

NYU Stern Undergraduate College Cohort Leadership Program

GIVE A SPIT CHALLENGE

Meet Sheldon Mba



- Sheldon's Story: <http://www.youtube.com/watch?v=pF8KinM6M0I>
- Sheldon is a 19 year old college sophomore. He loves music, he plays the sousaphone, and tuba, and he's a dancer at heart. This summer, Sheldon choreographed a local production of Dreamgirls.
- **He needs your help.** In 2012, Sheldon was diagnosed with Aplastic Anemia, a disease that requires a life-saving bone marrow match. You could be the one to save Sheldon's life, or the life of others like him.

Purpose

The Stern Undergraduate College is collaborating with DoSomething.org on the Give a Spit Challenge. The purpose of the Give a Spit Challenge is to register potential blood and bone marrow donors on the national registry. In their cohorts, Stern Freshmen will design a social media strategy to raise awareness about the need for blood and bone marrow donors and host their own Give a Spit swab collection drives to register potential donors on the national registry. This year, the Stern Class of 2017 will be seeking a match for Sheldon Mba, a college student who was diagnosed with aplastic anemia, a bone disorder that inhibits the production of blood. In addition to finding Sheldon a bone marrow match, Stern students will also make an impact nationally by registering thousands of potential donors.

Why It Matters

- Every four minutes, someone is diagnosed with a blood cancer like leukemia.
- Leukemia kills more children every year than any other disease.
- Only 30% of patients in need of bone marrow can find a match within their family.
- 12,000 patients need a transplant outside of their family to survive.

But we can do something about it.

- Donors age 18-24 are in the highest demand. Donations are most successful when the donor falls within this age range.
- All it takes to sign up for the national registry is a cheek swab.

About the Stern Cohort Leadership Program

The purpose of the Cohort Leadership Program, Introduction to Markets, Professionalism, Analysis, Community, and Teamwork (IMPACT), is to facilitate community building among Stern freshmen. IMPACT achieves its mission by cultivating an educationally stimulating environment of curricular and co-curricular experiences. IMPACT's dynamic platform exposes students to Stern Undergraduate College's values: Explore, Collaborate, and Engage. Freshmen explore some of the central tenets of business through academic theory, collaborate to develop a real-world strategy based on social impact, and engage in the implementation and launch of their strategy.