

# LAYUPS 4 LIFE

*Making a difference in the fight against cancer*



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# About Layups 4 Life

**Layups 4 Life** was started in 2015 by husband and wife, Dana & Dan Exter. After Dan overcame his battle with Acute Lymphoblastic Leukemia (A.L.L.) in 2013 at age 27, he decided to dedicate his recovery and survivorship to giving back to the hospital that saved his life and support the mission of raising vital funds for cancer research and clinical trials. What started as an idea for a 3 v 3 Charity Basketball Tournament has grown into a 501(c)(3) non-profit organization hosting multiple events throughout the year in the health, fitness & social spaces. Raising over \$122,000 in 7 years of operation, Layups 4 Life has supported cancer research within many departments at Memorial Sloan Kettering Cancer Center (MSK).

In 2019, Layups 4 Life was inducted into the 1884 Society, an exclusive program that recognizes MSK fundraisers who have cumulatively raised \$100,000+ to help set the gold standard in cancer research and care.



Since 2015, Layups 4 Life has hosted a variety of fundraising initiatives such as:

- 3 v 3 Charity Basketball Tournament
- AmazonSmile
- Charity Golf Outing
- Cornhole Tournament
- Dress Down Day (local High Schools)
- Fitness Class Fundraisers (HIIT, Spin, Yoga)
- Giving Tuesday Fundraiser
- Happy Hour Fundraisers & Raffle
- March Madness Bracket Fundraiser
- Morris County NJ All Star Basketball Game
- Paint Night Fundraiser
- Purple Out 'Spirit Night' Basketball Game
- Virtual 5K Run / Walk

# Dan's Story

Saturday morning, July 13, 2013 Dan awoke to anyone's worst nightmare come true—a doctor with bad news. It was a phone call that would change his life forever. Dan had been seeing a lung specialist to address the shortness of breath he had been experiencing for the previous few months. As it turned out, it wasn't his asthma as he had suspected, but the side effects of a low red blood cell count causing a lack of oxygen. Dan's blood results showed a low platelet count, a high white blood cell count and that he was anemic. At the age of 27, Dan was diagnosed with Acute Lymphoblastic Leukemia (A.L.L.)

Upon diagnosis Dan was admitted to Lenox Hill Hospital in New York City. Over the next three days, further testing revealed that Dan had tested positive for the "Philadelphia Chromosome", a genetic chromosome mutation requiring him to not only need chemotherapy but he would also undergo intensive radiation and a stem cell transplant. There was a 25% chance that a sibling could be a match, and as luck would have it, Dan's only brother Jason tested as a match and would be his donor. In addition to his treatment plan, he had a surgery to place an Omayo reservoir port under his scalp to receive weekly injections to reduce any chances of cancer hiding in his brain. Dan immediately began chemotherapy and was very responsive. He was successfully in remission within one month (with stable platelet counts) and was released to continue treatment as an outpatient. Between the months of August and November 2013, Dan resumed with life as normally as he could only going to the hospital 1-2x per week. Although he had a port in his arm and had to check his temperature & insulin levels daily (due to certain medications he was on) he was relieved to be home and to sleep in his own bed.

On November 17th, 2013 Dan was admitted to Memorial Sloan Kettering Cancer Center in New York City. He received three days of full body radiation & four days of intensive chemotherapy before receiving a T-cell depleted stem cell transplant (from his brother) on November 27, 2013. This stem cell transplant procedure was a result of a treatment that started out as a clinical trial performed at MSK. The care that Dan received while at MSK was beyond his expectations. Not only was his transplant successful, but his recovery was outstanding. He was released on day +13 (only 13 days after the transplant), with his doctor revealing that she had never discharged a patient that quickly. Dan has been a continuous fighter from the moment of diagnosis and has never lost his hope, humor or drive to conquer this battle.





## Making an Impact...



It is Layups 4 Life's promise to share with our supporters where we have donated funds within MSK each year. Below is a breakdown of where the donations have made an impact through 2020.

### **Pediatric Department**

\$3,000 to the Pediatric Leukemia Research Fund

\$10,000 to the Pediatric Fast-Track Fund: Getting Life-Saving Therapies to Kids, FAST!  
(under the direction of Dr. Andrew Kung)

### **Bone Marrow Department**

\$4,449 to the Bone Marrow Transplant Service Fund

\$10,000 to support a fellow's research in the Bone Marrow Transplant Service

### **Epigenetics Department**

\$7,493 to Epigenetics: A promising Avenue for drug Development- May 2019  
(under the direction of Dr. Kristian Helin)

\$12,612.50 to support Epigenetics research

### **Leukemia Research Department**

\$10,000 to the Leukemia Research & Care (under the direction of Dr. Jae Park)

\$10,615 to the Leukemia Research Fund

\$11,820.50 to support Dr. Michael Khara's study on Acute Myeloid Leukemia (A.M.L.)

### **Clinical Trials**

\$12,612.50 to support Car-T Cell immunotherapy clinical trials

### **Additional Research Departments**

\$11,820.50 to support Dr. Guenther Koehne's study on hematologic malignancies & disorders

\$13,000 to support Metastasis Research to shed light on the three mechanisms in which cancer metastasizes

# 3 v 3 Charity Basketball Tournament

## Event Stories

We are inspired by you! We hope you will share your story and continue to inspire others.



