievement. These are realistic goals. This is the status quo.

However, we are here to challenge the status quo. We are focusing on trends, statistics, and tapping into every resource that is available while expanding our limits. We know that if anybody can do it, the dedicated students, alumni, volunteers, and partners of Iowa State University Dance Marathon can.

We are doing this because your local children’s hospitals have expressed a NEED for these funds in order to ensure the best care, treatment, education, and research for these kids.

We are doing this because our time is now. We believe that no child should fight, but if they have to, no child should fight alone.

For The Kids,
Kaitlyn & Lauren