What is Dance Marathon?

Dance Marathon at the University of Michigan is the largest student-run non-profit organization in the State of Michigan. DMUM strives to raise both monetary support and awareness for the needs of the pediatric rehabilitation therapies at C.S. Mott Children’s Hospital in Ann Arbor and Beaumont Children’s Hospital in Royal Oak. These pediatric rehabilitation therapies allow children with mental, physical, and emotional disabilities to work through their challenges to become the kids they want to be.

Through our yearlong program, teams of 15 to 20 college students raise funds for the therapies, and create meaningful relationships with the children that we support. The connections that our college students make with the children by volunteering at therapies, bonding with the kids and their families, as well as attending DMUM annual events, makes a positive difference in both the lives of the kids and the students. At the end of each school year, hundreds of students “step into the shoes of the kids” by standing on their feet for 24 hours in a marathon filled with dancing, entertainment, and fellowship.

Our Mission:

Dance Marathon at the University of Michigan improves the quality of life for children with disabilities by developing relationships between college students and participating families, raising funds in a creative and energetic manner to support pediatric rehabilitation programs, and educating the campus and community about our cause.
For The Kids: 
The Heart of Dance Marathon

Learn about Pediatric Rehabilitation Therapies:

**Child and Family Life:** Child and Family Life has worked to alleviate the impact of hospitalization on children and their families by creating opportunities for participation in programs and activities in a comfortable, supportive environment that restores a sense of normalcy to their lives.

**Dreams and Wings:** Through the funding of Child Life, DMUM also sponsors the opportunity to have the unique experience of flying in an airplane around Ann Arbor.

**Milestones:** Milestones organizes a myriad of activities for children with disabilities including Creative Coping, Camera Club, Yoga, Therapeutic Horseback Riding, Aquatic Fitness, and Speech Groups.

**Summer Enrichment Camp:** This program provides a one-week day camp experience with therapeutic qualities for children ages 4-8 with physical, social and/or cognitive challenges.

**Buddy Program:** The focus of this group setting is on higher level life skills development. This program is designed to teach and to encourage social/peer interactions within a group environment.

Sports Club

Sports Club allows children with a disability the opportunity to improve their gross motor skills required to participate in recreational activities in a less intimidating setting. Sports Club provides the participants with a basic introduction to sports such as basketball, soccer, baseball, tennis, golf, track and field.

PEAC: Program to Educate All Cyclists

PEAC believes in empowering individuals with disabilities through cycling and active transportation. PEAC believes in milestones, empowerment, and progress for people with disabilities.
Involve the Office

I ideas to kick-start your fundraising:

Casual Friday:
Set an office wide fundraising goal! If reached, the whole office earns a casual Friday!

Penny wars:
Choose competitors (departments, U-M vs. MSU, etc.) and collect change!

Potluck Lunch:
Plan a lunch, where every employee brings a dish to pass. Set a minimum donation, and those who pay get to enjoy a home cooked lunch!

Can and Bottle Return:
Set aside an area in the cafeteria or kitchen, where everyone can put their empty cans and bottles. At the end of the month, return all that you have collected!

Bake Sale:
Have employees bring in homemade baked goods to sell in the office!

Raffle:
Have employees donate items to place in a basket. Sell tickets, and draw a winner!

Why Participate?
Benefits for Your Business

- Alliance with a cause that reaches the heart of the community and impacts thousands of students and families
- Interactions with the entirety of DMUM and U of M communities at over 25 DMUM-sponsored events
- Exposure to the diverse University of Michigan student population, community, and extended communities outside of Ann Arbor

A word from a family...

“Dance Marathon has been awesome and such a pleasure and inspiration. The kindness, fun and compassion they have shown Lydia has been great. Dance Marathon to us means that Lydia has an extended network of friends who love and care about her. The work you … are doing is amazing.”

~The Roehl Family
How to get involved:

1. Learn more about our cause from a DMUM alumnus or at dmum.org.
2. Get in contact with a DMUM leader and share with them your goals for involvement.
3. Use included ideas, or create your own, to kick off fundraising, FTK!
4. Plan to attend a DMUM event, or the Marathon itself, to see your contributions in action!

Become an All-Star!

Make an individual donation.
Does DMUM’s mission resonate with you? On top of contributing to your company’s fundraising efforts, make an individual donation for the kids, at dmum.org.

Enact corporate matching.
Help your employees become all-stars, match their individual donations to double their impact.

Become a sponsor.
Did your fundraising efforts reach $1,000 or more? You could be eligible to become a sponsor for Dance Marathon! Learn more about sponsorship opportunities at dmum.org, under the tab “Community,” or contact Julie Casalou.

Thank you for considering bringing Dance Marathon at the University of Michigan into your business!

Any questions, concerns, or comments can be directed to:

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