

OHIO UNIVERSITY SCRIPPS PRSSA:

# With Purpose Comes Joy



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## Executive Summary

Childhood cancer is known to strike viciously and without reason, yet its impact on our country is still misunderstood. At Ohio University, we often feel enshrined in our little carefree, college town bubble, where it's easy to feel invincible. However, tragedy still occasionally reaches us from the outside world, and we remember that Athens, Ohio is not a paradise for everyone. Our town is centered in the poorest county in Ohio, and its mix of students, professors and blue-collar workers makes it a unique melting pot of ideas and causes.

Here since 1804, Ohio University is an institution within the Athens community. Athens is full of political and charitable people who want to change the world. It is the students who run many of the cause-related events and campaigns that occur. We call the people here our Bobcat family, which is one that cares about our school, about each other and about the general welfare of all people. You cannot walk down the street without seeing or hearing a message from a student organization urging you to vote, give back or otherwise get involved for the greater good. Students here are passionate about childhood illness, and fight against it through various organizations and philanthropic events.

We realized that With Purpose's message of youth empowerment was one the Bobcat family would undoubtedly support. The culture here is the perfect springboard for spreading an empowering message, which led to the creation of our campaign, With Purpose Comes Joy. We sought out partnerships with other young people to show the power of children and why their lives and survival matter.

Our ultimate goal for this campaign was to raise awareness of the problems surrounding childhood cancer while highlighting young people's capability to change the world. Throughout the month-long implementation period, we spread information about the tragedies and inequities of childhood cancer and the potential of young people through social media campaigns and multiple events.

To reach the widest audience of students and community members, we partnered with and featured numerous youth-led organizations. We strategically chose partnerships based on their fit with our message, their influence and reach, their success in creating impactful change and their ability to spread a powerful message effectively. Our campaign, With Purpose Comes Joy, successfully highlighted these influences and the big impact a small town can make.



# Situation Analysis

Upon completing our own research, we were shocked by the lack of government research funding and available treatment options for childhood cancer. We chose to focus on With Purpose's three pain points: failure to fund childhood cancer research, failure to turn research breakthroughs into clinical trials and failure of the pharmaceutical industry to develop new childhood cancer drugs. Our team was also inspired by the missions of various on-campus organizations, which we chose to feature as examples of the effectiveness of youth-led movements. Finally, the story behind With Purpose broke our hearts, and motivated us to spread a message of positivity and purpose to the youth in our community.

With limited financial resources, we had to be creative when preparing our campaign. By focusing on partnerships with well-funded organizations, crafting a strong digital presence and obtaining two in-kind donations, we were able to effectively spread our message while spending minimal money. Ultimately, With Purpose wanted us to raise awareness for both their organization and the general fight against childhood cancer. Our primary goal was to educate and inspire our audience by communicating the harsh facts, along with the accomplishments and potential of young people in our community.

## Research

We conducted research to explore multiple facets of childhood cancer and related issues to create and implement a campaign that was both strategic and unique. We conducted a survey, taken by 329 people, to collect data on the perceptions of childhood cancer and youth-led movements. The results were then used to formulate questions for a focus group. By synthesizing our background research, Qualtrics survey results and insights from our focus group, we developed three objectives for our campaign: exposing problems, highlighting youth movements and inspiring optimism.

### Secondary Research

#### Background Research, conducted from November 2017 to mid-February 2018

According to the American Cancer Society, the National Cancer Institute spends only four percent of its budget on projects that will assist breakthroughs for childhood cancer treatments. On average, 43 children are diagnosed with cancer each day. According to the St. Baldrick's Foundation, the average age of childhood diagnosis is six, with 71 years of life lost, while the average age of adult diagnosis is 67, with 15 years of life lost. Our social media audit of With Purpose revealed that their content integrates promotions of outside entities that are creating change themselves.

### Primary Research

#### Qualtrics Survey, distributed from December 7, 2017 until January 11, 2018

We received 329 survey responses, revealing: (A1A - A2B)

- 17.2 percent of respondents believe that over 75 percent of childhood cancer survivors will have treatment-related health issues by age 45.
- 39.2 percent of respondents have been affected, or know someone who has been affected, by childhood cancer.
- 80.24 percent of respondents have a false perception of the amount of the National Cancer Institute's budget that goes toward childhood cancer research.
- 86.93 percent of respondents believe youth-led movements were moderately effective to not effective at all.
- 87.84 percent of respondents prefer to receive most of their news and information from social media.
- 94.38 percent of respondents hadn't heard of With Purpose.

#### Focus Group, held January 24, 2017

We held a focus group with six Ohio University students, who believe: (A2D)

- College students are more likely to participate in non-profit campaigns if there is an incentive and the potential to bond with peers.
- Inspiring the next generation to act while they are children is important.
- Social media is the foundation of current youth activism.
- Living with a purpose and being happy are integral to creating positive change in the world.

# Target Audiences and Key Messages

## Target Audience

Primary audience: Ohio University students

Secondary audience: Members of the greater Athens community, particularly children

## Key Messages

- Childhood cancer is a persistent problem that is not receiving the attention or funding it requires.
- Young voices are among the most passionate and compelling and have the power to lead effective movements. Children have the ability to change the world, and as such, deserve a fighting chance.
- With Purpose is an organization that fights to bring positivity and progress in the fight to conquer childhood cancer.

## Mission Statement

We are five Ohio University students working to raise awareness for the lack of childhood cancer treatment options while also inspiring young people to change the world. With Purpose Comes Joy was created in an effort to complete this mission in Athens, Ohio.

# Objectives, Strategies and Tactics

**Objective 1: Expose Problems:** Expose Ohio University and the Athens community to problems surrounding childhood cancer.

**Strategy 1:** Create a consistent message for our live events and provide educational materials for attendees.

**Rationale:** According to our Qualtrics survey, 94.83 percent of respondents said they were unaware of the organization With Purpose. Also, 80.24 percent of respondents have a false perception of the amount of the National Cancer Institute's budget that goes toward childhood cancer research (A2B).

