

CURESEARCH X LINKEDIN
P R E S E N T

DREAM TEAM

CONNECTING CORPORATIONS AND
CHILDREN FIGHTING CANCER THROUGH ONE COMMON DREAM.

Pediatric cancer patients shouldn't be defined by the disease they're battling. They should be embraced for who they're destined to be: the world's greatest future inventors, doctors, artists, athletes, and educators.

That's where we come in. Dream Team is a program by CureSearch and LinkedIn that matches corporations with groups of children fighting cancer who dream of one day joining their industry. Through one seamless digital experience, Dream Team provides a transparent overview for corporations to see the actual impact of their donated dollars, and ensures a clear pathway for children to reach their dreams after conquering the battle against cancer.

INSIGHT

The power of positivity can change your life.

Maintaining a positive outlook in the midst of cancer treatment has been proven to lead to long-term positive impact during treatment and post-recovery.*

SOLUTION

So let's give children fighting cancer a beacon of positivity.

Welcome to Dream Team, the brainchild of CureSearch and LinkedIn. This digital experience matches large-scale corporations with groups of children who have a passion for their specific field, giving corporations real-time results on breakthrough research leading to new treatment technology, as well as updates on their match group's progress toward full-health.

For corporations, Dream Team is a tool to quite literally build each company's future dream team. It bridges the gap between business initiatives and actual impact on children's lives, allowing corporations to invest in the careers of childhood cancer patients.

For patients, Dream Team is the ultimate source of positivity. Through inspirational events with key members from their matched corporation and the promise of a spot within the Dream Team post-recovery program, it encourages children to look beyond the difficult road to recovery.

*Patients who have hope for a positive outcome are able to cope and feel better in the process.

Patients with a positive attitude are more likely to practice better self-care following a diagnosis.

<https://www.webmd.com/cancer/news/20040209/attitude-doesnt-affect-cancer-survival#1>

Patients who suffer from low optimism, lack of social support, or depression are 1.7 times more likely to be readmitted to the hospital following surgical treatments.

<https://www.healthline.com/health-news/can-positive-attitude-help-defeat-cancer>





