

THE **MAX CURE** FOUNDATION™

MITZVAH Project Guide





THE TRUTH ABOUT CHILDHOOD CANCER

Childhood cancer is not rare, but the financial resources dedicated to funding research and providing family assistance is...



Cancer is the #1 disease related cause of death among children.

15,780


15,780 kids are diagnosed every year in the United States.

43 

Every day 43 children in the United States are diagnosed with cancer.

71 

On average, children who die of cancer lose 71 years from their life.



Seven children will die today and every day, from cancer, until we find a cure.

 4%

Less than 4% of federal funding is dedicated to childhood cancer-specific research.



YOUR MITZVAH MATTERS

Congratulations on approaching this important milestone in your life! We know that you want to select a meaningful Mitzvah project that will help you MAKE A REAL DIFFERENCE in the world and we are honored you decided to support us!

We'd like to suggest an important mitzvah project to improve the lives of many children and their families as they battle a childhood cancer diagnosis. We invite you to do your mitzvah project on behalf of the Max Cure Foundation, a nonprofit childhood cancer organization that not only funds research but also provides financial assistance to families in need who have a child battling cancer.

The Max Cure Foundation was established in 2008 after a young boy named Max was diagnosed with a rare form of cancer known as B Cell Lymphoma the day before his 4th birthday. Luckily Max is considered a survivor which is not the case for thousands of children each year in the United States. Cancer is the No. 1 cause of death by disease of children in the United States.

After learning first-hand how underfunded childhood cancer research is and watching the financial strain that a diagnosis can have on a family, our Founders created The Max Cure Foundation. Lion Max became our mascot because of the stuffed lion Max took to treatment with him during his fight, because it gave him strength to keep fighting. Our message is that together we will Roar For a Cure® until one is found. Will you join us and make your ROAR heard?

Since then, our foundation has granted over \$1.5 million dollars towards promising research, and we have provided over \$575,000 in financial assistance to more than 150 families nationwide and YOU can help a difference as well!

There are many ways that you can help The Max Cure Foundation. We've attached a list of some mitzvah project suggestions and information about how you can turn used sneakers into a FUNdraising platform. Please e-mail us at Erica@maxcure.org if you want to get in on the action.

Mazel Tov to you and your family,



OUR IMPACT

Thanks to our amazing supporters, The Max Cure Foundation has been able to make a HUGE impact in a short period of time!

Research Funded

To date, over \$1.5 million has been granted to research ([the Max Cure Fund at Memorial Sloan Kettering Cancer Center](#) has received \$930,000, \$285,000 of which was received by the Fund prior to the formation of MCF). In addition, MCF has contributed \$150,000 to a scientist at Emory University in Atlanta seeking to find a cure for Ewing sarcoma (a rare form of cancer striking children and young adults) as part of two \$100,000 collaborative grants with The Samuel Waxman Cancer Research Foundation (SWCRF). It has also donated to a researcher at Duke University Medical Center seeking to find a cure for what is currently an incurable brain cancer afflicting children (DIPG). Other donations have likewise been made in the area of research.

With your help The Max Cure Foundation will continue to provide critical research funding for the discovery and development of new effective treatments.

Family Assistance – Roar Beyond Barriers

Since its formation in 2009, MCF has contributed over \$575,000 to families battling cancers in their children and young adults, including in excess of \$300,000 through its [Roar Beyond Barriers program](#).

Through the program MCF has assisted over 150 families in countless states throughout the U.S. where children are in active treatment for their cancers. The families are given gift cards from Walmart and Sam's Club stores each month for necessities such as food and clothing. In addition, the Foundation provides back to school supplies for school age children enrolled in our program and their siblings as well as an emergency fund budget used in the event the family experiences a financial emergency such as the inability to pay rent, electricity or vehicle repairs.