**Tactic 1:** Spend a week tabling at the student union during Week With Purpose. Display our six main facts and facilitate a dialogue about childhood cancer while handing out educational material and custom With Purpose Comes Joy pins (A12C, A12D).

**Tactic 2:** Use the hashtags #FightBackFriday and #KnowTheFacts weekly to share facts about childhood cancer and the issues that surround it, as well as distribute informational packets to Athens parents.

**Strategy 2:** Distribute a press release to earn media placement that drives traffic to social media and the website, which contain educational material, videos and blog posts (A3A).

**Rationale:** According to our survey, only 17.2 percent of respondents believed that over 75 percent of childhood cancer survivors would have treatment-related health issues by age 45. The truth is that 90 percent will (A1J).

**Tactic 1:** Send press release about the campaign and calendar of events to campus media sources and the University Communications and Marketing department (A3A).

**Tactic 2:** Produce three blogs on the following topics: the perceptions of a hematology oncology nurse, the story of With Purpose and the life of a childhood cancer survivor (A5).



**Objective 2: Highlight Youth:** To highlight the effectiveness of youth-led movements by hosting events and obtaining at least 20,000 impressions on a social media campaign.

**Strategy 1:** Host an event series on and off campus to interact with both university and community members.

**Rationale:** According to our focus group responses, college students are more likely to participate in non-profit campaigns if there is an incentive and an opportunity to bond with peers. Our focus group responses also emphasized the importance of inspiring the next generation to act while they are children (A2D).

**Tactic 1:** Host an on-campus event series consisting of Movie Night, Pancakes With Purpose, and Paint Your Purpose. Facilitate a discussion about the issue of childhood cancer and youth activism during each event (A9D - A9F).

**Tactic 2:** Host an off-campus event at the Athens Community Center called Happy Athens in partnership with their after-school program. Share anecdotes with the kids about other children who are changing the world, such as Alex's Lemonade Stand, and hold a discussion about what they want to do in the world themselves (A8).

**Strategy 2:** Gain social media exposure by recognizing seven student organizations working toward positive change in our community and the world for our Week With Purpose (A4).

**Rationale:** According to our focus group participants, social media is the foundation of current youth activism (A2D).

**Tactic 1:** Partner with organizations that will generate free exposure for both their message and ours by releasing a video series across multiple digital platforms (A4).

**Tactic 2:** In these videos, include the response to the question, "What would you say to a young person who does not believe they can make a difference in the world?" to motivate our audience to act.

**Objective 3: Inspire Optimism:** Inspire optimism, positivity, and hope in young members of our community.

**Strategy 1:** Emphasize positive messages and promote living with purpose.

**Rationale:** According to our focus group, living with a purpose and being happy are integral to creating positive change in the world (A2D).

**Tactic 1:** Paint a 160 square foot mural wall with the question, "What Is Your Purpose?" in a highly trafficked area of Ohio University's campus on International Childhood Cancer Awareness Day (A12B).

**Tactic 2:** Use the hashtag #HappyPlaces with pictures of the With Purpose Comes Joy team sharing why they are happy during spring break to invoke the idea that people can take happiness and purpose anywhere they go (A8).

**Strategy 2:** Prove that young people find happiness in living purposefully.

**Rationale:** According to our survey, 86.93 percent of respondents believed youth-led movements were moderately effective to not effective at all (A2A).

**Tactic 1:** Give exposure to the joy, fun and energy that supporting a cause brings young people by sharing posts and progress from our participation in BobcaThon, a student-run 12-hour dance marathon benefiting the Ronald McDonald House Charities of Central Ohio (A12A).

**Tactic 2:** Host an event at the Athens Community Center called Happy Athens in partnership with an after-school program. Spend time educating kids on how they can improve our world while also sending them home with educational material for their parents. Facilitate a discussion on what makes them happy, and how helping others can bring joy to everyone (A8).

# Evaluation

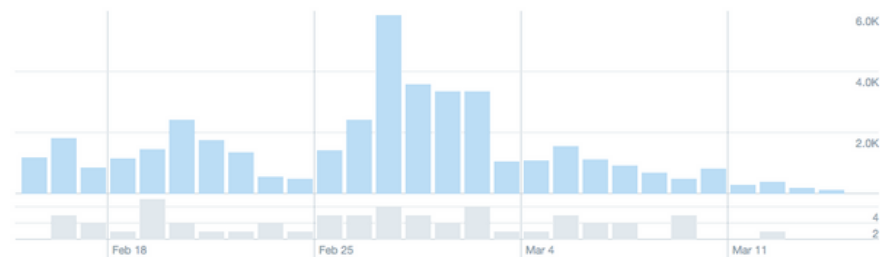
## Objective 1: Achieved: We effectively exposed problems surrounding childhood cancer research and treatment to Ohio University and the Athens community.

- We distributed 100 informational fact sheets to Ohio University students while tabling at our student union during the seven days we deemed "Week With Purpose" (A9B).
- We distributed 50 informational packets to the parents of the children from the after-school program (A7B).
- We received a media placement from our press release through the University Communications and Marketing department's Compass Newsletter, which reaches the entire student body of over 29,000 students and their parents (A3B).
- Our informational blogs received exposure from Twitter and Facebook impressions as well as from the 208 visitors to our With Purpose Comes Joy campaign website (A5).
- We distributed 100 With Purpose Comes Joy campaign pins throughout our four interactive events: Movie Night, Pancakes With Purpose, Paint Your Purpose and Happy Athens (A12C).
- We used #FightBackFriday and #KnowTheFacts to consistently share information and statistics on multiple platforms to keep the facts top of mind.

## Objective 2: Exceeded: We surpassed our goal to obtain 20,000 online impressions over the course of four weeks, successfully highlighting the effectiveness of youth-led movements (A10).

