

SPEAKING POINTS



WHAT DOES THE REACHING FOR THE CURE MEAN TO YOU?

For many of us, asking for donations is something new and it helps to be prepared. Telling a short story about

- why you are participating,
- why funding pediatric cancer research is important to you,
- or why this race is your way to give back to the community

The more personal you make your asks, the more people will relate. Everyone has been touched by cancer.

ABOUT PEDIATRIC CANCER RESEARCH & PCRF

Worldwide, a child is diagnosed with cancer every 2 minutes. With over 270,000 survivors alive in the U.S. today, two-thirds will have long lasting chronic conditions as a result of their treatment. Our team at PCRF is inspired by all of these children and families affected by cancer, and they are what drives our urgent mission:

*To improve the **care, quality of life, and survival rate** of children with malignant diseases.*

As a top rated charity we are wholly dedicated to transparency and good governance of the precious dollars received by our organization. More than 80% of funds raised goes directly to research and we operate in the top 14% of charities across the country.

MESSAGING ABOUT THE REACHING FOR THE CURE EVENT

At the Reaching for the Cure, your race becomes a cause greater than the miles ahead of you. Take the first step and let's work together to make a difference!

Need a reason to walk with us? How about the 270,000 reasons: that's how many survivors are alive in the U.S. today because of research.

Walking in the Reaching for the Cure races is a great way to raise awareness about the thousands of children diagnosed with cancer each year. But to make a real impact on saving lives, we need to first raise money.

Right now less than 4% of government funding is directed to pediatrics. Thanks to you, we're helping support research to find answers and develop better treatments so more families can have hope for a cancer-free future.

Get started at ReachingfortheCure.org