



**Pediatric
Brain Tumor**
FOUNDATION

POWERING PROGRESS TOOLKIT



Fundraisers will have the **chance to win an exciting Honda vehicle!** For every **\$100** raised, you'll earn 1 entry, into the special giveaway, with **up to 33 chances** to win. Don't miss this opportunity to make a difference and potentially ride or drive away in style!

Mark Your Calendars!



Campaign dates: **Now - September 30**



Team Captain Pep Rally: **August 26**



Staff Support: **Emily Clark**



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curethekids.org/powering-progress



Get Started with the Powering Progress Campaign

- **Set Clear Goals** - Define your fundraising target and timeline and understand the impact your contributions will have on pediatric brain tumor research.
- **Utilize the Fundraiser Toolkit** - Use the customizable templates and strategic planning resources provided.
- **Create a Personal Story** - Share why you are passionate about this cause and highlight personal connections or stories to make your campaign more relatable.
- **Leverage Social Media** - Use social media platforms to spread the word. Share updates, photos, and videos to engage your audience.
- **Engage Your Community** - Involve friends, family, and colleagues in your campaign. Host events or activities to raise awareness and funds. Join our [Powering Progress Facebook Group](#).
- **Collaborate with Local Businesses** - Partner with local businesses for sponsorship or donations. Organize joint events or promotions to boost your campaign.
- **Send Regular Updates** - Keep your supporters informed about your progress. Share milestones, thank you messages, and stories of impact.
- **Express Gratitude** - Thank your donors and supporters personally. Acknowledge their contributions publicly if they are comfortable with it.
- **Monitor and Adjust** - Track your campaign's progress and be flexible. Adjust your strategies as needed to meet your goals.
- **Celebrate Achievements** - Celebrate the milestones you achieve along the way. Share your successes with your supporters to maintain momentum.
- **Double the Impact of Your Donations** - Employers offer matching gift programs and match charitable contributions or volunteer hours made by their employees. Some companies match gifts made by retirees and/or spouses and will give you up to one year after your donation to request a match. We offer a fantastic tool that you can use to find out whether an employer matches charitable contributions, guidelines, and how to contact their matching gift coordinator. This can be located at: <https://curethekids.org/donate/employee-matching/>



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The Pediatric Brain Tumor Foundation’s research funding and patient family advocacy efforts lead the way in ending the most commonly diagnosed and deadliest childhood cancer: pediatric brain tumors. Dedicated wholly to addressing this rare disease and guided by the experiences of patients, survivors, their parents, and siblings, we’re the only organization to meet families’ needs along every step of their cancer journey.

“I never felt like a burden, and I never felt alone after the Pediatric Brain Tumor Foundation entered our lives. I know I can still turn to them even though Amber is no longer physically with us. – Tia, Parent

The largest patient advocacy funder of pediatric brain tumor research, we also fund and advocate for innovative projects that lead to new discoveries, clinical trials, and better treatments – all bringing us closer to a cure. We’re able to do that because of people and partners committed to supporting families and ending childhood brain cancer.

IMPACT HIGHLIGHTS

The **support** of the Pediatric Brain Tumor Foundation **community** makes work like this **possible**.

\$50+ MILLION



in **pediatric brain tumor research** funded since 1991



\$5.8 MILLION

in **financial relief** provided to **families** since 2000

\$1.9 MILLION



in **Vs. Cancer hospital grants** since 2015



Scan the QR code or connect with us at the email address and phone number below to learn more about our mission and ways to make a difference.