- The With Purpose Comes Joy Twitter account reached 41,498 impressions total during implementation (A10).
- We facilitated a discussion at all four events with an emphasis on the power of youth, as well as the six main facts about childhood cancer.
- The Campus Involvement Center reported that partnering with us for Paint Your Purpose was one of the most popular events it held this year (A9F).
- Our Week With Purpose social media content and video series recognizing local student organizations reached 22,065 impressions on Twitter and thousands more across Facebook and Instagram within seven days (A4A - A4G).
- Our partnerships with seven student organizations included Alpha Delta Pi, iBelieve University, Alpha Phi Omega, Project FTK, BobcaThon, The Period Project, and Student Senate. These partnerships generated name recognition for With Purpose Comes Joy by reaching their cumulative audience of over 7,100 followers on Twitter (A4A - A4G).
- Our inspirational videos received 3,269 media views on Twitter (A10).
- The With Purpose Comes Joy Facebook page reached 5,858 people (A11).
- We shared the story of Alex's Lemonade Stand and the story of Sam Benson, who inspired With Purpose, with the children at the Athens Community Center to illustrate how children can contribute to a better world.

Your Tweets earned 41.5K impressions over this 28 day period



**Objective 3: Exceeded:** We inspired optimism, positivity, and hope in young members of our community.

- A local business, Carpet One Floor & Moore, donated \$135 worth of painting supplies so we could paint a 160 square foot mural on campus during International Childhood Cancer Awareness Day (A12B).
- Our team participated in BobcaThon, an established and successful philanthropic campus event and used social media to share the impact and delight that youth-led movements can stimulate (A12A).
- We filled the final week of implementation with #HappyPlaces, because it was during spring break. Our team released pictures containing the With Purpose Comes Joy campaign pin in Disney World, Austin, Texas, Athens, Ohio, Miami, Florida, and Barcelona, Spain (A8).
- Happy Places was hosted on Instagram where we reached 260 followers and 975 likes throughout the implementation period (A8).
- Our after-school program event with the Athens Community Center, Happy Athens, resulted in local children creating 30 paper hearts containing reasons why they are happy. Their hearts were turned into a mural (A7).





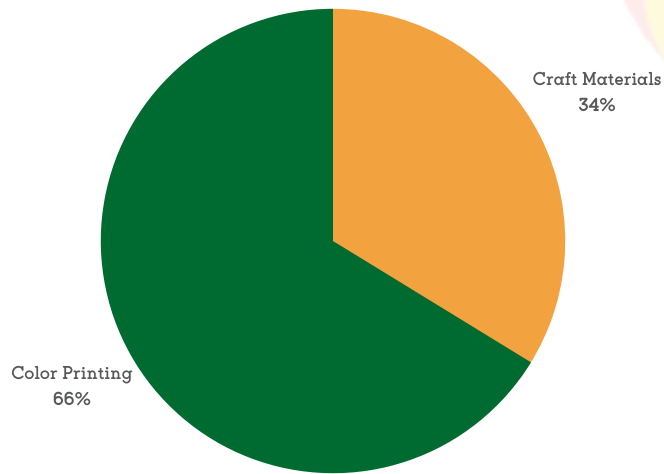
## Media Coverage and Social Media Exposure

Our team utilized analytics and outreach to grow our social media. By distributing a press release and tagging influential social media profiles in our posts, we were able to get more interactions and more exposure (A3A). The official With Purpose Twitter and Instagram accounts, which have a following of 1,700, featured us multiple times throughout the campaign. We received consistent exposure from Ohio University's official Twitter account, which has an audience of over 66,000 followers (A3B). We received earned media through the University Communications and Marketing department's Compass newsletter, which is distributed to over 29,000 students and their parents.

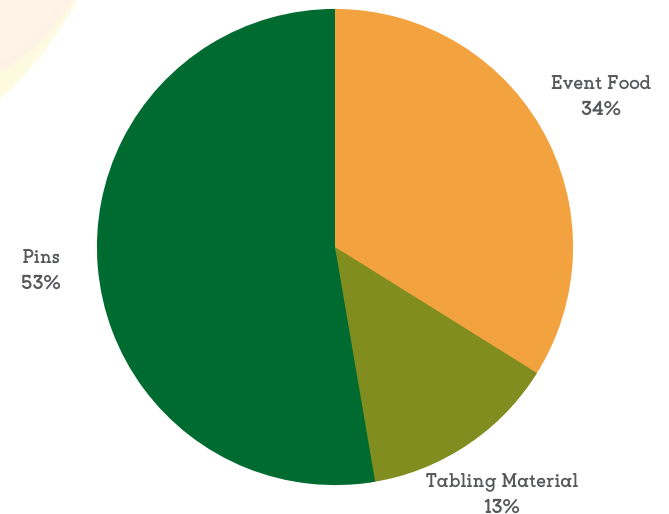
## Budget

We operated on a zero-based budget, but used personal and in-kind donations to meet our needs. Our expenses were \$27 for food at events, \$42 for promotional pins and \$10.70 for table display materials. The E.W. Scripps School of Journalism donated free printing valued at \$265. Carpet One Floor & Moore donated \$135 worth of painting supplies (A2C).

### In-Kind Donations



### Personal Expenses



## Conclusion

With Purpose Comes Joy was successful in our effort to teach people about With Purpose and how childhood cancer is an issue that is not receiving the attention or financial support it needs. The reach of our message exceeded our initial goal for online impressions by over 250 percent and hit over 50,000 cumulative online impressions. Our event series spread facts about childhood cancer issues through facilitated dialogue paired with incentives for participating.

We proved that young voices are truly some of the most powerful vehicles for change by partnering with numerous organizations and programs at Ohio University and within the Athens Community. These partnerships enabled us to tap into a larger audience through mutually beneficial relationships. We applied With Purpose's own strategy by infusing messages of positivity and optimism throughout our campaign. During Week With Purpose, we received a powerful quote from Nicolas Paredes, the OU Student Senate Historian, when he said, "As long as you pursue what makes you happy, nothing can stand in your way." Messages like this, our hashtags and the popularity of our campus mural helped instill positivity and optimism to those in our city-university community. The feedback and interactions we experienced during the implementation month were unanimously positive. We made a noticeable online footprint for With Purpose Comes Joy in only four weeks. For these reasons, With Purpose Comes Joy successfully motivated people in our community to be an ally and voice for With Purpose and issues surrounding childhood cancer.



