

## THE CHALLENGE

# MAKE CHILDHOOD CANCER RESEARCH A PRIORITY FOR CORPORATIONS

Cancer is the **#1 cause of death by disease in children**, yet the current pace of pediatric drug development fails to reflect the urgent need for new treatments. With only 4% of federal funding allocated to pediatric cancer research, it is critical that the private sector be part of the solution.

Today there are approximately 1.5 million registered non-profits in the U.S. In 2019, 41% of worldwide donors gave in response to natural disasters. As world issues and competing charities vie for the attention and funding power of corporations, how does childhood cancer research rise to the top of the consideration list?

**CureSearch must make children's cancer research relevant and relatable to the agendas of business decision-makers, in order to raise an additional \$2 million by Dec 2021 through new corporate partnerships.**



## RESEARCH

# CORPORATE AUDIENCE MOTIVATORS

### Talent Shortage

81% of employers are worried about **holding on to top talent**

73% of employers are having a **difficult time finding skilled candidates**

The cost of **employee turnover** will be \$680 billion by 2020

### Parents Drive the Workforce

In 2018, **90% of U.S. families had at least one working parent**

More than **75% of Gen Xers have children**

In a 2019 survey of U.S. employers, the **top generation that employers are focused on retaining is Gen X (63%)**

### Company-Wide Impact

**Every 3 minutes**, somewhere in the world a family hears that their child has been diagnosed with cancer

Among employed parents, **64% of mothers and 16% of fathers left their job** after their child's diagnosis

Up to 40% of parents of children with cancer report **PTSD**

### Good for Business

CSR has the potential to **raise market value** by 4-6%, increase revenues by up to 20% and **decrease staff turnover** rates by up to 50%

70% of employees think their companies should address societal problems, and 85% **described themselves as loyal** to companies who reflect their personal values

**Talent recruitment and retention is a top concern for corporations, and investing in CSR programs that connect personally with their employees can significantly help improve retention of top talent and therefore impact the bottom line.**

## THE INSIGHT

# CHILDHOOD CANCER AND A SHRINKING WORKFORCE

Across every industry, talent recruitment and retention remains a top priority for corporations. While companies currently spend millions of dollars in strategies to help them retain top talent, an overlooked epidemic is not only claiming the lives of a future workforce far too soon, but also leaving empty seats on the work floor daily.

With 43 children diagnosed with cancer each day, this means approximately **34 parents a day are forced to leave their jobs to face their worst nightmare**. While current headlines have made environmental issues a top corporate giving focus, childhood cancer is a silent killer that affects everyone in one way or another.

As parents make up a large portion of the workforce, aligning their employer brand with a cause that addresses a parent's worst nightmare will not only help companies make a positive impact to society, but also increase loyalty among a population they are desperate to retain.



## OUR STRATEGY

# SHOW THAT SUPPORTING CHILDREN'S CANCER RESEARCH IS SMART FOR BUSINESS

Make children's cancer research a personal and business matter to corporations via a strategic employee engagement program that leads to retention while raising funds.



1

Make childhood  
cancer relevant to  
the workforce

2

Spark a  
conversation that  
compels action

3

Challenge decision-  
makers to use their  
power for good

4

Incentivize  
companies to  
engage employees

5

Show the  
long-term impact to  
stay top of mind





## THE IDEA

# THE 43/34 PLEDGE

Every day and dollar we spend without a cure for childhood cancer creates a lost opportunity. A lost opportunity for children to realize their potential in the world. A lost opportunity for parents, who are forced out of the workforce as they face their worst fear: their child's cancer diagnosis. A lost opportunity for companies, and the world, to benefit from the contributions of children who lose their battle with cancer far too soon.

**The 43/34 Pledge** empowers corporations and employees alike to unite with a common mission: raise funds to end childhood cancer so every child has the opportunity to live a full and healthy life, and realize their full potential in the world.

The initiative will call for 250 companies to commit to raise at least \$4,334 by employees, to be matched by their corporate funds. Not only would this allow employers an opportunity to contribute to society but also engage and rally their employees around a cause that has affected everyone in the workplace in one way or another.