HOW TO FUNDRAISE

Here are a few simple steps to help you get started:

- **Ask Questions:** There is no such thing as a dumb question. Ask your parents questions, ask us questions, but most importantly, ask yourself the following questions:
 - What am I good at?
 - How can I use that to make a difference?
- **Decide on a project:** Once you answer those questions, then you need to decide what you would like to do. There are hundreds of different ways you can fundraise but the most important part is that YOU gain a positive experience. This is YOUR Mitzvah project after all. We included a handful of ideas below however your only limitation is your imagination. If you come up with something different, feel free to share your ideas with our team!
- **Create a plan with your parents:** The best support will come from your loved ones. Take the time to sit down with your parents or family and make a plan. Talk about what your Mitzvah project means to you and decide how you will use your talents to make a difference.
- **Set your goals:** Establishing your personal goals are an important first step when starting your fundraiser. This also helps you tell a story to friends and family who want to support your efforts along the way. When you set a goal you create expectations and experience a sense of accomplishment.
- **Sign up creating your own Mitzvah Matters fundraising page:** Creating your personalized fundraising page is simple and allows for you to tell your story and accept donations online. Once you create your page you can send the link to friends and family or include it in your invitations. You can create this page by visiting maxcure.rallybound.org/Mitzvah and selecting "GET INVOLVED". If you need help or have questions email Erica@maxcure.org.
- **Make it Happen:** Once you have figured out what your Mitzvah project will be, you've decided on a plan, set your goals and created your page, then all that is left to do is take action! Don't be afraid to ask for help and remember...

YOUR MITZVAH MATTERS



HOW TO FUNDRAISE

Creating Your Fundraising Page

The Max Cure Foundation has a user-friendly peer-to-peer fundraising platform called Rallybound. This beautiful and customizable tool allows for you to create individual or team fundraising pages where you can express enthusiasm for the cause and tell your story the way you want. You can utilize this tool to host a fundraiser or event and even sell tickets with all the proceeds going directly to the Foundation. By creating your own fundraising/event page you have the ability to add images, text and videos to personalize your page, along with the ability to email your contacts directly from the software and share via your favorite social media channels. [Start here](#) or copy the URL and paste it in your browser window to create your personalized Max Cure Foundation fundraising page.

<https://maxcure.rallybound.org/mitzvah>



Information Get Involved Donate



MAKING MY MITZVAH
MATTER

EVENT INFO

GET INVOLVED

DONATE





HOW TO FUNDRAISE

Managing Funds

Every dollar raised through the Rallybound platform will be directly deposited to The Max Cure Foundation's accounts and donor tax emails will be sent automatically.

Donations made via check, money order or credit card forms should be sent along with the donor transmittal form on the last page in this document.

You can enter the donations online through your Rallybound page manually and once the checks are received and deposited we will approve the transaction so they show up on your personalized page.

Please make sure that all checks and money orders (please do not send cash) are mailed to:

The Max Cure Foundation
560 Sylvan Ave, Suite 1225
Englewood Cliffs, NJ 07632

Expenses/Upfront Costs:

Most of our DIY fundraising suggestions do not require much, if any, up front costs. Should you choose to host a fundraising event that does incur out of pocket expenses please note that fundraising groups must pay for up front expenses with their own money. Please note that The Max Cure Foundation will reimburse expenses relating to volunteer fundraising activities up to 20% of total amount raised when accompanied by receipts and a W9 if the reimbursement is over \$600. Receipts should be mailed to the address listed above along with your contact information and return address.



FUNDRAISING ACTIONS/IDEAS

The Only Limitation is Your Imagination

Hold Your Own Fundraiser - Organize a car wash, bake sale, lemonade stand or other activity. Hand out Max Cure Foundation brochures so your customers can learn about our Roar For A Cure.

Dunk Your Kicks – Start a sneaker collection to benefit the foundation. Not only will you be raising money for pediatric cancer, but you will be helping people in developing nations and keeping sneakers out of landfills. For every qualified pair of sneakers donated, the foundation will receive up to \$1.00. Take it a step further and encourage sponsors to “Match a Dunk” donating \$1.00 for every pair of sneakers you collect. Rethink Nation sponsors the collection and will cover shipping costs. To learn more visit us online at www.DunkYourKicks.org.

Exercise and FUNdraise - Organize a fundraising walk, run, Zumba class, Spin-a-Thon or any form of exercise activity to raise money. Register participants or create teams on your fundraising page and receive monetary pledges from donors per mile/per minute or as an overall donation.

Organize a “Jeans” Day at School - Work with your school principal to hold a special day at school where kids can donate \$5 or more to wear jeans for the day? Contact us and learn how you can earn a bib through fundraising efforts.