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Q1 - Which best describes you?

#	Answer	%	Count
1	High School Student or Younger	3.04%	10
2	Ohio University Student	51.67%	170
3	College Student (Not Ohio University)	15.81%	52
4	Adult, Not in School	28.27%	93
5	Other	1.22%	4
	Total	100%	329

A1A

Q2 - Are you a parent?

#	Answer	%	Count
1	Yes	20.49%	67
2	No	79.51%	260
	Total	100%	327

A1B

Q3 - Please rank the platform you receive most of your information/news. (1st being the most information, and 5th being the least information.)

#	Question	1	2	3	4	5	Total					
1	Twitter	26.39%	76	15.63%	45	11.11%	32	18.06%	52	28.82%	83	288
2	Instagram	13.15%	38	16.61%	48	19.03%	55	32.53%	94	18.69%	54	289
3	Television	22.95%	70	22.95%	70	25.90%	79	18.03%	55	10.16%	31	305
4	Facebook	19.56%	62	28.71%	91	22.71%	72	17.67%	56	11.36%	36	317
5	Other	23.53%	36	14.38%	22	17.65%	27	15.03%	23	29.41%	45	153

A1C

Q4 - Which geographic region best describes where you live? (College students select your hometown region.)

#	Answer	%	Count
1	Northeast Ohio	18.29%	60
2	Southeast Ohio	7.62%	25
3	Central Ohio	15.85%	52
4	Southwest Ohio	5.79%	19
5	Northwest Ohio	20.12%	66
6	Outside of Ohio	32.32%	106
	Total	100%	328

A1D

Q5 - Which term best describes the location where you live? (College students please describe your hometown.)

#	Answer	%	Count
1	Urban	10.94%	36
2	Rural	28.27%	93
3	Suburban	60.79%	200
	Total	100%	329

A1E

Q6 - How accessible do you believe childhood cancer treatments are in the location where you live? (College students please describe your hometown.)

#	Answer	%	Count
1	Very accessible	37.99%	125
2	Somewhat accessible	34.95%	115
3	Unsure	15.50%	51
4	Somewhat inaccessible	6.08%	20
5	Not accessible	5.47%	18
	Total	100%	329

A1F

Q7 - How accessible do you believe childhood cancer treatments are in Athens, Ohio?

#	Answer	%	Count
1	Very accessible	0.91%	3
2	Somewhat accessible	7.01%	23
3	Unsure	57.01%	187
4	Somewhat inaccessible	21.34%	70
5	Not accessible	13.72%	45
	Total	100%	328

A1G

Q8 - Have you or someone close to you been affected by childhood cancer?

#	Answer	%	Count
1	Yes	39.21%	129
2	No	60.79%	200
	Total	100%	329

A1H

Q11 - How many children under the age of 19 do you believe are diagnosed with cancer annually?

#	Answer	%	Count
1	Less than 5,000	1.82%	6
2	5,000-10,000	32.52%	107
3	10,000-15,000	35.26%	116
4	15,000 or higher	30.40%	100
	Total	100%	329

A1I

Q12 - What percentage of childhood cancer survivors do you believe will have a significant health related issue as a result of their cancer or its treatment by the age of 45?

#	Answer	%	Count
1	Less than 25%	10.94%	36
2	25-50%	35.56%	117
3	51-75%	36.47%	120
4	More than 75%	17.02%	56
	Total	100%	329

A1J

Q13 - How effective do you believe youth-led movements are at influencing change?

#	Answer	%	Count
1	Very effective	13.07%	43
2	Moderately effective	60.18%	198
3	Unsure	15.50%	51
4	Slightly ineffective	8.21%	27
5	Not effective at all	3.04%	10
Total			329

A2A

Q14 - Are you aware of the organization With Purpose?

#	Answer	%	Count
1	Yes	5.17%	17
2	No	94.83%	312
Total			329

A2B

Expenses:

Event food	\$27
Tabling materials	\$10.70
Event food	\$27
Total	\$79.70

In-kind donations

Painting materials	\$135
Color printing	\$265
Total	\$400

A2C

Moderator - Maura Anderson

Recorder - Cade Fleming

Participants - 6

- 2 Male
- 4 Female

Hometown Geography of Participants

- 33% Rural
- 66% Suburban

A2D

Takeaways

- Opinions on accessibility:
  - Big city hospitals provide better healthcare
  - Rural and small town areas do not have as many resources
- Opinions of how cancer research is funded:
  - It is underfunded
  - Childhood cancer does not get much exposure
- Opinions of clinical trial system:
  - Clinical trials are more for adults
  - Most people don't want to take the risk on their children
  - Awareness of clinical trials is higher amongst those with connections to the medical field
- Opinions about children under 18 having access to clinical trials:
  - Unanimous yes, but the confidence level in success and safety of clinical trials on children is unanimously low
  - It should be the parent's decision
- Opinions on youth activism:
  - It is easier for young people to create change today, because of social media
  - It is easier for young people to create change when they are in a college environment
  - An obstacle for young people is having little financial resources to spread their message
  - While young people have more ability to get their voice heard, there is also a lot of clutter on social media, because everyone is doing it
- Opinions on kids younger than college-age creating change:
  - Low confidence in their effectiveness on a large scale
  - There are stories in the media sometimes about a kid who raised a lot of money for a cause, but it doesn't happen that often
- Opinions on increasing children's involvement in activism in the future:
  - It is important to always continue to inspire the next generation
- Opinions on what makes a campaign for a cause work on a college campus:
  - Offering incentives to students to participate
    - The more unique the better
    - When the campaign brings people together in a way that bonds them
    - When it benefits the local community or university itself
    - When there is proof that they truly create change, the likelihood of joining them is higher
    - When it supports something that has personally affected someone they are more likely to join in helping
- Opinions on the organizations at Ohio University that stand out for doing good work:
  - BobcaThon
  - Many minority-based organizations
- Opinions on living with purpose and being happy:
  - Having a job that earns you money is a reason to get up in the morning
  - It is important to remind yourself that even the little forms of activism you do can contribute to a better future, even if that future is 10 years away
  - Keeping up to date with current news about positive changes in the world keeps optimism and motivation up
  - Having good friendships and support system is important to staying happy
- Opinions on legal/political facets of the childhood cancer issue:
  - The political and legal arguments for this issue can easily go over people's heads and is not the best angle to gain initial support through
- Opinions about With Purpose after hearing Sam's story:
  - Unanimous agreement that Sam's story inspires them to want childhood cancer issues to get more exposure
  - High confidence in With Purpose's knowledge and their factual arguments
  - Curiosity arose about why no celebrity endorsed childhood cancer campaigns come to mind
  - With Purpose should expand their message beyond Sam's story if they want to be more sustainable in the long term