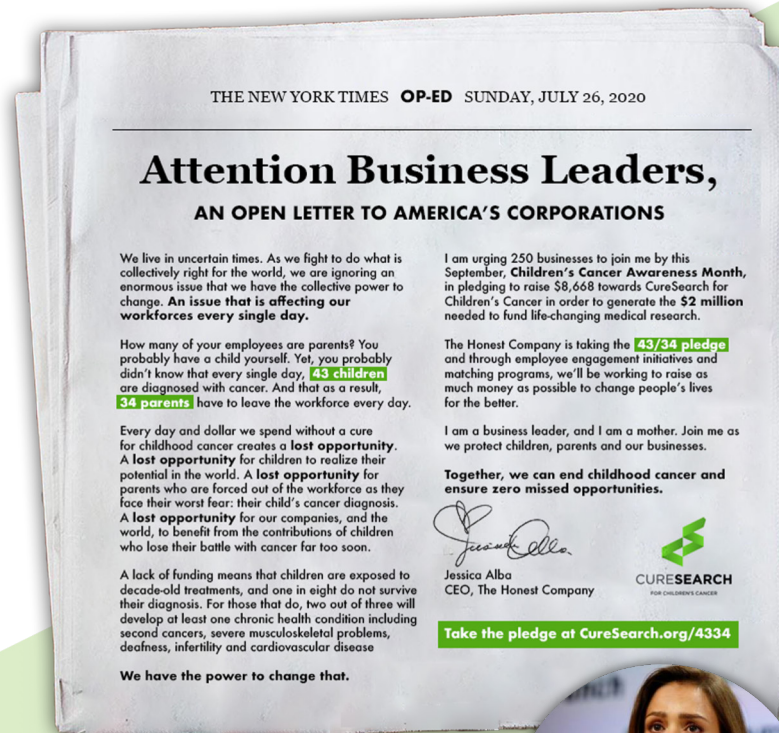
## HOW IT WORKS

# LAUNCH ACTIVATION

On July 26, 2020 (National Parents Day) the **43/34 Pledge** will go live via a thought provoking op-ed in The New York Times, announcing CureSearch's partnership with Jessica Alba and shedding light on the massive impact childhood cancer has not only on children and families but also on the current and future workplace. The piece will reveal that every day 43 children are diagnosed with cancer and 34 parents leave the workforce because of it, challenging business leaders, like Jessica, to take the pledge and do their part in supporting CureSearch to accelerate the rate of pediatric drug development.

Jessica Alba knows the effects that childhood illness can have on a family firsthand, having suffered from multiple illnesses and surgeries growing up. Her experiences as a mother, business woman, and humanitarian make her the perfect voice to champion our message and drive action among the business community, being a routine presenter in the business conference circuit.

This will kickoff a mass push of earned and paid media tactics across key target outlets to get in front of business leaders nationwide.



The New York Times



## HOW IT WORKS

# PLEDGE TOOLKIT

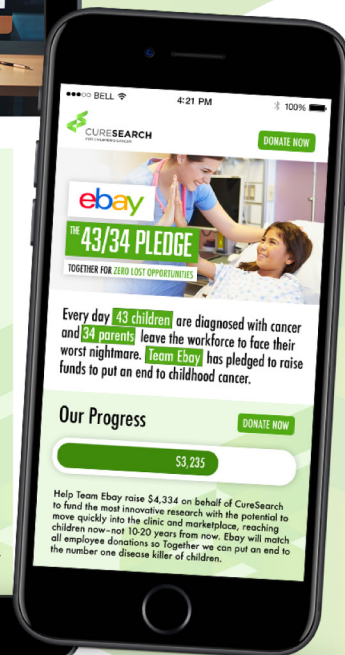
Since active engagement is more effective in building employee loyalty than one-off charity donations, the 43/34 pledge will enable companies to rally their employees around a cause that has affected most workplace communities. The toolkit will include:

- **Campaign Website:** a landing page within the CureSearch website that makes it easy for companies to take the pledge and for employees to ask their employers to participate. This will include a pledge countdown, fundraiser tracker, personal story videos, and list of companies who have pledged.
- **Branded Company Fundraising Pages:** Using Classy.org, or another crowd-fundraising partner, enable companies to create a company-specific fundraising page to track their company's progress and provide update on fundraising initiatives.
- **43/34 Pledge Swag:** Pins, stickers, t-shirts and brochures to showcase a company's commitment to the challenge.



