Each week brings new and challenging changes to our everyday lives as COVID-19 reshapes the way we live. In the interest of everyone’s well-being, PCRF has decided to cancel all of our physical events for the balance of 2020. There is just too much uncertainty around the possibility of a second spike, and we also would never want to convene an event that could represent a risk for an immune-compromised child or family member.

We are already hard at work adapting some of our programs and inventing new ones using a virtual format that will enable us to keep everyone safe and raise mission critical
funds to support research. You will be hearing more about our virtual programs in the coming weeks. Two that I’d like to draw your immediate attention to follow:

• Mother’s Day is just around the corner (Sunday, May 10) and many of us will not be able to share the day with our loved ones. This is something our oncology families are used to, yet is still heart breaking to all of us who wish to commune. We reached out to some of our cancer survivors to create messages of love for our Moms. They sent us artwork that we have turned into electronic Mother’s Day cards so you can celebrate your Mom - and all of the special mothers in your life. Please find below an easy link that will enable you to send the e-cards to all the moms who believe in you and are a source of strength and resiliency.

• On May 31st, we will execute a virtual Dove Release that would normally happen during our Western Round Up. At this event, all families are “cancer-free” for a day that is filled with pony rides, carnival games, face painting and laughter. At the end of our day we release doves of hope. Please mark your calendars to join us.

Like other charities, PCRF is bracing for a significant decline in fundraising for the foreseeable future. We understand the financial toll COVID-19 is wreaking on society at large and want to say firstly – thank you. Thank you for the hope and support each of one of you provides to keep pediatric cancer research moving forward.

Thank you and stay healthy,

Jeri Wilson, Executive Director
Pediatric Cancer Research Foundation

Keep supporting research!

PCRF IN THE NEWS

Partners in HOPE

We would like to express our gratitude to our friends at Powerstone Property Management for demonstrating the power of philanthropy in business and community. We are truly grateful for their support of PCRF.

Read more about their involvement and passion for finding a cure!
Celebrate Mom

Send a Mother’s Day e-card from PCRF!

Your mom is your number one fan – your caregiver, your cheerleader, your confidant.

This Mother’s Day, celebrate the resiliency of your mom’s love with a Mother’s Day e-card from the Pediatric Cancer Research Foundation (PCRF), specially designed by our cancer patients and cure seekers. Tell your mom you love her and support PCRF’s ability to fund the research these kids are counting on!

Sending an e-card is an easy, safe way to support PCRF. Please share with your friends & family!

PCRF IN THE COMMUNITY

Celebrate Hope Friday with PCRF!
We love seeing all of our dedicated supporters wearing their Hope gear for #HopeFriday!

Let's keep the momentum going - join us in wearing Hope gear every Friday to spread the good. Show us on social media how you are spreading hope in the community, at home, virtually, or just how you are putting a smile on someone's face. Everyone can use a little hope!

Don't forget to tag Pediatric Cancer Research Foundation on social so we can share.

Valpak and PCRF team up to fight pediatric cancer!

PCRF was lucky to be included in Valpak's March-April ad campaign that was delivered out to 1 million households and encourages its loyal customers to support PCRF. Be sure to look out for yours!