



## PARENTS

Thank you for supporting your child's efforts to support and raise funds for **Solving Kids' Cancer (SKC)**. Any money they raise will go directly to creating new, more effective treatments for kids who are facing the most challenging childhood cancers.

**Cancer can be a challenging topic for kids so we have supplied you with some basics and you can decide how much and what to tell your child. We recommend visiting this website for some easy to understand language: <http://kidshealth.org/en/kids/cancer.html#>**

SKC encourages youth to participate in philanthropy and supports that effort with a program designed specifically to meet the needs of youth fundraising activities. The objective of the Jr. Ambassador program is to encourage participants to be part of a team committed to making a difference in the lives of children and learn valuable life lessons while having fun. It is also important for them to realize the effect their efforts have on the community they live in and what a wonderful contribution they are making for children with cancer.

Additionally, youth involved in the Jr. Ambassador program will strengthen their communication skills, gain confidence, and learn about personal responsibility. It's a testament to the fact that every dollar raised is vital to the success of Solving Kids' Cancer and that kids really can make a difference.

### **WHY SOLVING KIDS' CANCER?**

Solving Kids' Cancer is a non-profit leader in childhood cancer research and advocacy. We concentrate on the most fatal childhood cancers; neuroblastoma, brain tumors, and sarcomas. Solving Kids' Cancer funds and manages new, innovative treatment development to bring us closer to making cancer a survivable disease for all children. Because, at the core of our mission is the belief that every child deserves to grow up.

### **HOW KIDS CAN SUPPORT SOLVING KIDS' CANCER**

- Ask family and friends to donate to their fundraising efforts in lieu of gifts for their birthday, graduation, first communion, bar/bat mitzvah, or any other occasion.
- Create a fundraiser of their own; do extra chores, sell lemonade, babysit, read books, use a special talent and trade it for donations.

### **HAVE QUESTIONS?**

Solving Kids' Cancer is available to offer advice, feedback, and support should you have any questions or need guidance.



# WELCOME

## **THANK YOU FOR BECOMING A JR. AMBASSADOR FOR SOLVING KIDS' CANCER!**

Your primary mission as a Jr. Ambassador is to gain some knowledge about the work of Solving Kids' Cancer, (also known as SKC), share our messaging, and spread awareness about childhood cancer.



Fundraising activities can help to increase awareness of the work of Solving Kids' Cancer as we strive to better understand this disease, help create new treatments, and ultimately, cure children with cancer. We know we couldn't do it all without the help of amazing young ambassadors like yourself. There are many different types of events and activities that you can leverage for awareness, and our fundraising kit includes helpful ideas and suggestions to help you.

Again, thank you for supporting Solving Kids' Cancer. We hope you have tremendous success. If you have any questions about the information contained in this packet, please contact Pia Rhiner at Solving Kids' Cancer by calling 212-588-6624 or emailing [pia@solvingkidscancer.org](mailto:pia@solvingkidscancer.org).



## THE FACTS



Cancer is the leading cause of death by disease in children and adolescents (0-14) in the U.S.



Today, some children with the most aggressive forms of pediatric cancer have less than a 50% chance of every growing up. This is not acceptable.



On average, 46 children in the US are diagnosed with cancer each and every day. Worldwide the number is more than 500 kids. Every day.



There is no known cause and no way to prevent childhood cancers.



Traditional treatments (radiation and chemotherapy) are very harsh and can severely injure young bodies.



There is not going to be just one cure for cancer. There are going to be lots of different cures for all the different cancer types.

**EVERY KID DESERVES TO GROW UP**



## YOUR IMPACT



Your support makes it possible for Solving Kids' Cancer to continue its work to care for children and families who are facing a cancer diagnosis. You will be helping to develop new treatments to help children fight their cancers.

A donation of any size can help save lives  
There is nothing that can't help make a difference!

## Definition of PHILANTHROPY

- 1: Goodwill to fellow members of the human race; especially: active efforts to promote human welfare
- 2: An act or gift done or made for humanitarian purposes

## WHAT DOLLARS REPRESENT

\$ 6	AVERAGE AGE OF A CHILD DIAGNOSED WITH CANCER IS 6 YEARS-OLD.
\$12	12% OF CHILDREN WITH CANCER NEVER REACH ADULTHOOD.
\$30	\$1 FOR EVERY MINUTE THAT GOES BY UNTIL ANOTHER CHILD IS DIAGNOSED.
\$50	1 HOUR OF LAB WORK.
\$71	\$1 FOR EVERY YEAR OF A POTENTIAL LIFE THAT IS LOST TO CHILDHOOD CANCER.



## STEPS TO SUCCESS

- STEP 1:** Understand your cause and practice talking about it. You'll get better and better at communicating your desire to help kids with cancer and support SKC.
- STEP 2:** Decide what type of fundraising activity you might like to organize and determine what you'll need.
- STEP 3:** Spread the word—Raise awareness about what you are doing and why you are doing it to as many people as possible. People are often inspired and motivated by young people who are working hard and committed to a cause.
- STEP 4:** Have Fun—Fundraising can be hard work but it should also be fun and rewarding. You should feel good about your efforts and feel comfortable with your message.
- STEP 5:** Believe in what you are doing—This is perhaps the most important tip. If you believe in what you are doing, others will believe in you.
- STEP 6:** Thank your supporters—It's so important to show sincere appreciation for what others are doing to support your efforts. You have the power to make people feel really good about helping you! Thank them with a warm smile and thoughtful words.
- STEP 7:** Ask for help if you need it, many people around you want to see you succeed and will support your efforts.