### LAYUPS 4 LIFE

Motivated by his own experiences and love of basketball, cancer survivor Dan Exter started a Hoop-It-Up basketball tournament lovingly called Layups 4 Life. Dan's passion and tireless effort inspired his community in New Jersey to rally around the cause and help him raise over \$10,000 for cancer research at MSK. Dan plans to continue to grow this annual event and make an even greater footprint in the fight against cancer.



While recovering and laying in his hospital bed, Dan made a promise to himself. The promise was that if he was fortunate enough to make a full recovery that he would be an advocate in the fight against this disease. It was during his first hospital stay that Dan wrote on a piece of paper the idea of creating Layups 4 Life.

What originally started at Dan's Alma Mater, Roxbury High School, in New Jersey; the event quickly gained popularity and notoriety and has been hosted the last few years at the Parsippany PAL. Recognized as one of New Jersey's largest 3 v 3 basketball tournaments, it has been the largest attended event in L4L history. Averaging 30-40 teams yearly, the event involves the local communities, referees, event sponsors, raffles, silent auction and spectators alike.

Layups 4 Life, to date has hosted five annual 3 v 3 basketball tournaments and is hoping to reschedule the 6th sometime in the fall of 2021 after being postponed several times due to COVID-19.

*"If I got myself back on my feet and healthy, I knew I wanted to give back to the cancer community," said Exter, "I wanted to do my own thing and bring excitement and fun with my personal touch on it." - Dan Exter (Daily Record ; Jane Havsey)*

*"It's surreal; it's really is surreal," "There was a point when I thought I would never play the game again. I never knew if I was going to ever be able to step on a basketball court again. To be able to play in the tournament and run it, and to see the community coming together, it's special." - Dan Exter (www.purpose2play.com; Shannon Scovel)*

# 'Drive Out Cancer' Charity Golf Outing



Originating in 2019, Layups 4 Life's charity golf outing has grown in the last two years and was back in 2021 by popular demand. Hosted at Galloping Hill Golf Course in Kenilworth, NJ, 40+ golfers have come out each year to partake in an 18 hole scramble format outing.

In 2021, the outing grew and included on-course contests hosted by third party sporting organizations and was sponsored by several food & beverage companies.

Raising over \$6,000 in 2021 alone, the golf outing is the 2nd highest grossing event to date and we hope to continue seeing more golfers on the links year after year.

# Virtual 5K Run / Walk

The concept of a 'virtual event' or an event you can participate in no matter your location was always an desire for Co-Founders, Dana & Dan to create as they have so many friends and supporters across the country.

While the 2020-2021 season has looked different in the space of fundraising events & social gatherings, we have tried our best to persevere and think outside the box to maintain our ultimate goal of assisting in a cancer free future. No matter what state the world is in, this remains true; through awareness and fundraising we can support the doctors and researchers on the frontline of cancer research.

The Virtual 5K Run/Walk, albeit, created during the global pandemic, was a huge success! Participants ranged from Georgia to Connecticut to Massachusetts. It was named a month long celebration in honor of Dan's survivorship and 'transplant-aversery' in the month of November.

We look forward to hosting this event year after year and seeing how many miles we can cover as a community!



# The Team



Dan Exter is a 2008 graduate from the University of Massachusetts, Amherst where he received his B.S. in Sport Management. With his background in marketing, sales and digital production he was able to launch Layups 4 Life in 2014, with his now wife and co-founder, Dana Levine Exter. Layups 4 Life became an official 501(c)(3) non profit organization in 2017 after starting out as a third party fundraising group, solely supporting Memorial Sloan Kettering Cancer Center. Dan focuses on the business & fundraising development, marketing, operations and social awareness efforts of Layups 4 Life.

If you have any questions about how you can get involved, you can email Dan at [layups4life@gmail.com](mailto:layups4life@gmail.com). You can also connect with Dan on LinkedIn and follow L4L's social media handles @layups4life to stay up to date with all the latest news about their organization.



Dana Levine Exter is a 2009 graduate from Roger Williams University in Rhode Island where she received a Bachelor of Science, Master of Architecture Dual Degree. She has worked for 11+ years in the high end residential field, designing custom homes in the North Jersey/Bergen county region. Dating only 1.5 years at the time, Dana stood by Dan's side through his diagnosis, treatment and recovery. The couple married in October 2017 after dating 5.5 years, creating a non-profit organization and most notably, kicking cancers butt. They welcomed their dog Sonny in July 2017 and daughter Brooklyn Rhys in November 2019.

Dana focuses on the graphic design aspects of Layups 4 Life; creating documents, newsletters, signage and digital content. She spearheaded the CycleGiving fundraising event which was held for the first time this past winter of 2018 and Virtual 5K Run/Walk. Dana helps manage the Facebook and Instagram accounts as well as coordinates the volunteer program for their main fundraising event, a 3 v 3 charity basketball tournament.

While Dan is the more recognizable face of the organization; 'behind every great man is a great woman.'

## Contact us!

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