

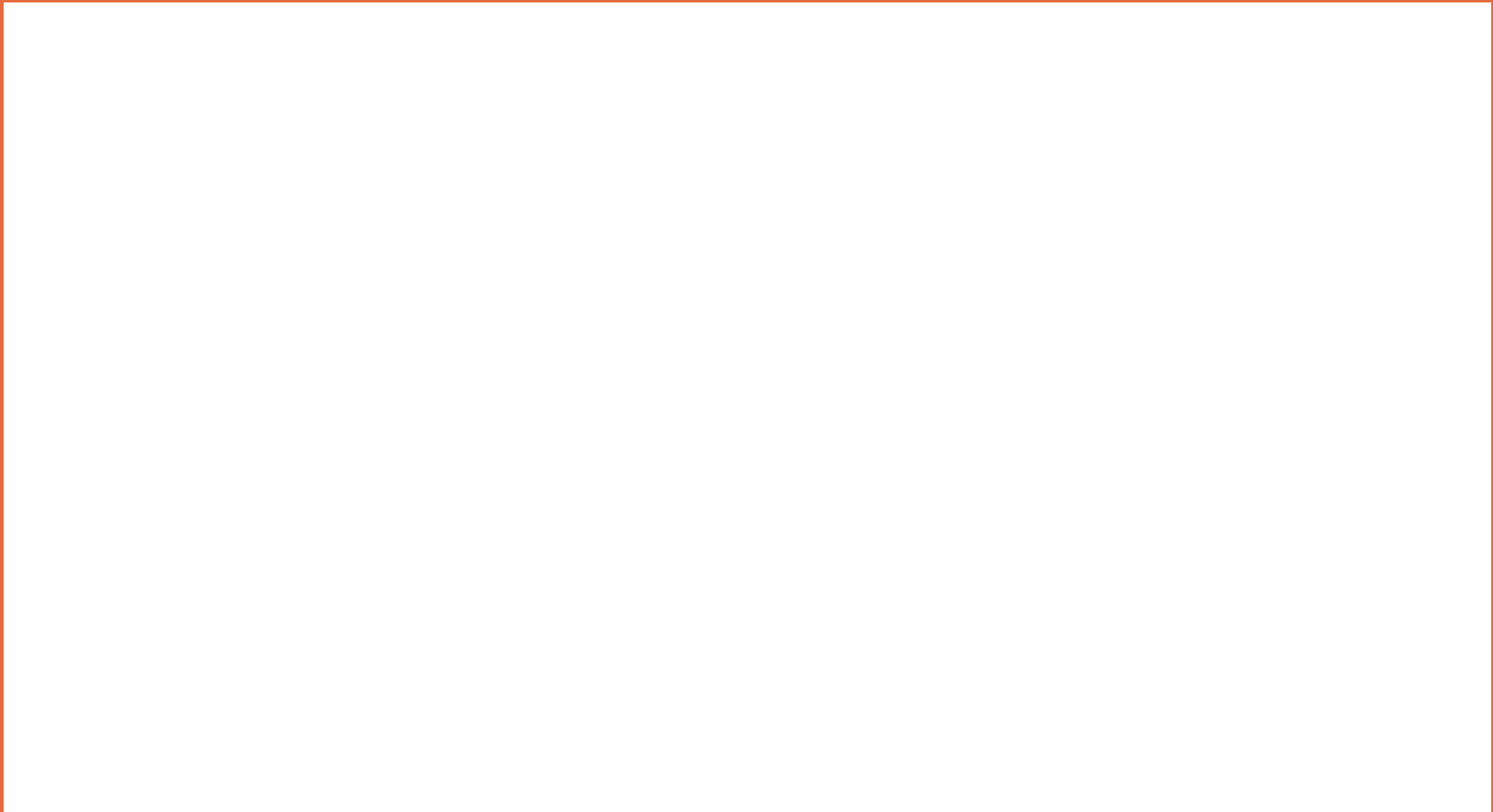


NATIONAL  
PEDIATRIC CANCER  
FOUNDATION



DECA™

# Social Impact Leaders of Tomorrow



# About the National Pediatric Cancer Foundation



- 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, FL
- Founded in 1991
- Funded \$30 million of research at over 30 leading partner hospitals

