



HOW CAN YOU HELP KIDS WITH CANCER?

Join Kids Walk for Kids With Cancer—an annual 4-mile walkathon organized by upper and middle school students around the country. Register to walk on May 12, 2012 this year in NYC, NJ, KS or CT! See www.kidswalkforkidswithcancer.org for details on each location. You can print out “About the Kids Walk” for donors and friends interested in our cause.

Solicit donations for pediatric cancer research. Cancer kills more children each year than all other diseases combined, and more funding is needed to develop more effective treatments. Use our “Pediatric Cancer Facts” to tell potential donors about the plight of children with cancer.

Explain why sponsoring you helps children with cancer. The Walk supports cutting-edge pediatric research at Memorial Sloan-Kettering—which treats more children with cancer than any other hospital in the world. See “About MSKCC” on our website. The research seeks better treatments for hard-to-cure childhood cancers. Give donors our “Use of Kids Walk Funds,” describing important research we’ve supported!

Tell donors the 3 ways they can sponsor you with a tax-deductible contribution. Donations can be made in cash, by check to Memorial Sloan-Kettering Cancer Center, or on-line. Contributions of any amount are welcome! By registering online you’ll have your own fundraising page, and can track your online donations and thank your donors.

Confirm that 100% of Kids Walk funds are used by Memorial Sloan-Kettering for pediatric cancer research. None of the money contributed is used for administrative costs.

Send a fundraising letter or e-mail to everyone you know! Everything you need, including sample fundraising letters, can be found on our website. Consider enclosing a self-addressed envelope if sending a hard-copy letter. Ask your family, your neighbors, your parents’ (or your) co-workers, businesses that you frequently use, and all your friends, to sponsor you with a contribution in any amount for pediatric cancer research!

Record and turn in your cash and checks. List each donor’s name (legibly!), and address if not on the check, on a Donor Form (found in our brochure and online). MSKCC uses this information to send acknowledgements to donors. Put your checks, cash and Donor Form(s) in an envelope labeled with your name and team, and turn it in at the Walk.

Wear our official shirt to show support for kids with cancer! Shirts go on sale for \$10 in April, and all proceeds are added to our research funds.

Invite your friends to walk and get sponsors too. All information is on our website, and team leaders can contact us online for brochures, posters and shirts. There’s no fee to take part, but we ask walkers to register online or at the event, and we request \$20 from walkers who don’t get sponsors. School teams, families, clubs, corporate teams, and walkers of every age are welcome!

PLEASE WALK ON MAY 12, 2012 AND GET AS MANY SPONSORS AS YOU CAN—CHILDREN WITH CANCER NEED OUR HELP!