



**PEDIATRIC CANCER RESEARCH FOUNDATION'S
37TH ANNUAL BID FOR THE KIDS NON-EVENT-EVENT**

NOVEMBER 7-12, 2020
FROM THE COMFORT OF YOUR HOME

Eliminate childhood cancer through leading edge research.

Dear Friends:

Over the last 40 years, the Pediatric Cancer Research Foundation (PCRF) has seen research work to give more life, more health, and better futures to children than ever before. That research is your care, dedication, and dollars in action and creating waves of positive impact. To interrupt funding now is to halt the momentum that has been so hard-fought in recent years.

PCRF cordially invites you to **join us online for the 37th annual Bid for the Kids celebration**. As one of our largest events of the year, we are moving our fundraising efforts from the Ocean Institute to the homes and hearts of donors like you. From November 7th – 12th, anyone from around the globe can join us online to view messages of hope and participate in online fundraising activities. While we cannot gather together, patients and researchers are still counting on us to go above and beyond to support children facing childhood cancer.

With research labs back open and running, our sense of urgency is greater than ever. We ask that you consider what you would give to shine a light on the challenge that pediatric cancer patients face. With your help, a cure is possible.

Together we can eliminate childhood cancer.

Give the gift of hope today. Showcase the giving spirit of your business while giving back to a cause where over 80% of all donations will go directly to research that is saving lives today.

Your gift grows hope,

Jeri Wilson
Executive Director

Erin Arreola
Director of Special Events



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The mission to end childhood cancer through leading-edge research is more important than ever. The progress made by so many years of dedication cannot be lost! Together with other like-minded philanthropists, executives, and community supporters we will come together to raise funds for essential research that improves outcomes for pediatric cancer patients. We ask that you support this cause with the same commitment and dedication that has allowed so much progress to be made.

CURE SEEKERS | \$10,000 | \$7,500 | \$5,000

Cure Seekers will receive prominent logo recognition on our website and event landing page, in a pre-recorded video, and within all communications, and a curated picnic experience from the Picnic Collective for up to 15 people.
(\$1,500 value of goods and services)

PARTNERS IN HOPE \$2,500 | \$1,500

Partners in Hope will receive recognition on our website, event landing page, and within a pre-recorded video, along with your choice of a dual wine selection from Argaux or a premium curated charcuterie board from Modern Charcuterie.
(\$300 value of goods and services)

OPTING OUT FOR 100% TAX DEDUCTIBILITY

Given this year's non-event-event format, donors can opt-out of receiving the above tangible benefits to receive full tax deductibility for your gift. Upon receipt of your donation, someone from the PCRf team will contact you to confirm if you intend to receive any benefits detailed above.

THE POWER OF YOUR IMPACT

The proceeds from this event will support the PCRf General Fund. General funds are granted out to cutting edge research through the PCRf Grant Program. Below are the 2020 world-renowned research institutions:

Ann & Robert H. Lurie Children's Hospital
Case Western Reserve University
City of Hope
Children's Hospital of Philadelphia
Dana-Farber Cancer Institute
Mattel Children's Hospital
MD Anderson Cancer Center

New York Medical College
Stanford University
Seattle Children's Hospital
Texas Children's Hospital
University of California, San Francisco
University of Colorado
Mattel Children's Hospital



2020 BID FOR THE KIDS DONATION FORM

Company or Sponsor Name(s)

Contact Name

Email Address

Cell Phone Number

Address

Select Donation Amount:

Cure Seekers \$10,000 \$7,500 \$5,000

Partners in Hope \$2,500 \$1,500

Other:

Please list my sponsorship in communications as:

Signature:

Date:

Payment Options and Information:

Check Enclosed payable to
Pediatric Cancer Research Foundation

Please invoice me for: \$ _____

Please provide information for an EFT payment

Credit Card Business Card Personal Card

Name on Card:

Card #:

Charge my card for: \$

Exp. Date:

Code:

Opting Out for 100% Tax-Deductibility Please confirm below if you would like to opt-out of receiving any tangible goods or services to make a 100% tax-deductible donation:

I am OPTING OUT of receiving tangible goods & services to make my gift towards research 100% tax-deductible.

I am OPTING IN to receiving tangible goods & services, and understand my gift towards research is not 100% tax-deductible.

Please note, to be recognized in pre-recorded video, forms must be received by Nov. 2, 2020.

Note: Each donor has the option to receive goods or services in exchange for their contribution. Cure Seekers \$1,500 and Partners in Hope \$300. Federal law requires us to acknowledge that PCRf provided you with certain goods or services in whole or partial consideration for your contribution