# OUR RESEARCH PARTNERS



- Nemours/A.I. duPont Hospital for Children-Wilmington, DE
- Atrium Health | Levine Cancer Institute-Charlotte, NC
- Children's Healthcare of Atlanta-Atlanta, GA
- Children's Hospital 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 Children's Clinic-Cleveland, OH
- Connecticut Children's Medical Center-Hartford, CT
- Duke University Health System/ Duke Cancer Institute-Durham, NC
- Johns Hopkins All Children's Hospital-St. Petersburg, FL
- Johns Hopkins Sidney Kimmel Comprehensive Cancer Center-Baltimore, MD
- University of Texas 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 Clinic-Jacksonville, FL
- Nemours Children's Hospital-Orlando, FL
- Phoenix Children's Hospital-Phoenix, AZ
- Primary Children's Medical Center-Salt Lake City, UT
- Rosewell Park Comprehensive Cancer Center-Buffalo, NY
- St Joseph's Hospital/Tampa Children's Hospital-Tampa, FL
- Children's of Alabama-Birmingham, AL
- University of Chicago-Chicago, IL
- University of Florida/UF Health Shands Hospital-Gainesville, FL
- UK Healthcare | Kentucky Children's Hospital -Lexington, KY
- Sylvester Comprehensive Cancer Center\*-Miami, FL
- UNC Lineberger Comprehensive Cancer Center-Chapel Hill, NC
- Children's Medical Center -Dallas, TX
- Vanderbilt-Ingram Cancer Center -Nashville, TN
- St Louis Children's Hospital-St. Louis, MO



# 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.*



# NON-PROFIT PARTNERSHIP

# Why non-profit partnership is valuable.



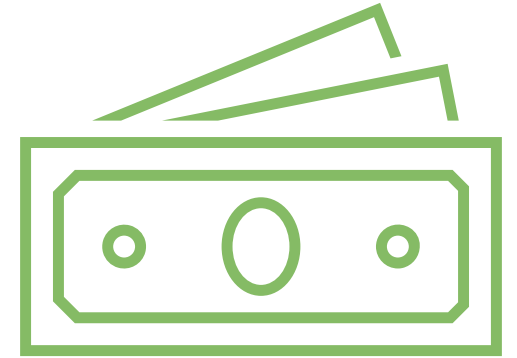
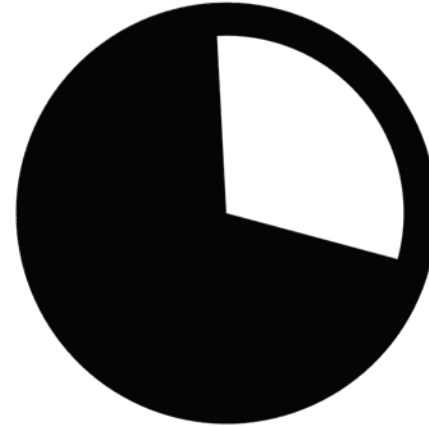
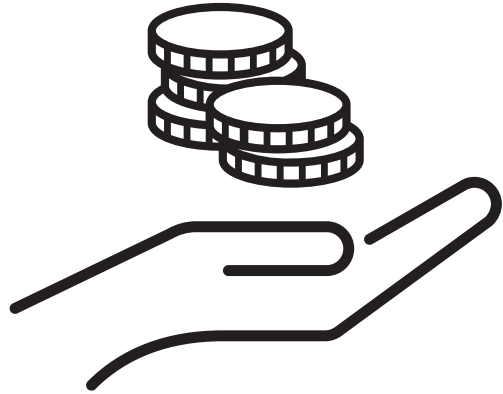
- Brand Loyalty
- Employee Morale
- More customers
- More revenue