Send Letters, Emails or Social Media Posts - Make sure you let your guests know that finding gentler cures for childhood cancer matters to you. Send them a letter or e-mail to let them know you are raising funds and ask them to support you by contributing to the Max Cure Foundation in honor of your Bar/Bat Mitzvah. You can include pictures of yourself participating in Max Cure. We’ve enclosed a sample letter to help you get started.

One Man’s Junk - Hold a rummage sale or garage sale either personally or encourage neighbors to participate as well and donate the proceeds. Sometimes you can get the entire neighborhood involved by letting them keep half the proceeds and donating the other half.



FUNDRAISING ACTIONS/IDEAS

The Only Limitation is Your Imagination

24 Hour Swim-A-Thon - Encourage the different athletic teams within the school to challenge each other by picking a block of time to swim and creating a fundraising page for each team. Create a plaque for the team that raises the most money. John Carroll University held a Swim-A-Thon called Streaks to the Max in 2016 and raised almost \$16,000!

Sell Roar For A Cure Bracelets – Sell gold Roar For a Cure silicone bracelets. Gold is the official color for childhood cancer, we can provide you the bracelets, you just need to find different ways to sell them to raise money.

Host a Sports Tournament – Host a sports tournament, charge to play and to watch and donate the proceeds. Sports tournaments can include kickball, volleyball, softball, 3-on-3 basketball tournament or a local football tournament. In 2016 Casa Grande Union High School joined forces with The Max Cure Foundation to host a charity football tournament that included 19 local youth teams and raised over \$11,000!

Penny Wars – Penny Wars is perfect for indulging students and faculty with a bit of friendly competition. Each group, team, school year, office department, dorm or athletic team etc. has a large, see through collection jar clearly labeled and placed in a central location. Teams then compete to see who can fill their jar with the most pennies and the team with the most pennies at the end of the campaign wins. The key aim (and the real fundraiser) is to sabotage the jars of your rival teams by adding larger coins or bills to THEIR jars which “scores” negatively against their collection. For example – if your rival team has 100 pennies in their jar, and you add a \$1.00 bill, you have wiped out their 100 pennies. The goal is to cause your rivals to have a “negative” penny count at the end of the fundraiser. The team with the best total, even if it is a minus number WINS.

Change4Change – Similar to Penny Wars a little change can go a long way. Start a change collection at your school, work, or local businesses. Turn your change into cash and make a donation on your fundraising page.



FUNDRAISING ACTIONS/IDEAS

The Only Limitation is Your Imagination

Game Night - Create a game night! Pull together board and card games and have a game night. Charge an entry fee for each game and award the winner with half the money raised (make sure to check your state regulations for rules regarding this type of event). For example, if four people pay \$4.00 to play Monopoly and the winner of the game gets \$8.00 with the balance going to the foundation. Hours of games could add up to quite a few donations!

Dance-A-Thon – Make sure you have plenty of music queued up and get a group of friends, students and faculty together for a sponsored dance-a-thon. Dance until your heart's content, or at least until the designated timeframe is up. Dance-a-Thon's have proven to be very successful for multiple organizations and create a lifetime of memories.

Scavenger Hunt – Devise a scavenger hunt with a prize (donated from a local business) at the end. Invite people to donate in order to get involved. A scavenger hunt is a great way to engage people of all ages for a fun filled day of philanthropy.

Auction/Raffle – Whether you auction off your skills or anything from memorabilia to jewelry, an auction can raise a lot of money. Getting auction/raffle items can be simple! Just visit local businesses either online or in person and request in-kind donation items for your raffle and donate the proceeds. Make sure to review your states rules on fundraising with auctions or raffles.

Karaoke Night – Singing along to your favorite hits can be a fun way to spend an evening and beneficial to the cause! Arrange a karaoke night with students, faculty, friends and family charging people to take part and donating the proceeds to the cause.

Costume Contest – Most popular around Halloween but a costume contest can be done year round. Organize an evening of fun where guests can dress up, you can choose a theme or allow everyone to decide for themselves. Charge a fee to enter the contest and award a prize for the best costume.



FUNDRAISING ACTIONS/IDEAS

The Only Limitation is Your Imagination

Bake Off – The Great British Bake Off has inspired thousands to don an apron and get baking. So why not bake a tasty treat and arrange a friendly bake off. Charge people to enter, have a group of judges participate and offer the winner a prize.

Duct Tape Fundraiser – Get your favorite (or least favorite) professor or administrator involved and sell foot long pieces of duct tape to students used to duct tape the professor to the wall.