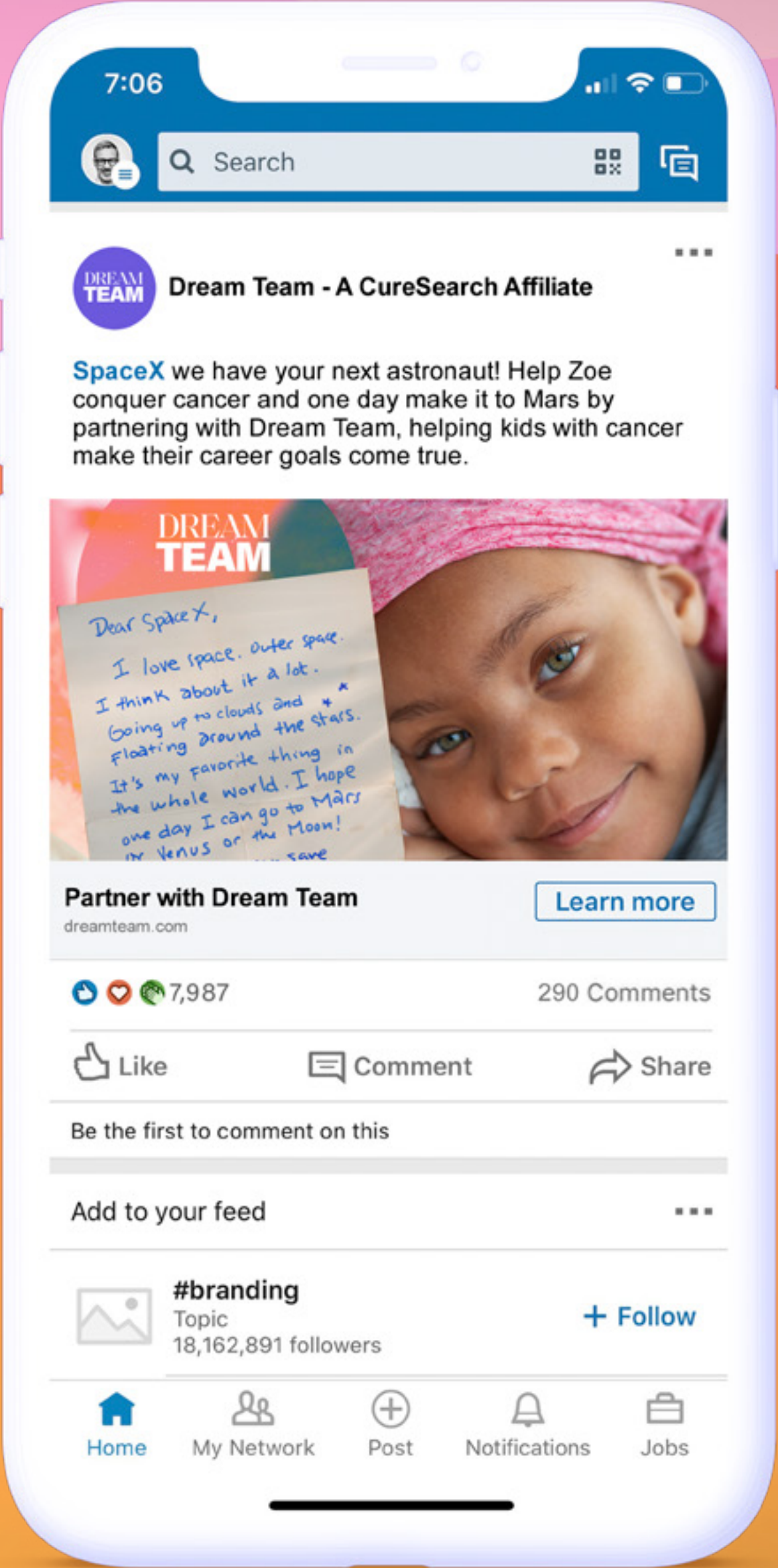
HOW IT WORKS

STEP 1. OUTREACH

In joining forces with LinkedIn, CureSearch can reach potential corporate partners with deep pockets. Let's dig into this untapped goldmine by creating a Dream Team affiliate page for CureSearch.