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
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.
- 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

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<thead>
<tr>
<th>Place</th>
<th>Prize</th>
<th>Location</th>
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<tbody>
<tr>
<td>1st Place</td>
<td>$2,000 towards expenses for April DECA Conference in Anaheim, CA</td>
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<tr>
<td>2nd Place</td>
<td>$1,000 towards expenses for April DECA Conference in Anaheim, CA</td>
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<tr>
<td>3rd Place</td>
<td>$1,000 towards expenses for April DECA Conference in Anaheim, CA</td>
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## Individual Fundraising Incentives

<table>
<thead>
<tr>
<th>Raise $43</th>
<th>Raise $143</th>
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<tbody>
<tr>
<td>NPCF DRAWSTRING BAG</td>
<td>NPCF DRAWSTRING BAG and ENAMEL PIN</td>
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<tr>
<td>Raise $430</td>
<td>Raise $1,430</td>
</tr>
<tr>
<td>NPCF DRAWSTRING BAG, ENAMEL PIN and T-SHIRT</td>
<td>NPCF DRAWSTRING BAG, ENAMEL PIN, T-SHIRT and HAT</td>
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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.
NPCF CONTACT

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NationalPCF.org/DECA