Specialty Services – Do you have a specialty, talent or skill that others could use? Offer your services for a donation. For example, are you a dancer? Offer an hour of lessons for a discounted donation price.

T-Shirt Fundraiser – Design a t-shirt and use a crowd funding source like Booster.com to sell your t-shirts and donate the proceeds to the cause.

Concession Stand – Operate concession stands for parades, fairs, festivals, athletic events, plays or other school functions and donate the proceeds on your page.

Artwork Auction – Organize an artwork auction by encouraging local artists to donate works to be auctioned off. Including children's art is always a great hit!

Read-A-Thon – Everyone loves a good story. Charge admission to a read-a-thon, include poetry, short stories, novels and jokes. Encourage students to write their own stories to be read and have a group of judges decide the best story offering a prize to the winner.

Car Wash – Simple and easy to do! Ask a local business to donate the space and water and hold a car wash to benefit the foundation. Get local clubs, youth sports teams or girl/boy scouts to help out for volunteer/service hours.



FUNDRAISING ACTIONS/IDEAS

The Only Limitation is Your Imagination

Jail-and-Bail – Get a group of volunteers willing to be “jailed” in a highly public area so that donors can raise enough money to bail them out. Each “jailed” volunteer will have their cell phone and a fundraising link and once they raise enough money they can be “bailed” out. Have fun with it by decorating the “jailed” area and take lots of pictures for social media!

Flashmob Fundraiser – Organize a flashmob or street performance, raising awareness and collecting donations before and after the performance. Stream it live on Facebook with a link to your fundraising page.

<http://www.instructables.com/id/How-to-Start-A-Flash-Mob/>

Bunco Night – Bunco fundraisers have become increasingly popular over the years. Host a charity Bunco night charging an entry fee for the game, holding a silent auction and selling raffle tickets. Don’t know how to play or where to start? Here is a guide to get you going.

<http://buncogameshop.com/fundraising.html#.V3LeA5MrLdc>

Flamingo Flocking - Purchase 10 pink plastic flamingos (lawn decorations). Pick 10 yards in your community to be the lucky recipients. Attach cards to the flamingoes' necks with a phone number along with all the pertinent information regarding your group. State that for a \$10 donation, the flamingos will be removed but for \$15 they will be moved to the lawn of their choice. Make sure you also place a sign that has a contact name and phone number among the flamingos for those who drive by and would like to have the flamingos placed in a friends yard. (Also give the option to simply pick up the flamingo gratis, since some people have no sense of fun.) It takes some organization, but is lots of fun. An additional fundraising idea is to sell "Pink Flamingo Insurance" for \$10 to protect yourself from the invasion of these pink pests. (Idea thanks to Fairleigh Dickson University).



FUNDRAISING ACTIONS/IDEAS

The Only Limitation is Your Imagination

Scrabble Tournament - Scrabble is all about being fluent in the language and coming up with words that might be worth a lot of points. People have fun coming up with strange and exotic words no one else has thought of. Teams of four, six, or eight gather at different tables, each with a Scrabble board and all the letters available. Each team starts with the same opening word, and has 20 minutes to fill the board with high-scoring words. A judge sits at each table. Individuals pay \$35 to participate. Players can sneak a peek at a dictionary for an additional \$10 donation. Make extra fundraising money selling refreshments, raffle, auction, etc. (Idea thanks to Fairleigh Dickson University).

Spirit Chain - This is a great fundraiser for high school students, but could be used with other groups. Have a competition within the different classes in the school (senior, junior, sophomore, freshmen) to see who has the most school spirit. Each class has two colors that their paper chain consists of. Sell each strip of paper for 25 or 50 cents. Keep the chains hidden and then at an assembly have class representatives bring out the huge paper chains that have accumulated over time. The class with the longest chain receives bragging rights for the rest of the school year. The only thing you have to pay for is the paper and staples/glue/tape (Idea thanks to Fairleigh Dickson University).

