



NATIONAL
PEDIATRIC CANCER
FOUNDATION



DECA™

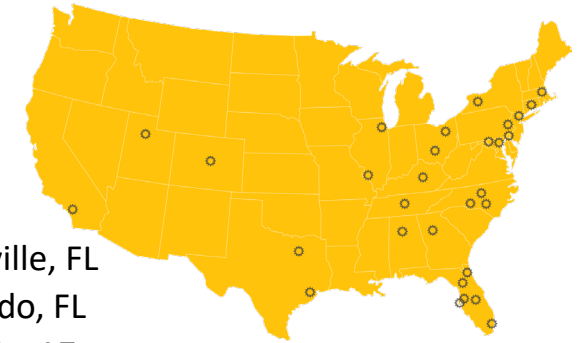
Social Impact Leaders of Tomorrow

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

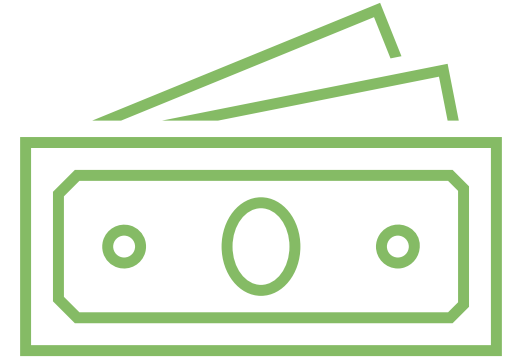
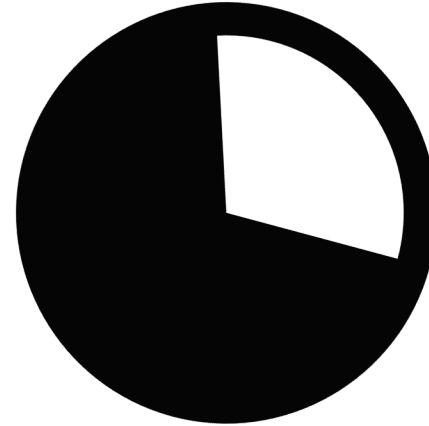
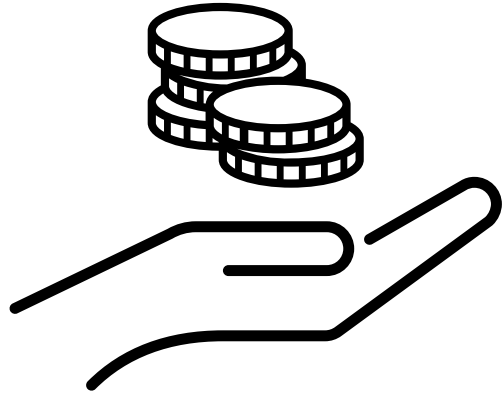


- Brand Loyalty
- Employee Morale
- More customers
- More revenue





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





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

1st Place:

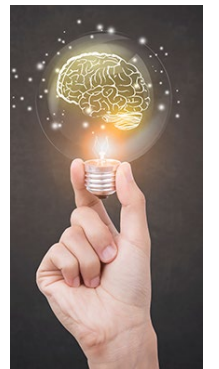
**\$2,000 towards expenses
for April DECA Conference
in Anaheim, CA**

2nd Place:

**\$1,000 towards expenses
for April DECA Conference
in Anaheim, CA**

3rd Place:

**\$1,000 towards expenses
for April DECA Conference
in Anaheim, CA**



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

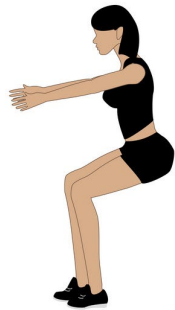
Ideas

- 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.

NPCF CONTACT

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NationalPCF.org/DECA