curethekids.org



800-253-6530



info@curethekids.org

BRAIN TUMOR FACTS



1. More children are diagnosed with pediatric brain tumors than any other childhood cancer.
2. Pediatric brain tumors are the leading cause of disease-related death for children and adolescents in the United States.
3. While new cases of brain tumors in adults are shrinking each year, incidence rates of pediatric brain tumors continue to grow.
4. The estimated number of children and adolescents in the United States living with the aftereffects of brain tumors has increased by 45% since 2010. Although mortality rates have increased, patients are living longer and the need for attention to survivorship and patients' quality of life after treatment is greater than ever.
5. There are more than 40,000 children and adolescents living with a brain tumor in the United States.
6. Most children with brain tumors are treated with procedures and treatments developed more than 50 years ago specifically for adults. Very few drugs exist that are approved by the FDA for treatment of children with brain tumors.[1]
7. The average pediatric brain tumor survivor experiences 24 chronic health conditions by age 50, the highest of all childhood cancers. This is compared to the general public average of 9.2 chronic health conditions and overall childhood cancer survivor average of 17.1 chronic health conditions.[2]
8. Pediatric brain cancer doesn't discriminate but is a disproportionate threat to children of color, who experience lower survival rates than white children.
9. There are significant disparities in the incidence of diagnosis and mortality rates among states in the U.S. Families' access to treatment, environmental factors, and emphasis on pediatric cancer in state health policies warrant closer study.
10. There are more than 120 types of brain tumors in need of treatment advancements. Small patient populations for these individual tumor types, insufficient tissue samples, and a lack of research funding hinder the discovery and development of safer ways to diagnose and treat pediatric brain tumor patients.

Unless otherwise noted, statistics listed above are sourced from the [CBTRUS Statistical Report of Childhood and Adolescent Primary Brain and Other Central Nervous System Tumors](#).

Additional sources:

[1] [FDA-approved drugs for childhood cancer, National Cancer Institute](#)

[2] [Cumulative burden of surviving childhood cancer: An initial report from the St. Jude Lifetime Cohort Study, The Lancet](#)



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SOCIAL MEDIA TEXT TEMPLATES

POWERING PROGRESS



Template 1: A Personal Appeal

No child should have to face the unimaginable - a pediatric brain tumor diagnosis. I've seen the impact this devastating disease has on families, and I'm determined to do whatever I can to help. The Pediatric Brain Tumor Foundation is leading the charge in funding research, providing support, and offering hope to children and their families. This is personal for me, and I'm asking for your support. Whether it's through a donation, sharing this post, or simply spreading the word, you can make a difference. Join me. Your contribution, big or small, brings us one step closer to a cure. 💪❤️
[Donation Link]

Template 2: Call to Action

🌟 Join me in making a difference! I'm fundraising for the Pediatric Brain Tumor Foundation's Powering Progress campaign, and I need your help. Your support can fuel life-saving research and provide critical resources for children with brain tumors. Let's come together for this important cause - every donation counts! 💪❤️ [Donation Link]

Template 3: Engage Your Network

🎉 Exciting news! I'm participating in the Powering Progress campaign to support pediatric brain tumor research, and I need your help to reach my fundraising goal. Whether it's a donation, a share, or simply spreading the word, your involvement is key to our success. Let's rally together and make a lasting impact for kids who need it most! ❤️ [Donation Link]

Template 4: Sharing Progress and Gratitude

🙏 A huge thank you to everyone who has supported my Powering Progress campaign so far! Together, we've raised [X amount], but there's still more work to be done. If you haven't had a chance to donate yet, there's still time! Let's keep the momentum going and reach our goal to help children with brain tumors. Every bit helps! [Donation Link]


SOCIAL MEDIA GRAPHICS




 Pediatric
Brain Tumor
FOUNDATION

More children are diagnosed with **pediatric brain tumors** than any other childhood cancer.

#ChildhoodCancerAwarenessMonth
Source: Central Brain Tumor Registry of the United States




 Pediatric
Brain Tumor
FOUNDATION

Pediatric brain cancer is the **LEADING CAUSE** of disease-related death for children and adolescents in the United States.

#ChildhoodCancerAwarenessMonth
curethekids.org
Source: Central Brain Tumor Registry of the United States

The estimated number of **children & adolescents** living with brain cancer's aftereffects has

INCREASED BY
45%
SINCE 2010

 Pediatric
Brain Tumor
FOUNDATION
Source: Central Brain Tumor Registry of the United States

#ChildhoodCancerAwarenessMonth



 Pediatric
Brain Tumor
FOUNDATION

Most children with brain tumors are treated with procedures and drugs developed


MORE THAN 50 YEARS AGO

specifically for **adults**.

curethekids.org

Childhood brain cancer is a **complex and unique disease**.

