DECA IS PARTNERING WITH NPCF

• DECA is partnering with the National Pediatric Cancer Foundation (NPCF) for a Cause Marketing/Fundraising challenge. This partnership will support NPCF’s mission by engaging all DECA members with future business career goals to make a difference within their community.

• We are challenging the members of DECA to create their own Cause Marketing/Fundraising campaign through the DECA Social Impact Challenge and Community Service Project.
WHO IS THE NPCF?

Our Mission is to raise funds to fast-track pediatric cancer research that is less toxic and more targeted treatments toward children.

Headquartered in Tampa, Florida

Founded in 1991

Special events across the nation.
Find events in your area at: nationalpcf.org/events

Funded $30 million of research at 30 leading hospitals
Unlike most cancer research which focuses on adult treatments and is done within the walls of individual institutions, the National Pediatric Cancer Foundation funds clinical trials and collaborates with a network of leading hospitals across the nation to fast track less-toxic, more targeted treatments designed for children.
OUR RESEARCH PARTNERS

- A.I. DuPont, Nemours, DE
- Carolina’s Medical Center/ Levine Cancer Institute, Charlotte, NC
- Children’s Healthcare of Atlanta, Atlanta, GA
- Children’s Hospital of Colorado, University of Colorado, Aurora, CO
- Children’s Hospital of Los Angeles, Los Angeles, CA
- Children’s Hospital of Philadelphia, Philadelphia, PA
- Children’s National Medical Center, Washington, D.C.
- Cleveland Clinic Children’s, Cleveland, OH
- Connecticut Children’s Medical Center, Hartford, CT
- Duke Health, Durham, NC
- Johns Hopkins All Children’s Hospital, St. Petersburg, FL
- Johns Hopkins University, Baltimore, MD
- MD Anderson Cancer Center, Houston, TX
- Moffitt Cancer Center Tampa, FL
- Montefiore Medical Center, Bronx, NY
- Nationwide Children’s Hospital, Columbus, OH
- Nemours Children’s Specialty Care, Jacksonville, FL
- Nemours Children’s Specialty Care, Orlando, FL
- Primary Children’s Hospital, Salt Lake City, UT
- Roswell Park Cancer Institute, Buffalo, NY
- Children’s of Alabama, Birmingham, AL
- Comer Children’s Hospital, Chicago, IL
- UF Health Shand’s Children’s Hospital, Gainesville, FL
- UK Kentucky Children’s Hospital, Lexington, KY
- University of Miami Sylvester Cancer Center, Miami, FL
- University of North Carolina
- University of Texas Southwestern Medical Center, Dallas, TX
- Vanderbilt-Ingram Cancer Center, Nashville, TN
- Washington University School of Medicine, St. Louis, MO
QUICK FACTS

#1 CAUSE OF DEATH
Cancer is the number one cause of death by disease among children.

FEWER THAN 10 DRUGS
Since 1980, fewer than 10 drugs have been developed for use in children with cancer, compared with the hundreds of drugs that have been created exclusively for adults.

43 KIDS PER DAY
43 kids per day are expected to be diagnosed with cancer.

ONLY 4% SPENT
Only 4% of the billions of dollars that are annually spent on cancer research and treatments are directed towards treating childhood cancer.

Learn More at NationalPCF.org
TOP-RATED CHARITY

We have the highest rankings a charity can receive by Charity Navigator for Financial Health and Accountability & Transparency.

Less than 1% of charities rated earn this score.
43 CHILDREN A DAY ARE DIAGNOSED WITH CANCER
# 1 Cause of Death by Disease Amongst Children
95% of survivors will have significant health issues.
CHILDREN STILL BEING TREATED WITH 1950'S NUCLEAR MEDICINE
HOW CAN YOU HELP?
GET ACTIVELY INVOLVED
1 SIGN UP TO PARTICIPATE WITH NPCF

NATIONALPCF.ORG/DECA
SIGN UP for Social Impact Leader of Tomorrow Challenge

- DECA chapters participate with a 1-4 member leadership team as the project managers to develop a creative and unique fundraising campaign to benefit the National Pediatric Cancer Foundation.
  - Must include:
    - NPCF branding (sun logo, orange and yellow, and/or our mission of funding research)
    - A group fundraising activity to be conducted on school grounds (in accordance with school policies)
    - Keep it uplifting, supportive, and hopeful
    - Social media component (think viral challenge) Use #DECANPCF
- DECA members to create a 3-4 minute video and upload to the DECA YouTube link. The plan must include target audience, benefits, creativity, collaboration, marketing plan, and execution.
- Must provide proof of concept by executing their fundraising campaign idea and raising money for NPCF by signing up their Cause Marketing campaigns on the DECA landing page of NPCF’s website. Here is the link: https://secure.qgiv.com/event/sftc/login/
1 SIGN UP
2 FUNDRAISE
TO SUPPORT LIFE-SAVING RESEARCH
SIGN UP AT NATIONALPCF.ORG/DECA
FUNDRAISING INCENTIVES

Individual Incentives

- Raise $43: receive NPCF wristband
- Raise: $143: receive the above and NPCF drawstring bag
- Raise: $430: receive all the above and an NPCF enamel pin
- Raise: $1,430: receive all the above and an NPCF hat
Team Incentives

The top 3 teams will be awarded travel stipends to attend DECA’s ICDC in Atlanta, GA. The top 3 projects will also be featured nationally as NPCF’s new cause-raising campaigns for students. (Top 3 teams must raise a minimum of $1,000).

- **1st place team:** $2,000
- **2nd place team:** $1,000
- **3rd place team:** $1,000
FUNDRAISING IDEAS

Ideas

• DIY – Create Your Own Fundraiser
  • Orange Out at events, Sell “sun” icons, Walk around school, Fitness Challenge, Coin collection drive, Car Wash, Auction, etc.

• Other Fundraising Opportunities Include...
HAVE FUN!!

Last, but not least... remember to have fun!

You are making a huge impact in the lives of children across the nation that are battling cancer.
CONTACT US

1. CEO David Frazer:
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813-269-0955

2. NPCF Website
NationalPCF.org/DECA