

How can you help cure childhood cancer?

You can raise money for pediatric cancer research by asking people to sponsor you in Kids Walk for Kids With Cancer. The annual 4.5-mile Walk in Central Park on Saturday, May 8, is organized by NYC-area students. Give potential donors the “Summary” for an overview of the event. The 2009 Kids Walk raised over \$118,000, making the aggregate amount raised by NYC students over \$775,000 since 2001!

Explain why funds are desperately needed to develop new treatments. Cancer still kills more children each year than all other diseases combined. You can share more about pediatric cancer with potential donors by giving them our “Cancer Facts.”

Explain why sponsoring you helps kids with cancer. The Walk supports cutting-edge research at Memorial Sloan-Kettering Cancer Center-- which treats more children with cancer than any other hospital in the world. The research seeks new treatments for hard-to-cure childhood cancers given little or no funding by government or drug companies. Research supported by us has already helped develop new treatments now being used to save more children’s lives.

Tell donors the best ways they can sponsor you. Donations can be made online at www.kidswalkforkidswithcancer.org. Donors can also make checks payable to Memorial Sloan-Kettering Cancer Center. Be sure to have them put your name or your team’s name and “Kids Walk” in the memo. Checks can be given to you directly, or sent to:

Memorial Sloan-Kettering Cancer Center
Attention: Kids Walk for Kids with Cancer
633 Third Avenue, 28th Floor
New York, NY 10017

Confirm with donors that 100% of funds are given to Memorial Sloan-Kettering Cancer Center in a grant for pediatric cancer research. None of the money contributed is used for administrative costs.

Our experience is that a letter or e-mail campaign is the easiest and most successful fundraising approach! Everything you need – Summary, Pediatric Cancer Facts, and a sample Fundraising Letter – can be downloaded from our website, www.kidswalkforkidswithcancer.org. We recommend enclosing a self-addressed envelope if using a hard-copy fundraising letter.

- Ask all your family members and family friends to contribute! Direct them to www.kidswalkforkidswithcancer.org to donate online.
- Ask your neighbors in your apartment building to sponsor you.
- Consider sending a fundraising email to your parents’ (or your) co-workers.
- Ask businesses to sponsor you – e.g., restaurants, hair salons, movie rentals, gyms, clothing stores, etc. that you or your family patronize frequently.
- Ask donors if their employers have a matching grant program, and if they will obtain and sign a matching grant form and forward it to:

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Attention: Kids Walk for Kids with Cancer
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Invite everyone you know to walk and get sponsors too. All information needed to help is available on-line at www.kidswalkforkidswithcancer.org. Walkers of all ages are welcome!! There is no registration process or fee, but we request \$20 from walkers who do not get sponsors.

Please walk on Saturday, May 8th 2010, and get as many sponsors as you can – children with cancer need our help!