### 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.



### 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.

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### **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 **OP-ED** SUNDAY, JULY 26, 2020

# Attention Business Leaders,

#### AN OPEN LETTER TO AMERICA'S CORPORATIONS

We live in uncertain times. As we fight to do what is collectively right for the world, we are ignoring an enormous issue that we have the collective power to change. An issue that is affecting our workforces every single day.

How many of your employees are parents? You probably have a child yourself. Yet, you probably didn't know that every single day, 43 children are diagnosed with cancer. And that as a result, 34 parents have to leave the workforce every day.

Every day and dollar we spend without a cure for childhood concer 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 our companies, and the world, to benefit from the contributions of children who lose their bottle with cancer far too soon.

A lack of funding means that children are exposed to decade-old treatments, and one in eight do not survive their diagnosis. For those that do, two out of three will develop at least one chronic health condition including second cancers, severe musculoskeletal problems, deafness, infertility and cardiovascular disease

We have the power to change that.

I am urging 250 businesses to join me by this September, Children's Cancer Awareness Month, in pledging to raiss 58,668 towards CureSearch for Children's Cancer in order to generate the **52 million** needed to fund life-changing medical research.

The Honest Company is taking the 43/34 pledge and through employee engagement initiatives and matching programs, we'll be working to raise as much money as possible to change people's lives for the better.

I am a business leader, and I am a mother. Join me as we protect children, parents and our businesses.

Together, we can end childhood cancer and ensure zero missed opportunities.

Jessica Alba CEO, The Honest Company

Take the pledge at CureSearch.org/4334

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. I TOOK THE
- 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.

3 100%

DONATE NOW

DONATE NOW

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### **CAMPAIGN ROLL-OUT**

# TAKING A B2B2C APPROACH FOR MAXIMUM REACH

New York Times Op-Ed We launch the campaign with an open letter from Jessica Alba and CureSearch calling for business leaders to join the fight against childhood cancer by taking the 43/34 pledge.

#### **Social and Influencers**

Jessica Alba **challenges her business and celebrity network** to share and take the pledge. In addition, engage ten key business influencers to amplify campaign content. Paid Social & Advertising Target business leaders with ads across key channels including LinkedIn, Instagram, Fortune and Forbes driving to campaign website.

#### Campaign Results Celebrate the 250 pledge companies and fundraising

results across earned media and social, encouraging companies to continue taking the pledge.









Place Jessica and CureSearch spokespeople on business and news broadcast programs (**Cheddar**, **Bloomberg**, **CNBC**) to discuss the pledge.

#### Earned Media

Stay top of mind through a robust media relations program, placing bylines, thought leadership and interviews in **B2B and B2C media** that reach business leaders and employees.

#### **Events**

Jessica speaks at key business events to increase awareness and drive pledges – **TechCrunch Disrupt SF** and **CEO Leadership Conference**. 1:1 media briefings and content amplified on social.

### 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

# Forbes

"This is a major business issue" - why Jessica Alba wants you to invest in children's cancer research



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# FAST@MPANY

10-03-19 | WORLD CHANGING IDEA

#### Over 12,000 people could leave the workforce this year, and it's not why you think

New campaign from CureSearch and Jessica Alba shines light on impact that children's cancer has on U.S. workforce





# echCrunch Discust 2020

Today, I joined friends and fellow business leaders to discuss our esponsibility to protect our workforce. Did you know that every day, 43 children are diagnosed with cancer? The effect that has on working parents is astronomical with 34 having to leave the workforce every day as a result @honest has taken the #4334 pledge to stop cancer in its tracks. Sign-up today to make a difference

OOV Liked by tangkarmen and others FRRUARY 26

Arianna Huffington 🤣 @ariannahuff · Mar 3

Thank you to my friend @jessicaalba for raising awareness of the impact that children's cancer has on parents and our workforce. We as business leaders can drive dramatic change. Take the pledge with me at curesearch.org/4334

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### **TIMELINE & BUDGET**

# A NINE MONTH CAMPAIGN TO \$2 MILLION