* As our partner, LinkedIn will connect us with the site's most valuable donors.

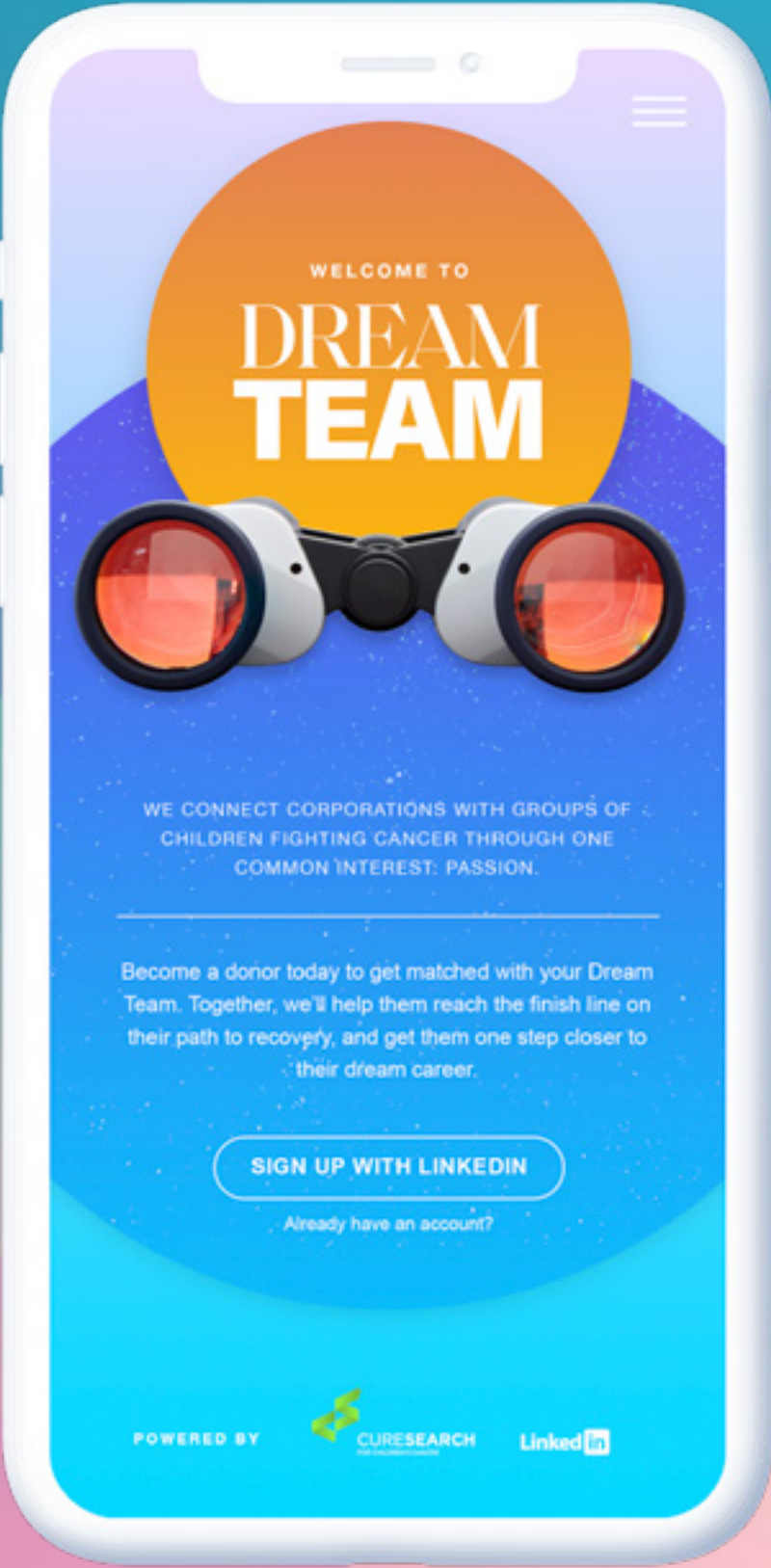
Patients will be invited to write personal letters to their dream company, asking to save them a job for once they've conquered cancer. Dream Team makes sure the letters reach the perfect corporate partners.