A3A



FOR IMMEDIATE RELEASE

### “With Purpose Comes Joy” campaign to inspire youth and raise awareness surrounding lack of childhood cancer funding

**Athens, OH (Feb. 15, 2018)** – Ohio University students posed an interesting question when they kicked off the local With Purpose campaign by painting the graffiti wall on Richland Ave. on February 15. The non-profit’s campaign, “With Purpose Comes Joy,” will be asking students, “What is Your Purpose?”

The prompt is just a small question that will hopefully lead to some introspective consideration moving forward in the campaign.

With Purpose is a non-profit organization that strives to inspire the community by highlighting the effectiveness of youth led movements in our community while helping them to understand the problems regarding the gap in childhood cancer funding.

Only 4 percent of federal government cancer research funding goes to study pediatric cancer, a shocking fact when noting that approximately 15,780 children expected to be diagnosed with cancer this year.

Throughout the “With Purpose Comes Joy” campaign, Ohio University students will get a chance to ponder what their purpose could be as they learn about the lack of childhood cancer funding and research through various on-campus events.

The schedule is as follows:

#### Movie Night

**February 22 from 8:15-10 p.m. in Schoonover 145**

Join us in watching a movie to start the conversation regarding the lack of childhood cancer treatment, as well as the rights of children when it comes to medical issues. Movie is to be determined.

#### Pancakes With Purpose

**February 28 at 12 p.m. in the Bobcat Student Lounge in Baker University Center**

“With Purpose Comes Joy,” in collaboration with University Program Council’s “Flavor of the Week,” will host an appearance. Learn more about the lack of childhood cancer treatment and all the ways, big or small, which allow us to make a difference by coming to eat pancakes and talk about our purpose.

A3B

Thursday, Mar 01, 2018  
Rain Fog/Mist, 50 °F

Compass

Contact | Feedback | For Media | Archives

Campuses | Faculty & Staff | Students | Research | Alumni & Friends | Athletics | Art | Headlines

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Featured Stories

- CLDC hosting its first-ever conference for OHIO's regional campus students Feb 26
- Upcoming UPC events to feature OHIO's a cappella groups Feb 23
- Urban Scholars recall their OHIO experience Feb 22
- President M. Duane Nellis announces search committee for Ohio University's first Vice President for Diversity and Inclusion Feb 21
- Nominations for Outstanding Graduate Faculty Award due by 5 p.m. March 9 Feb 19

**Student-led campaign seeks to inspire youth, raise awareness about lack of childhood cancer funding**

Feb 23, 2018  
From staff reports

Ohio University students posed an interesting question when they kicked off the local “With Purpose” campaign by painting the graffiti wall on Richland Avenue on Feb. 15. The non-profit’s campaign, “With Purpose Comes Joy,” will be asking students, “What is Your Purpose?”

The prompt is just a small question that will hopefully lead to some introspective consideration moving forward in the campaign.

“With Purpose” is a non-profit organization that strives to inspire the community by highlighting the effectiveness of youth-led movements in our community while helping them to understand the problems regarding the gap in childhood cancer funding. Only 4 percent of federal government cancer research funding goes to study pediatric cancer, a shocking fact when noting that approximately 15,780 children are expected to be diagnosed with cancer this year.

Throughout the “With Purpose Comes Joy” campaign, Ohio University students will get a chance to ponder what their purpose could be as they learn about the lack of childhood cancer funding and research through various on-campus events, including:

- “Week With Purpose” at noon Sunday, Feb. 25, through Saturday, March 3, outside the fourth-floor entrance of Baker University Center – All are invited to stop by the “With Purpose Comes Joy” table to learn about what the campaign is doing to raise awareness regarding the lack of childhood cancer funding.
- “Pancakes With Purpose” at noon Wednesday, Feb. 28, in the Bobcat Student Lounge on the first floor of Baker University Center – This free event, hosted in collaboration with University Program Council’s “Flavor of the Week,” will feature a pancake with a selection of toppings as well as an opportunity to learn more and talk about the lack of childhood cancer treatment and all the ways, big or small, that one can make a difference.
- “Paint Your Purpose” at 7 p.m. Tuesday, March 6, on the third floor of Baker University Center – “With

3 people like this. Sign Up to see what your friends like.

SHARE

With Purpose Comes Joy @OU\_WithPurpose · Feb 25

Check out our article in Ohio University's Compass newsletter to learn more about who we are and how we strive to leave an impact on our community!

Student-led campaign seeks to inspire youth, raise ...

Ohio University's student-led "With Purpose Comes Joy" campaign is hosting several events designed to get participants thinking about their purpose as they learn

ohio.edu

3

6

A3C

A3



A4A



A4B



A4C



A4D



A4E



A4F



A4G

Blue citations are clickable.

# Strength in Numbers

February 15, 2018 | Sami Morsink

Each day, 43 children are diagnosed with cancer. With so many lives at stake, communities must work together to fight back. While there are still many questions to be answered about childhood cancer, heroes exist within in communities everywhere, and they are working towards this goal for a living.

One of those people is Courtney Price, a hematology oncology nurse based in Kentucky. She works alongside children battling this illness. Her job includes caring for children of all ages and being with them throughout their cancer battle. "I get to see them at their worst and their best," Price says.