Gift Wrapping - Get in touch with a store or mall in your area and ask about setting up a gift-wrapping fundraising booth for their customers for Valentine's Day, Mother's Day, Father's Day and/or Christmas. Just like regular gift wrapping stations, you can charge different amounts for different levels of wrapping. You will need to invest in boxes, tape, wrapping paper, and bows. You can either accept donations, or charge a fee per gift (depending on size, etc.). Usually the store will let you make announcements advertising your booth over their intercom while you are there gift-wrapping. (Idea thanks to Fairleigh Dickson University)



FUNDRAISING ACTIONS/IDEAS

The Only Limitation is Your Imagination

With fundraising, your only limitation is your imagination! You can find other Do-It-Yourself Fundraising Ideas here: <http://www.fundraising-ideas.org/DIY/>

The remainder of this page is left blank intentionally. Have something you would like to share that we may add to this document? Feel free to email your ideas to Volunteer@MaxCure.org!



SAMPLE DONATION/ASK LETTER

Dear <Name of Potential Donor> :

I am looking forward to celebrating my Bar/Bat mitzvah with you. I want to tell you about the very special Mitzvah Project that I've selected to mark the occasion of my Bar/Bat Mitzvah. In selecting my project, I wanted to find something that would help make a real difference in the lives of others. There are few issues in the world as important and helping our world's children. Even fewer as unpublicized as the fight against childhood cancer. That's why I've decided to do my Mitzvah Project to benefit the Max Cure Childhood Cancer Foundation

Every year, 300,000 children worldwide — nearly 850 children per day — are diagnosed with a form of childhood cancer. Cancer is the number one disease related cause of death of children in the United States and kills more children than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes combined. I want to help change this.

For almost 10 years, The Max Cure Foundation (MCF) has been a leader in the childhood cancer community, overcoming obstacles by funding research, providing financial support to families, and through advocacy, relentlessly pursuing legislative and regulatory changes seeking to benefit children with cancer and at the same time, raise awareness to the needs of those fighting pediatric cancers.

MCF has funded over \$1.5 million dollars in research and provided over \$575,000 in financial support to low-income, military, and first responder families who have a child or young adult battling cancer.

Because of my commitment to helping the world's most vulnerable children, I decided to get involved with MCF and support its work as part of my Mitzvah project and this major milestone in my life. The most effective way to support Max Cure's work is through monetary donations therefore I have started a fundraiser to aid in (**choose one - funding research, supporting families OR the fight against childhood cancer) and would appreciate your support.

You can learn about my initiative here: (INSERT FUNDRAISING PAGE URL)

All of MCF'S income comes from voluntary gifts relying on contributions nationwide from grants, corporations, sponsorships, and individuals. I invite you to Roar For A Cure and support MCF in its mission by donating to my fundraiser.

I hope I can count on you to help. Please send the most generous gift you can, as soon as possible. You may donate by check or online at (INSERT YOUR FUNDRAISER LINK). If you are writing a check, please make it payable to the The Max Cure Foundation, Inc. and send the check to me or to the The Max Cure Foundation, attention Volunteer & Community Partnerships, 560 Sylvan Ave, Suite 1225, Englewood Cliffs, NJ 07632. Please note the donation is on behalf of (INSERT YOUR NAME HERE)'s fundraiser. Thank you in advance for your support, together we WILL Roar For A Cure until one is found!

With grateful appreciation,



560 Sylvan Avenue, Suite 1225
Englewood Cliffs, New Jersey 07632
Phone (201) 569 5595 | Fax (201) 569 5597
www.MaxCure.org

ROAR FOR A CURE

Please give to The Max Cure Foundation to help advance our mission against childhood cancer.

Visit www.MaxCure.org/donations

Name: _____ Address: _____

Phone: _____

GIVE TODAY

Enclosed is my one-time tax-deductible contribution in the amount of:

\$100 \$150 \$200 \$500 OTHER _____

GIVE MONTHLY

I want to provide my tax-deductible contribution on a monthly basis in the amount of:

\$10 \$20 \$25 \$40 OTHER _____

I agree to the monthly contribution in the amount I have detailed above. I understand that my first gift will be charged upon receipt of this form, and subsequent gifts will begin on the following calendar month. I understand that I may cancel or change my gift at any time by calling (201) 569-5595 or by emailing info@maxcure.org

Signature _____ Date _____

My check is enclosed and payable to The Max Cure Foundation, Inc.
 Please charge my donation to my: Visa Mastercard Amex Discover

Card No. _____ CVV _____ Exp. Date _____

Signature _____

I'd like to receive updates from the Foundation. (PLEASE PRINT EMAIL) _____

This gift is: In honor of In memory of (PLEASE PRINT NAME) _____