*<https://givewp.com/linkedin-corporate-sponsorships/>

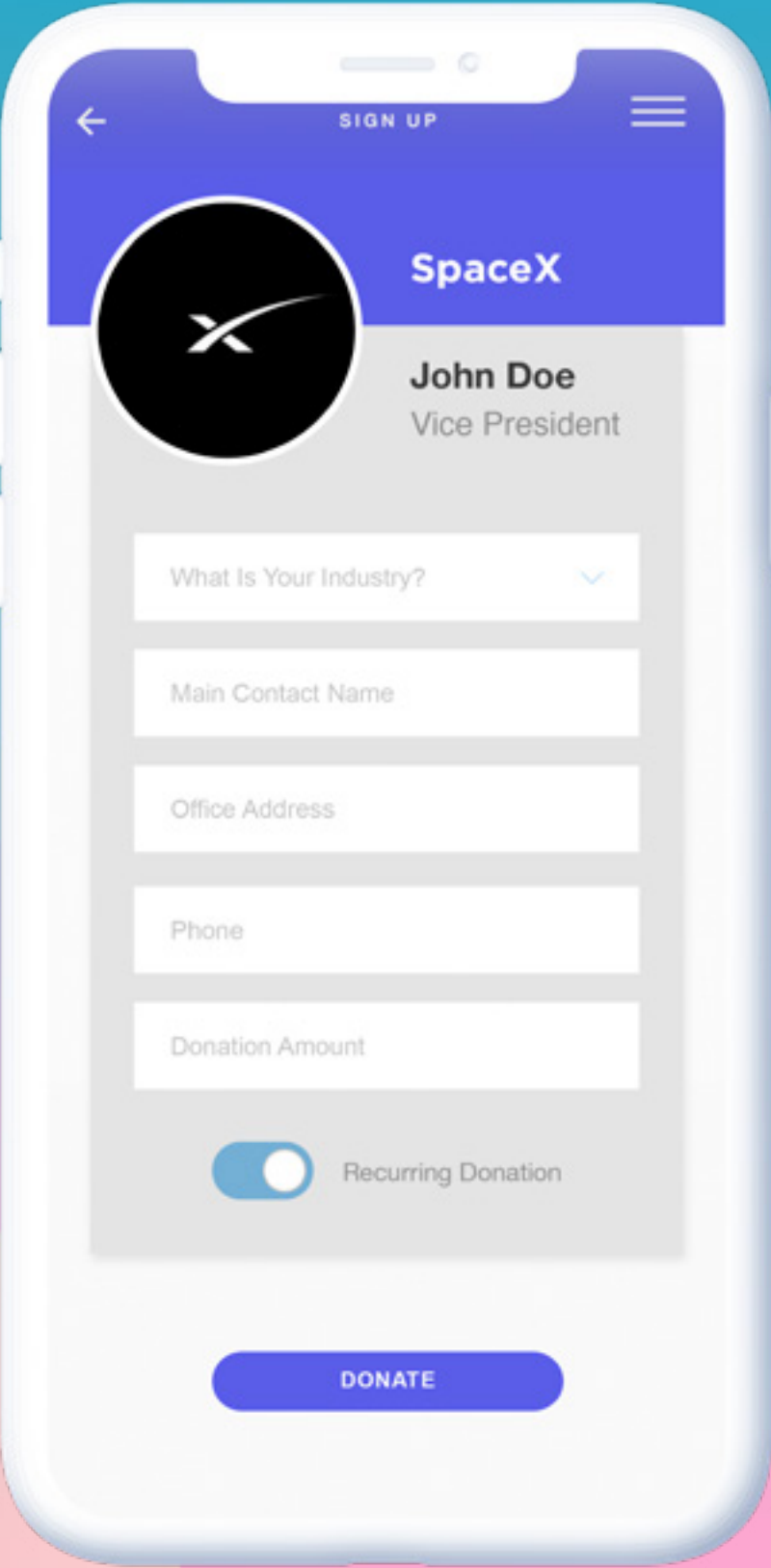


STEP 2. ACTIVATION

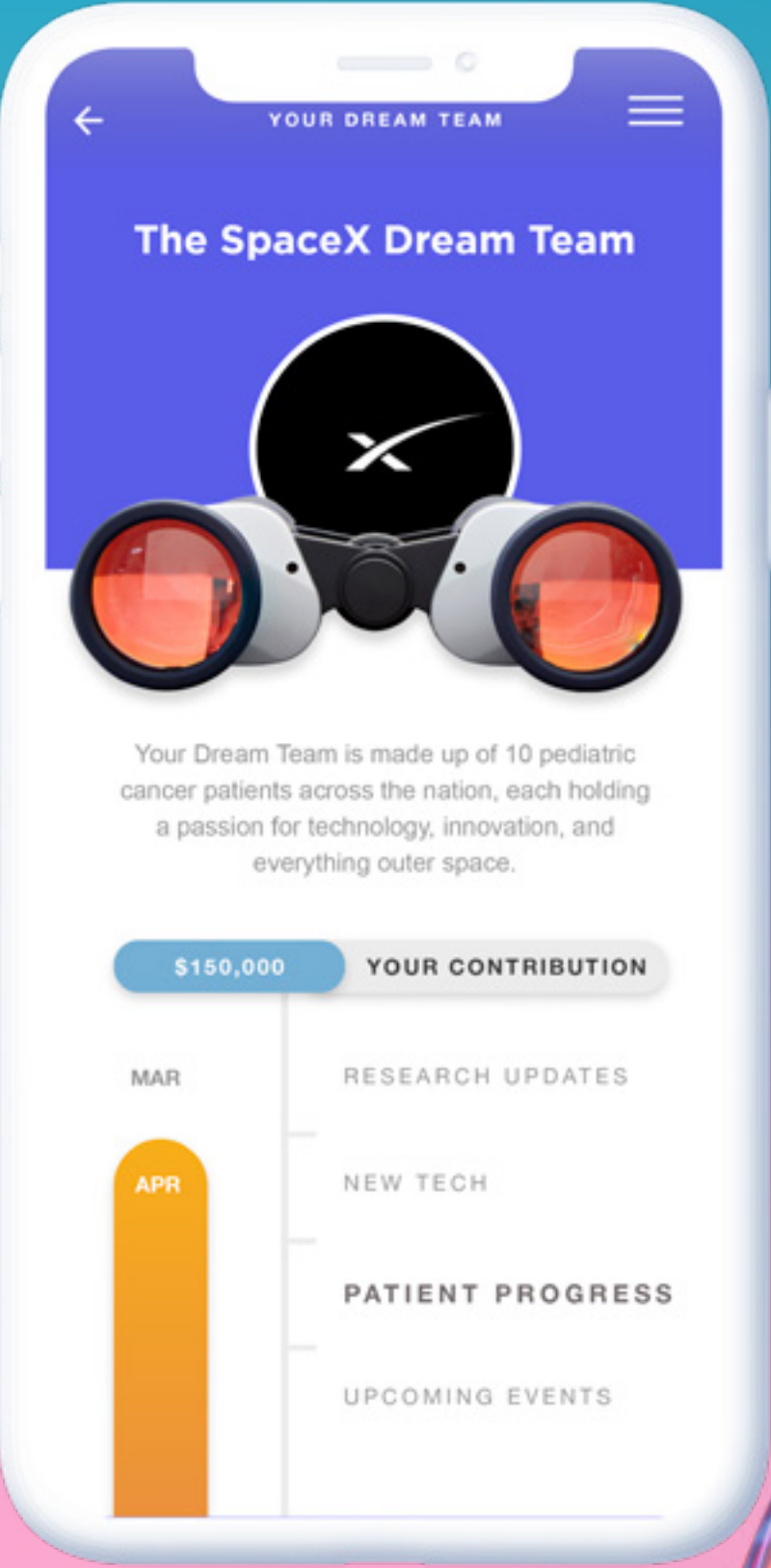
Corporations will be led to the Dream Team website, their one-stop-shop to see the impact of their donations.



