

Virtual
RUN FOR
childhood
CANCER
#WARRIORSTRONG

Virtual Sponsorship Package.



AWARENESS \$ 1,000

- Most people don't realize that the Gold ribbon is the international symbol for Childhood Cancer and represents all forms of cancer for children and adolescents. This needs to change. September is recognized as Childhood Cancer Awareness Month. We need you to join us and spread the word, about Childhood Cancer and the Gold ribbon.
- Approximately 80% of all children treated for cancer will suffer a life long chronic issue.
- Across all ages, ethnic groups, and socioeconomics, this disease remains the number one cause of death by disease in children.

RESEARCH SUPPORT \$ 2,500

- Current treatment protocols are often over 35 years old.
- Only 4% of cancer research funds raised go to Childhood Cancer research.
- Believe in the Gold is supporting research into an exciting alternative to drug-based therapies for some cancers.

**FAMILY
SUPPORT**
\$ 5,000

- When a child is diagnosed with cancer, financial hardship almost always follows. Provincial Health Care and extended Health benefits, do not cover all of the child's medical needs. Often a parent must stay home to provide care for their child, further adding to an already stressful situation, both mentally and financially.
- In addition to medical needs not being covered, expenses such as hotel stays, food, and gas/mileage incurred are high. Our family support program helps families with these costs to help lessen the burden.
- Cancer does not only affect the child's physical health, but it also has a significant impact on the entire family's mental health. With your donation, Believe can continue to provide this support and give these families one less thing to worry about.

**WARRIOR
CHILD**
\$ 7,500

- Helping with costs such as purchasing weighted blankets to provide extra comfort to children going through treatment.
- The purchase of computers & iPads etc. can help children stay connected to School while learning from home as a result of a comprised immune system.
- Families sometimes need help with uncovered dental procedures which are performed before chemotherapy and or radiation treatment are administered.

**GOLDEN
TITLE**
\$ 10,000

- Each year the parents of 15,700 kids will hear the words, "Your child has cancer." These are some of the worst words a parent can hear.
- Believe in the Gold is a grassroots charity made up of almost entirely volunteers who have helped raise over \$1,500,000.00 in less than a decade.
- Every year requests for our support increase. We can not meet those needs without financial assistance from the community.

**LEGACY
PARTNER**
\$ 5,000/5 yrs

- Join the Journey to end Childhood Cancer and become a legacy partner. Contact rob@believeinthegold.ca for more information.
- A minimum of \$5,000.00 /year donated for at least 5 consecutive years