



**KIDS JOIN THE
FIGHT**

TAG YOU'RE IT!

50 STATE CHALLENGE

September is pediatric cancer awareness month and we need your help to raise awareness and fight for a cure for pediatric cancer.



OUR STORY

A little boy named Walker dreamed of a better world. When he was diagnosed with cancer, he discovered the power of compassion. It all began with a simple teddy bear, gifted to him by a little girl. And that precious act of kindness ignited a special mission in him - to bring hope and support to other children fighting cancer. Together, let's make Walker's dreams come true. Join the fight against childhood cancer.



KIDS JOIN THE FIGHT

DONATE
TO
FIGHT
CANCER!

WHY WE FIGHT?

The facts surrounding childhood cancer are staggering.

Only **4%** of federal government cancer research funding **goes to study pediatric cancer.**

1 In every 285 children will be **diagnosed with cancer.**

Our mission is to empower kids to join the fight against childhood cancer.

Cancer is the **leading cause of death** by disease past infancy among children in the USA.

The **average age** for a child diagnosed with cancer is **6.**



Americans spend **more at Starbucks** in a weekend **than** the federal government gives to pediatric **cancer research in a year.**

WHAT WE FUND?

Kids Join the Fight grants are awarded based on a competitive dual peer-review process conducted by both the Kids Join the Fight Medical Advisory Board and the Rally Foundation's Medical Advisory Board, which are both comprised of leading childhood cancer experts. The grants fund all levels of research, from science at the bench to translational, and they include fellows, young investigators and independent investigators. Kids Join the Fight focuses funding on pediatric brain cancers with a specific emphasis on treatments that could both cure children and reduce the debilitating secondary effects of common cancer treatments on their growing bodies.



EVENT IDEAS

FAMILY DRIVEN

- Neighborhood block party – sell tickets, face paint, etc.
- Trivia, bingo or game night
- Host a garage sale

KID DRIVEN

- Lemonade stand
- Bake sale
- Bracelet or art sale
- Magic show
- Costume contests
- Talent, comedy, or dog shows
- Dog walking
- Yard work
- Car wash



Every event, big or small, has the power to bring hope and support to children fighting cancer.



EVENT IDEAS

TEEN DRIVEN

- Sports camps
- Babysitting clubs
- Fashion, comedy, talent shows
- Dog walking or sitting
- Yard work
- Car wash
- Create a summer camp for younger kids
- Movie night—sell the tickets, popcorn, pizza
- Charity run or bike ride
- Sell artwork or poetry

SCHOOL DRIVEN

- Costume contests
- Talent or comedy Show
- Dress down day for donations
- School dance

OR you can come up with your own idea...

In the wise words of Walker, “just get out there and do something!”



GOALS

Today we have only **six** **drugs** that were approved in the first instance for use in cancer treatment **for children.**

- ✓ Reach all 50 states
- ✓ 5 events in every state
- ✓ Raise 75k in the month of September
- ✓ Continue to fight throughout the year

HOW TO JOIN:

1. **Register your event.**
2. **Host the event in your state.**
3. **TAG a friend in another state.**

- TAG as many friends as you can.
- Try to TAG a friend in a state far away from you.
- Follow up with your friends to make sure they have joined the fight.

Every event, big or small, has the power to bring hope and support to children fighting cancer.

CONTINUE THE FIGHT:

1. Share your event on social media (Tag us @kidsjointhefight).
2. Host more than one event during the year.





**KIDS JOIN THE
FIGHT**

PAYMENT

COLLECT YOUR DONATIONS

1. Keep track of all your payments (download payment form).
2. Receive donations by cash, check, Venmo, etc.
3. Once your event is complete send your donations to KJTF

SEND US DONATIONS

- **Venmo:** @KidsJoinTheFight
- **Check:** Please mail check to - 212 Heady Dr. Nashville, 37205
- **Credit Card:** Complete payment on our website donation page.

Please collect all your donations for the event and then transfer the full donation at one time.

HELPFUL HINTS



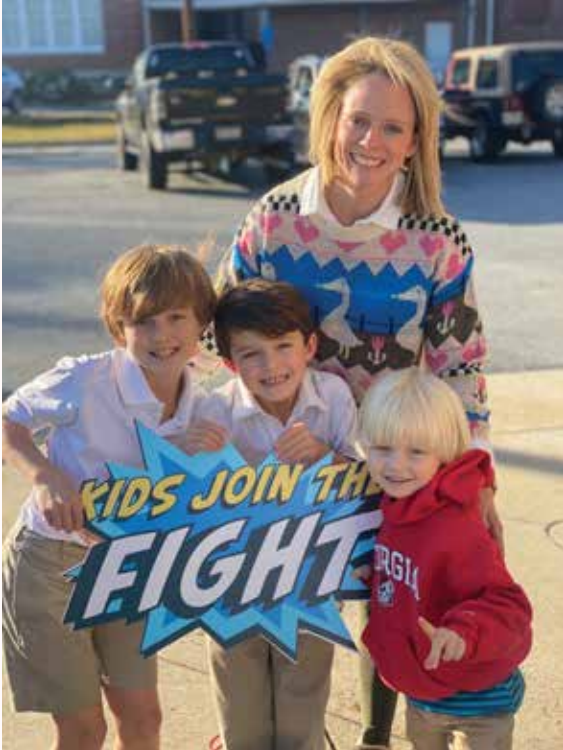
HOW TO HOST AN EVENT

1. Figure out the type of event that works best for your child and family (utilize your child's skills & talents)
2. Pick a date & time
3. Register your event
4. Market your event

HOW TO MARKET YOUR EVENT

- Tell your friends, family, school, and community about your event
- Post your event on social media
- Create a Paperless post
- Use the HiNote app to easily customize your invitation to any and all events that you can simply text to your contacts
- Send out an email about the event
- Add to a mom's blog, Facebook group, etc.

FAQ



What events are most impactful?

All events are impactful no matter the size! Check out our event idea page to see what works best for your family.

When is the deadline for registration?

We would like to have all events registered by the last weekend in September.

Please send questions, comments, and concerns to info@kidsjointhefight.org

Do you do corporate matching?

Yes! Ask your employer to see if they would be interested in matching any donations made at your event.

Are you tax-exempt?

Yes! We are a 501(c)3 tax-exempt organization our EIN is 86-3590840

Where does my donation go?

All money raised will go towards pediatric cancer research and care for patients and their families.





Thank you
for joining
the Fight!
Love,
Walker