The National Cancer Institute allocates roughly four percent of its' research budget amongst all forms of childhood cancer. It takes a community of voices to help raise awareness and advocate for a higher percentage of research dollars to spent on childhood cancer. "There will always be room for more funding, as this is such a serious, detrimental illness and no funding could ever be too much," Price says. Funding is the foundation for making progress with new forms of treatment.

When battling childhood cancer, clinical trials are sought after as parents look for options in desperation. When asked if children should have access to clinical trials, Price said she believes every child deserves access to treatment. "To limit them based on their age would mean that no child with this illness would be able to participate, which would be very detrimental to not only the child, but research as well," Price continues, "I think the doctor and parents will effectively analyze the risks and benefits for the child and if they determine it's safe, then the child should be able to receive that treatment."

Everyone has the power to help fight against cancer. Young people should not be discouraged by their age. Thanks to the efforts of students at the University of Kentucky, Price says her hospital was able to build a new clinic. "The University of Kentucky actually does a fundraiser titled Dance Blue each year and they've raised millions for childhood cancer, they actually paid for a new clinic for our patients," Price said. This is just one of many examples that proves people, no matter their age, can do amazing things to help combat this disease.

When people come together, from all ages and backgrounds, we have the power to truly change the world. "I am so glad that so many people set up fundraisers and donate consistently to help these sick children. It is the continued research that continues to better their prognosis and their chance of living out the rest of their lives as happy, healthy people," Price says.

A5A



# Sam's Story

February 28, 2018 | Jessica Rutkowski

In 2013, Erin Benson woke up to her son screaming in pain in the middle of the night. After this initial incident, her son, Sam, started showing various symptoms. As he struggled to control the movement of his eyes, his family decided to take him to the hospital to get him tested. After many tests and bouts of anxiety after waiting for such a long time, Sam was ultimately diagnosed with diffuse intrinsic pontine glioma (DIPG), a uniformly fatal brain cancer.

With this diagnosis, Sam's family was informed that the best modern treatment could offer would give him only one more year of life. Sam was not eligible for clinical trials because he was only two years old.

Ten days after Sam's diagnosis, Erin delivered twins. For about six weeks, Sam's family camped out in the hospital. Between Sam's complications and the complications that began to arise immediately for the twins, there was no way Erin and her family could imagine being anywhere else.

Because Sam's family was at the hospital for so long, they continued to ask the different medical professionals surrounding them about the lack of life saving treatment options for Sam. There were, and continue to be, so many problems with the lack of childhood cancer treatment in not only curing DIPG, but nearly all forms of childhood cancer.

One of the main reasons for this lack of treatment is the fact that only 4% of cancer funding goes to childhood cancer, compared to 96% to adult cancer treatment.

While many discoveries are being made in other types of diseases, discoveries pertaining to childhood cancer remain stagnant. Between January 1st and July 26th of 2017, there were over 120 new treatments brought to market to adult cancer; there were 4 new treatments discovered for childhood cancer in the last 30 years. That's six months compared to thirty years.

Neil Armstrong, the first astronaut to walk on the moon, had a daughter who was diagnosed with DIPG before the moonwalk. It's been 40 years since her diagnosis and Sam was still given the same protocol as her.

With this in mind, Erin began making extravagant plans for Sam and their family to travel to various places across the globe in order to make Sam the happiest he could be. They left their jobs in South Carolina to relocate with family and friends in Minnesota. His family took more than twenty trips around the United States, visiting museums, zoos, toy stores, beaches, and parks.

Sam was able to survive two-and-a-half years longer than he was expected to. After his family soaked up every possible ounce of joy they had manufactured, they asked him what else they could do to make him happy.

His response? "I am happy."

Sam passed away the next day.

Sam's diagnosis and prognosis inspired Erin to do something about the lack of funding and research.



In late 2014, she had the idea to create a youth and community-led movement dedicated to making sure kids with cancer have access to safe and effective treatment options. She created With Purpose, which eventually morphed into a huge supporter of youth advocacy efforts for discovery research and funding.

Without Sam's story, With Purpose wouldn't be here to inspire communities around the nation by helping them to understand the problems regarding childhood cancer and highlighting the effectiveness of youth-led movements. It is because of him, and the efforts of his family, that we can fight this battle together.

A5B



Little Olivia was diagnosed with a Wilms' tumor, a rare type of cancer that attacks the kidneys. Wilms' tumors are typically found in young children under the age of 5, and they account for only about 5% of all childhood cancers. Olivia's doctors were even more shocked by this rare diagnosis, as 9 out of 10 children who get Wilms' tumors in her region are boys.

After more scans, Olivia's medical team made plans to remove the tumor. However, they realized in surgery that the softball-sized mass on her kidney was far too large to be taken out safely. The surgeon took a sample to biopsy, and arrangements were made to start chemotherapy. The doctors installed a port, a permanent chest catheter for frequent IV drug administration, in Olivia's chest. Her parents pulled her out of preschool, and little O-Town, as her big sister Davine calls her, began two months of brutal chemo.



The chemotherapy took her hair, which Olivia remembers more than the serious pain she now knows she must have experienced. People thought she was a little boy, so she started wearing headbands and lipstick to feel girly again. She felt she needed to "spice things up," much as older women do, which she deemed a sad and heavy burden for a 4-year-old.

Her attacked kidney then had to be completely removed in another surgery. Olivia's tumor had metastasized, leaving spots on her lungs and damage to a main artery. As soon as she healed from her kidney removal surgery, she endured more chemotherapy and 10 sessions of radiation.

Olivia can remember being sick, but knows more about her treatments from what other people have told her. She remembers the doctors and nurses who saved her life, but luckily has little memory of the more gruesome aspects of her illness. The day-to-day parts of a childhood with cancer are what really stick with her, like playing in the hospital game room, being given drinks and medicine before surgeries, and often waking up in the middle of the night.

Within a year, the doctors declared Olivia in remission. She cut back her oncologist check-ins to every three months, then every six months, and eventually began returning only for annual appointments. These annual Survivor Clinics, as they're called, assemble Olivia's entire medical team to run blood work and other tests to make sure her cancer is in the past and its side effects are minimal.