There are more than **120 TYPES OF BRAIN TUMORS** in need of treatment advancements.

 Pediatric
Brain Tumor
FOUNDATION
Source: Central Brain Tumor Registry of the United States

 Pediatric
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While new cases of brain tumors in adults are **SHRINKING EACH YEAR**,

incidence rates of **pediatric brain tumors** **CONTINUE TO GROW**

#ChildhoodCancerAwarenessMonth

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“If **research** is going to be done for these kids, it's going to be through foundations like the **Pediatric Brain Tumor Foundation**. It takes people **getting involved** with these types of organizations to get the **funding** we need.”

- *Kassi, Mom to Ava*

curethekids.org



Join me in creating a **movement for children with brain tumors**

[CURETHEKIDS.ORG/POWERING-PROGRESS](https://curethekids.org/powering-progress)

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curethekids.org
#ChildhoodCancerAwarenessMonth

I'M POWERING PROGRESS FOR CHILDREN WITH BRAIN TUMORS



You can download these graphics by [clicking here.](#)

EMAIL TEMPLATES

Email 1: Initial Ask

Subject: Join Me in Making a Difference – Support My Powering Progress Campaign

Dear [Recipient's Name],

I'm reaching out to share something very important to me and to ask for your support. This year, I've committed to raising funds for the Pediatric Brain Tumor Foundation's Powering Progress campaign, a cause that's incredibly close to my heart.

My mission is clear: to improve outcomes and create a future where no child has to suffer from brain tumors. Powering Progress is more than just a call to action—it's a movement. For children. For the future. For progress.

Pediatric brain tumors are the leading cause of cancer-related death in children, and the research funded by this campaign is crucial in the fight to save lives. By supporting this cause, we can help bring hope to children and families who are facing unimaginable challenges.

I'm asking you to join me in this mission. Whether you can donate \$10, \$50, or more, every contribution brings us closer to a future where no child has to suffer from brain tumors. Your generosity will directly support life-saving research, treatment, and support services for these brave children and their families.

Please consider making a donation today by following this link: [Donation Link]. Your support means the world to me, and it will make a significant difference in the lives of those who need it most.

Thank you for being a part of this journey with me. Together, we can power progress and create a brighter future for children with brain tumors.

With heartfelt gratitude,
[Your Name]

Email 2: Follow-up Email

Dear [Recipient's Name],

I hope you're doing well. I wanted to follow up on my previous email about the Powering Progress campaign, which is so close to my heart. There's still time to join me in supporting this important cause, and I'd love to have you on board.

The funds raised through this campaign are making a real impact in the lives of families. Every dollar helps fund life-saving research, provide critical support to families, and bring us closer to a future where no child has to suffer from this devastating disease.

If you haven't had the chance to donate yet, it's not too late. Your contribution, no matter the size, can make a meaningful difference. Even a small donation can be a powerful step toward changing the lives of children battling brain tumors.

Please consider donating today by following this link: [Donation Link]. Your support means so much to me, and it could mean the world to a child in need.

Thank you for considering this. Together, we can power progress and bring hope to those who need it most.
With gratitude,

[Your Name]



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POWER YOUR DREAMS

Every child deserves the chance to **realize their dreams**, and thanks to supporters like you, kids with brain tumors are given that opportunity. When you **Power Progress** this Childhood Cancer Awareness Month, you can **power your Honda Dream!**

Starting **August 12**, every **\$100 raised** by an individual fundraiser will earn them an entry into a drawing to win a **Honda side by side, motorcycle, or Civic!**



Pro-Tip:

The easiest way to maximize your fundraising (and winning!) potential is to encourage matching gifts. Learn more about how your supporters can do that below.

[Click here to learn more about matching gifts](#)