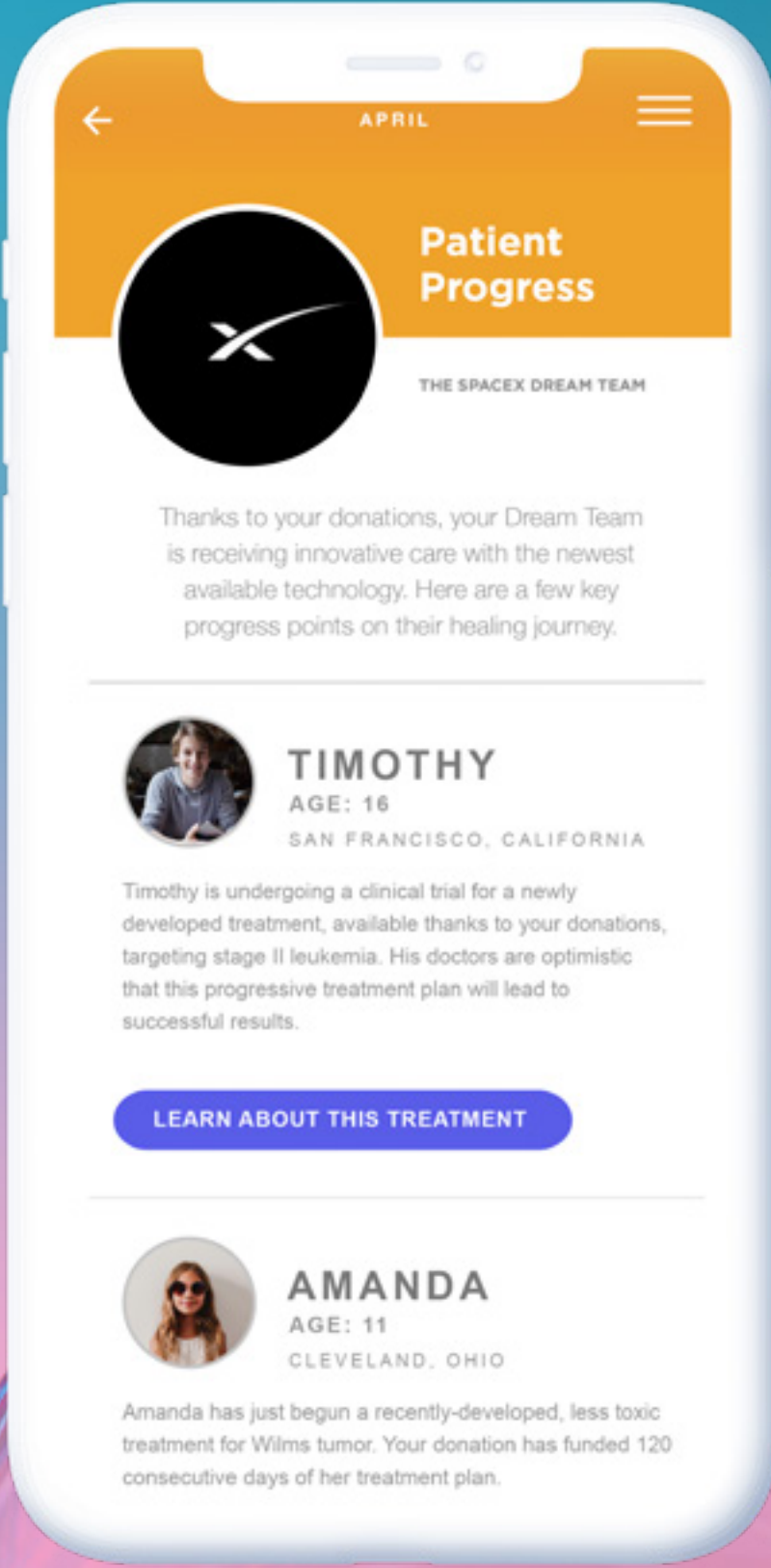
SIGN UP



DONATE



GET MATCHED



SEE IMPACT



STEP 3. DREAM

Let's inspire our patients to envision their future with social events and the Dream Team post-recovery program, inviting patients to a one-of-a-kind summer experience at the company's headquarters.