Nearing her 18th birthday, Olivia is now grasping the severity of what she's been through. As she got older, the Survivor Clinics became more educational, with her doctors explaining her disease and how the side effects from both her tumor and treatments are affecting her now. She also gets to see her oncologist, who, despite his retirement, makes sure to come in and visit with Olivia every year. These meetings have made Olivia realize just how lucky she was, as in her words, "not everyone gets stage four cancer and survives."

Her big sister Davine was a senior in college at the time. She recalls that shortly before Olivia's diagnosis, she'd decided to commute to school for her last semester.



"It was a godsend," she said, as she was able to attend every doctor's appointment and chemo session to hold her little O-Town's hand. Olivia's mother Pam took family medical leave, and the family found support from their friends and neighbors. Every Tuesday night, someone would drop off a "chemo bag" at the Behannas', full of activities and toys to get Olivia through her session the next day. Others held dinners to raise money for her medical bills. People rallied around her, but Olivia still suffered an abnormal youth.

"I feel like a lot of my childhood has been taken away," she said of growing up a survivor. She was never allowed to play sports, because the risk of injury and further damage to her body was too high. Dancing became her passion, but she even had to temporarily give it up to recover properly.

A variety of side effects from her cancer and treatments have become an unwelcome reality in Olivia's life. She has scar tissue on her lungs that have given her asthma-like symptoms, and her heart goes "nuts" when she's active. Slight bowel damage and the loss of her kidney also mean that Olivia has to frequently use the restroom.

"I didn't get to live life like your normal kid. I was always at the doctor's. It was just a lot to take in as a child. Everyone else got to play and have fun, but I was so restricted," she shared.

These restrictions will continue in her adult life. She must be careful in the sun, as tanning and sunburns would increase her risk of getting sick again. Her lung damage means she has to stay far away from tobacco ("not like I would ever smoke," she assured) and she won't be able to drink a lot of alcohol when she gets older.

"It's those little things that people don't really think about that I can't do," Olivia said. Side effects like these are common in childhood cancer survivors because cancer, and cancer medicines, can wreak havoc on the growing human body.



"It's those little things that people don't really think about that I can't do," Olivia said. Side effects like these are common in childhood cancer survivors because cancer, and cancer medicines, can wreak havoc on the growing human body.

Now a senior in high school, Olivia is an accomplished young woman despite these complications.

"I'm more of an intellectual leader than an athletic one," she said of her involvement and leadership in several academic clubs at school. She still dances, and also enjoys singing, musical theater and being involved in her church.

She has also used her survivor status to help inspire and motivate others to support the fight against childhood cancers. Every year, she participates in her school's Relay For Life, where she informs and encourages people by sharing her story.



Last spring, she and Davine visited Give Kids the World, a resort that provides free Orlando vacations for sick kids and their families. Olivia stayed there herself when she was sick, and was able to return as a survivor to provide hope to those still battling.

"It's like a giant support system of people you don't know," Olivia said of these experiences.

"Everyone is volunteering their time to help kids like me, and it's an amazing feeling. The environment is the most wonderful thing because everyone gathers to celebrate what they have and give hope to those who haven't triumphed yet. Obviously going through this is really hard, so it feels great to be able to be a light for those suffering," she added.

Olivia and her family got a happy ending, but 1 in 5 children who are diagnosed with cancer will not survive it. Those who do are likely to face a lifetime of damaged organs, significant side effects and fear of recurrence. With Purpose fights for these kids so that they can have a shot at a future. More research funding, improved treatments options and better access to clinical trials are imperative if we are to conquer childhood cancer once and for all.

Young leaders like Olivia are at the forefront of this cause, proving that lives like hers deserve a better chance. When kids face what no adult, no person, should ever have to face, they build a strength and resilience that shows the capacity children have to change the world.



A6A



A7A



A7C



Dear parents and guardians,

Today during the after school program, our team, With Purpose Comes Joy, presented our campaign about childhood cancer awareness and the effectiveness of youth-led movements. With Purposes Comes Joy is a campaign being done by a team of students at Ohio University in which we work to create a public relations campaign for the nonprofit organization, With Purpose.

Our goal in speaking to your child today was to inspire them that at any age children are able to make a difference in their community. We understand that childhood cancer can be a very heavy subject and is difficult to understand, so we decided to focus on what made the children happy with a "Happy Athens" activity. Each child was asked to draw a picture or write about a moment where they did something good, or something that they hoped to do someday, that made them happy. Each response was done on a print out heart that we used to make into a larger heart on a poster that will be hung up at the Athens Community Center.

To learn more about our team and our campaign, With Purpose Comes Joy, go to:  
<https://ouwithpurpose.wixsite.com/withpurposecomesjoy>

Twitter: @ou\_withpurpose

Instagram: @ou\_withpurpose

Facebook: With Purpose Comes Joy

To learn more about our client, With Purpose, go to:  
<https://www.with-purpose.org>

Thank you,

The With Purpose Comes Joy Team

A7B



With Purpose Comes Joy @OU\_WithPurpose · Mar 9

Our Happy Athens event was a huge success! Check out the process of creating our Heart of Happiness here! #iamhappy



5

A7D



A8A



A8C



A8B

## With Purpose Comes Joy Calendar of Events

### Movie Night

THURSDAY, FEBRUARY 22ND - SCHOONOVER CENTER 145  
8:15 - 10 P.M.

### Week With Purpose

WEEK OF FEBRUARY 25TH - BAKER UNIVERSITY CENTER 4TH FLOOR  
12 - 3 P.M.

### Pancakes With Purpose

FEBRUARY 28TH - BAKER UNIVERSITY CENTER 1ST FLOOR  
12 - 1 P.M.

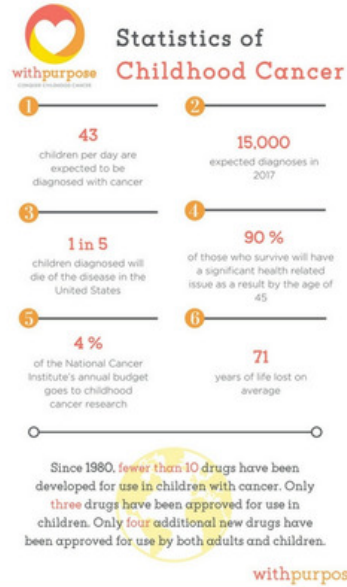
### Paint Your Purpose

MARCH 6TH - BAKER UNIVERSITY CENTER 3RD FLOOR  
7 - 8:30 P.M.