# COMMUNITY IMPACT OF FUNDRAISING





**YOUR DOLLARS MAKE A  
DIFFERENCE**

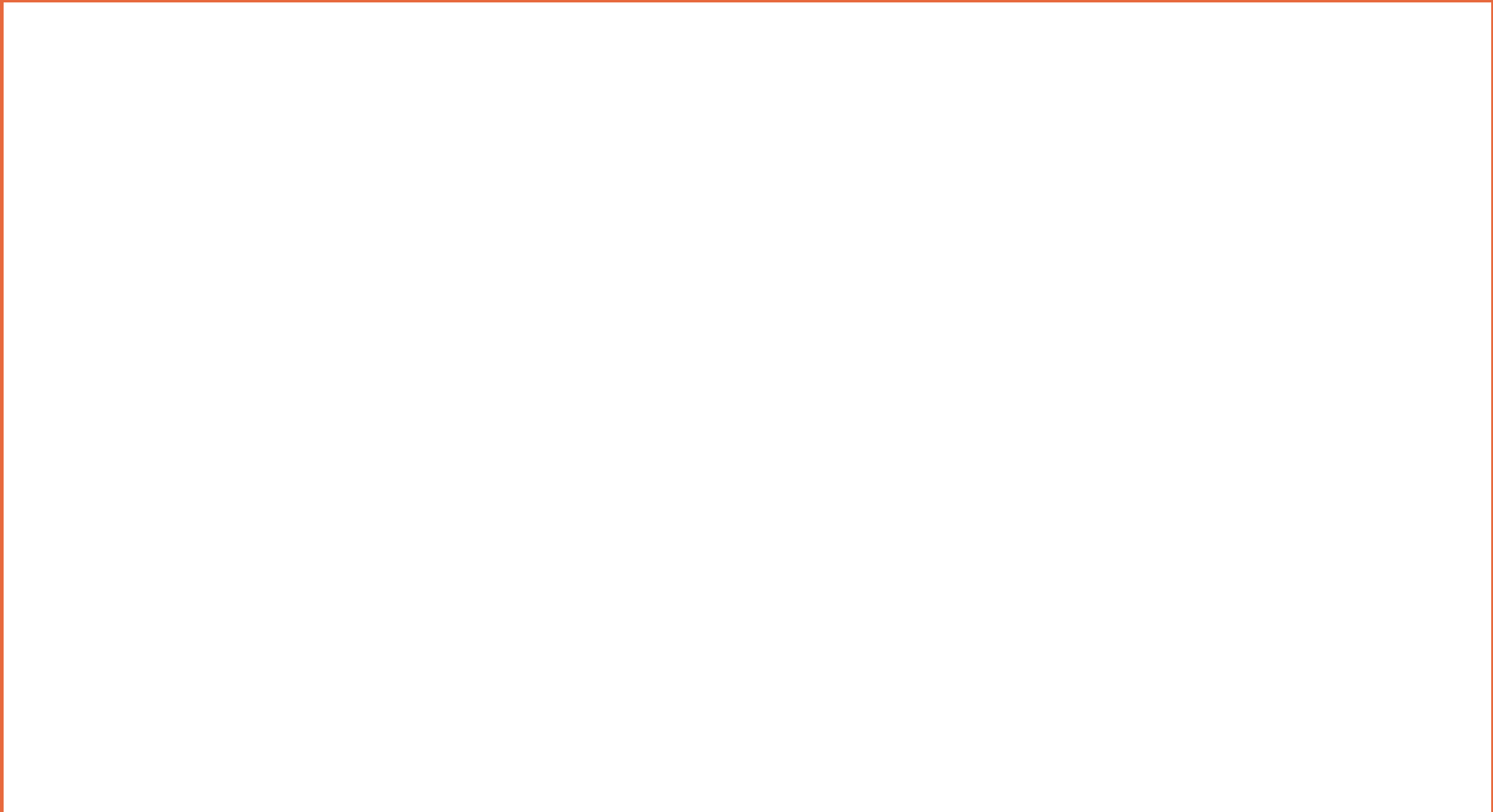
# Benefits of Organizing a Community Campaign

- Tangible metric
- Experience taking an idea to execution
- Relevant Skills:
  - Marketing and Communication
  - Organizational
  - Community Engagement





**CREATE MORE TOMORROWS,  
SO TOGETHER,  
WE CAN MAKE BIG DREAMS COME TRUE**





**HOW YOU CAN MAKE A DIFFERENCE IN  
PEDIATRIC CANCER RESEARCH**

# DECA is partnering with the National Pediatric Cancer Foundation



- YOU are invited to join the challenges set forth by the National Pediatric Cancer Foundation to the members of DECA to create your own Cause Marketing/Fundraising campaign through the DECA Social Impact Challenge and Community Service Project.
- Three objectives:
  - Raise money to support research for a pediatric cancer cure.
  - Raise awareness about pediatric cancer and the National Pediatric Cancer Foundation's mission.
  - Earn Challenge Points

# Social Impact Leader of Tomorrow Challenge

- Put your entrepreneurial creativity and business knowledge to the test.
- Register: [www.nationalpcf.org/deca](http://www.nationalpcf.org/deca).
- Create the next NPCF campaign including:
  - National Pediatric Cancer Foundation branding
  - A group fundraising activity
  - An uplifting, supportive and hopeful message
  - A social media component
- Submit a 3-4 minute video fulfilling DECA evaluation form

**1<sup>st</sup> Place:**

**\$2,000 towards expenses  
for April DECA Conference  
in Orlando, FL**

**2<sup>nd</sup> Place:**

**\$1,000 towards expenses  
for April DECA Conference  
in Orlando, FL**

**3<sup>rd</sup> Place:**

**\$1,000 towards expenses  
for April DECA Conference  
in Orlando, FL**



# Individual Fundraising Incentives

<p>Raise \$43 NPCF DRAWSTRING BAG</p>	<p>Raise \$143 NPCF DRAWSTRING BAG and ENAMEL PIN</p>
<p>Raise \$430 NPCF DRAWSTRING BAG, ENAMEL PIN and T-SHIRT</p>	<p>Raise \$1,430 NPCF DRAWSTRING BAG, ENAMEL PIN, T- SHIRT and HAT</p>



# Fundraising Ideas



## Ideas

- DIY – Create your own fundraiser
  - Orange-out events, sell “sun” icons, walk around school, fitness challenge, restaurant foodie day, coin collection drive, car wash, auction, etc.
- Other fundraising opportunities include...

# Example: Rock, Paper, Scissors



# Concept: Fitness Funds the Cure- DIY!



Idea=Game

Plan=Process

Fundraising=per play, mulligans, online, etc.

Top Team and Top Individual

**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

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**813-269-0955**

**2. NPCF Website**

**[NationalPCF.org/DECA](http://NationalPCF.org/DECA)**