## Zero Lost Opportunities

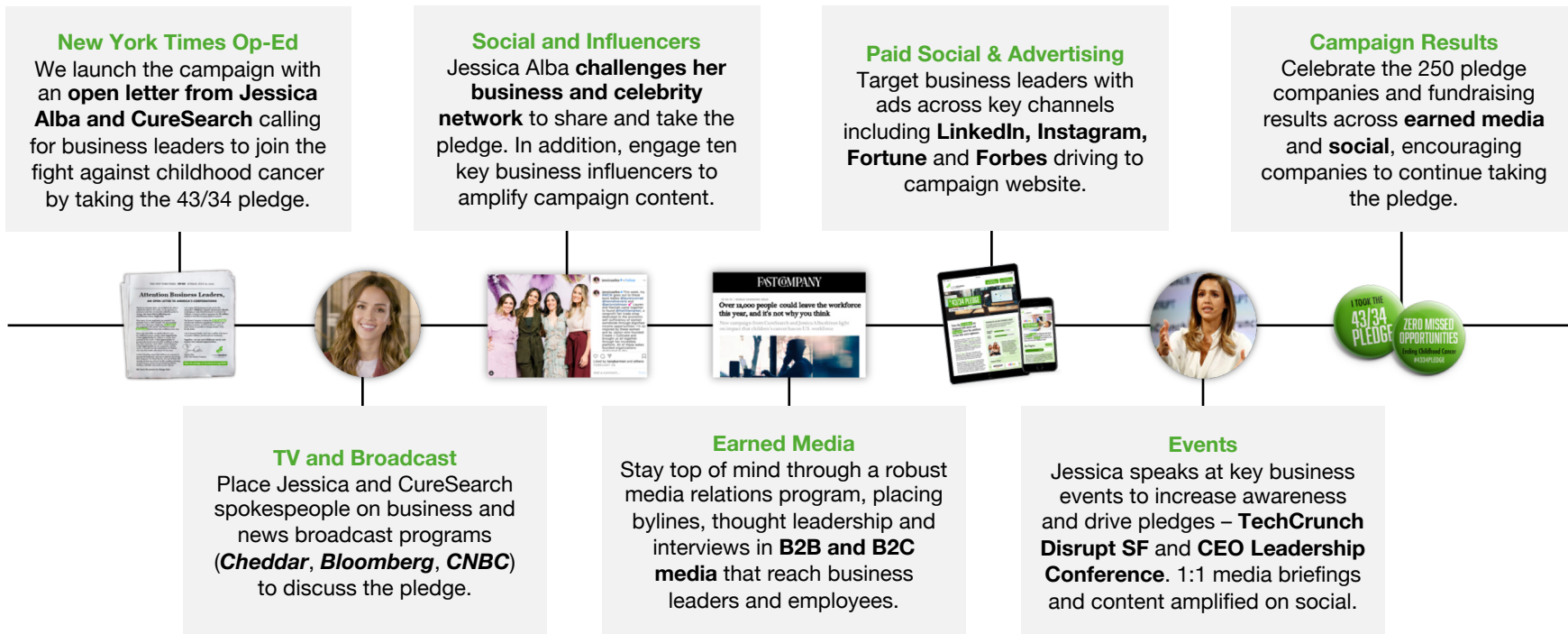
Throughout the campaign we will use an empty seat as a visual storytelling metaphor, representing the missed opportunities kids with cancer face, as well as the parents who leave the workforce because of it.





## CAMPAIGN ROLL-OUT

# TAKING A B2B2C APPROACH FOR MAXIMUM REACH





## RESULTS

# WHAT SUCCESS LOOKS LIKE

### MAKE CHILDHOOD CANCER RESEARCH RELEVANT AND GENERATE CONVERSATION



**15-20M** earned media impressions  
across online, print and broadcast

**30-40M** social media impressions via  
online conversations, using #4334Pledge

**5,000 click-throughs**  
to CureSearch website via paid content.

**20% increase**  
in visitors to the CureSearch website

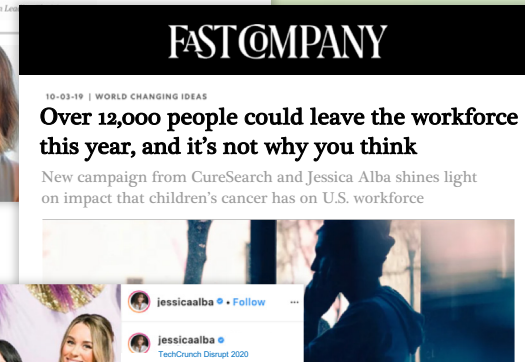
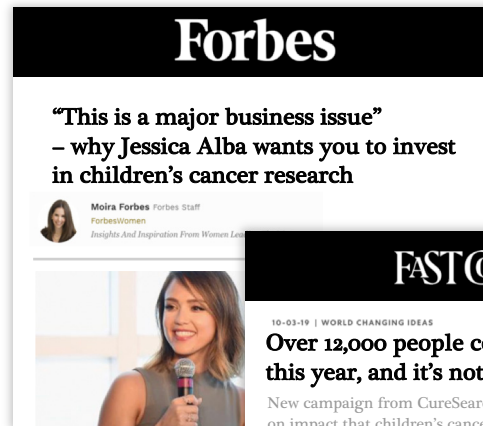
### CHALLENGE AND ENABLE BUSINESS LEADERS TO USE POWER FOR GOOD



**250 pledges** made by US companies

**5,000 toolkit downloads**  
by employers and employees for fundraising  
ideas and events

**\$2M+ raised** by February 15, 2021,  
International Childhood Cancer Awareness Day



## TIMELINE & BUDGET

# A NINE MONTH CAMPAIGN TO \$2 MILLION