### Happy Athens

MARCH 8TH - ATHENS COUNTY COMMUNITY CENTER  
3:30 - 5 P.M.

A9A



A9B

Lack of funding for research

Lack of "proof of concept" research

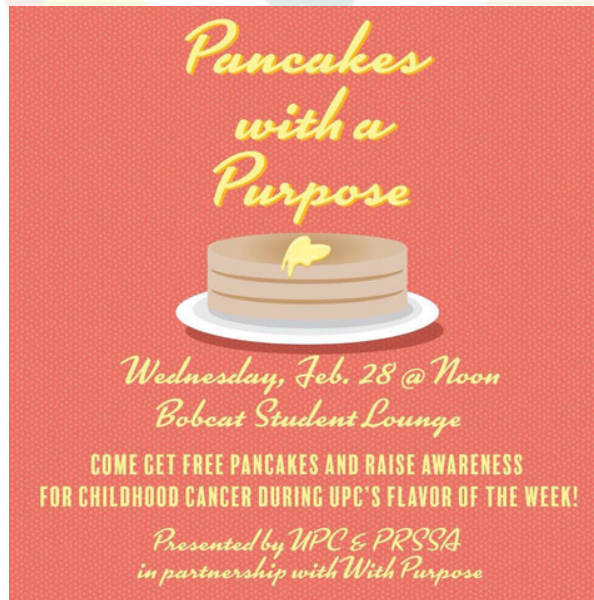


Lack of profitability for pharmaceutical companies

A9C



A9D



A9E



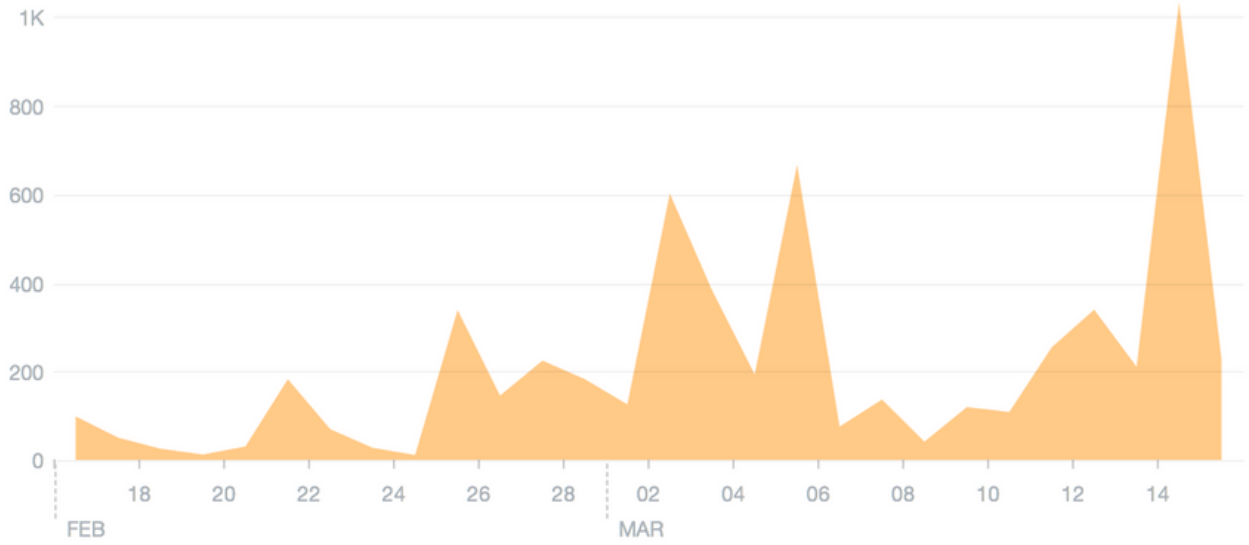
A9F

A9

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1		Tweet permalink	Tweet text	time	impressions	engagements	engagement rate	retweets	replies	likes	user profile clicks	url clicks	hashtag clicks	detail expands	permalink clicks	app opens	app installs	follows
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# Facebook Reach

Organic Paid



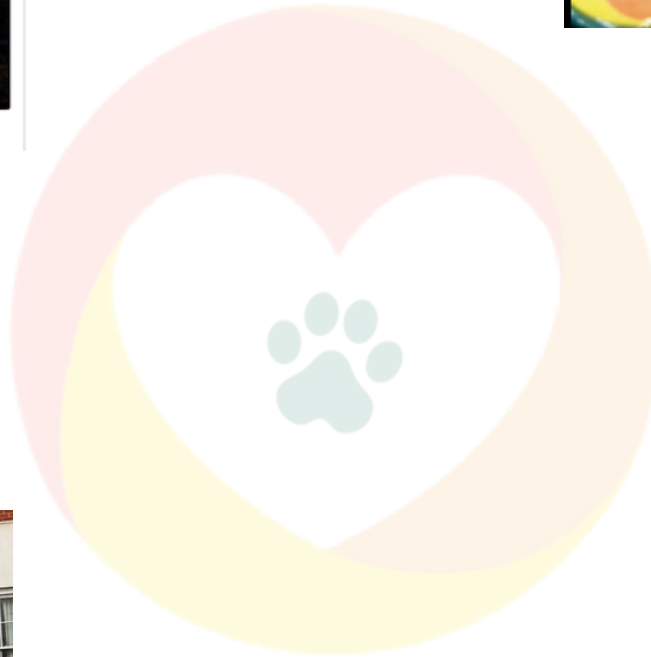
 **With Purpose Comes Joy** @OU\_WithPurpose · Feb 17  
Update! Our team is having a blast dancing for the kids at @BobcaThon! Almost 2 hours in!



A12A



A12C



A12B

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A12D

