



**CURESEARCH**  
FOR CHILDREN'S CANCER

# #BUILDAFUTURE

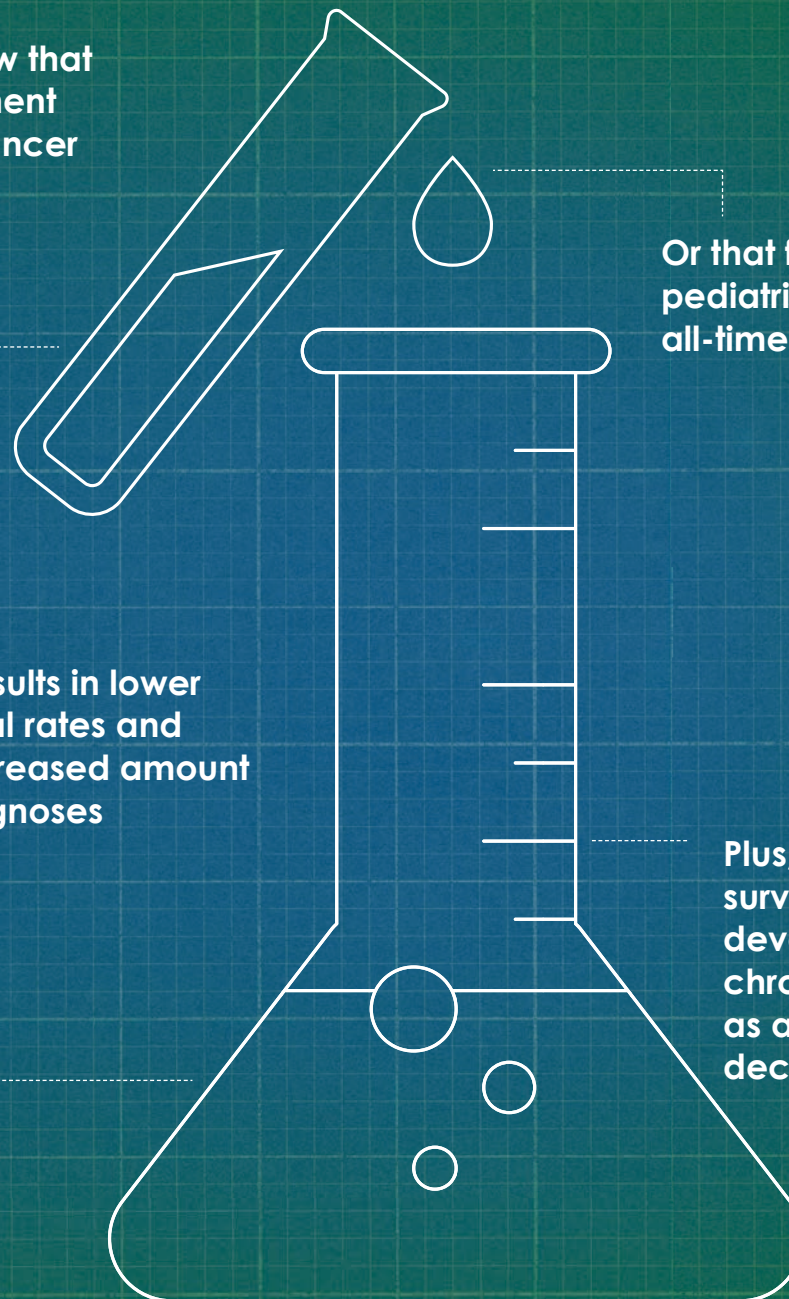
Your Blueprint: Bridging the Knowledge Gap

Most don't know that  
drug development  
for pediatric cancer  
is minimal

Or that federal funding for  
pediatric cancer is at an  
all-time low

This results in lower  
survival rates and  
an increased amount  
of diagnoses

Plus, even those that  
survive are likely to  
develop at least one  
chronic health condition  
as a result of toxic,  
decades-old treatments





# THE ARCHITECTS

## ONE GOAL

Reach corporations

Employees are the DNA of every corporation. If employees rise up for a cause, decision makers listen. By driving awareness in cities with the highest concentration of corporate headquarters, we have a greater chance of getting in front of key decision makers.

Companies want to know how their investment aligns with their brand and impacts their missions. They also want proof of where their money is going with tangible results.

KEY  
DECISION  
MAKERS

CHARITABLE  
PARTNERSHIP  
SELECTION

\*9 out of 10 companies rank these as the top 3 factors for charitable partnership selection:

Marketing

PR

CSR



95%

Create  
Awareness/  
Visibility

91%

Brand/  
Mission  
Alignment

91%

Showcase  
Community/Social  
Responsibility

\*Source: ForMomentum

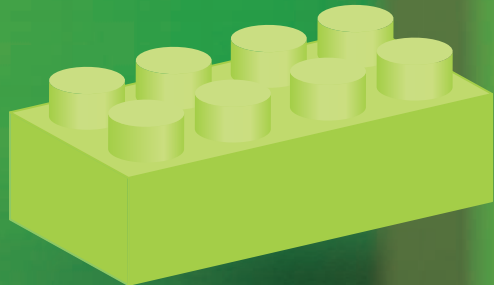
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# THE FOUNDATION

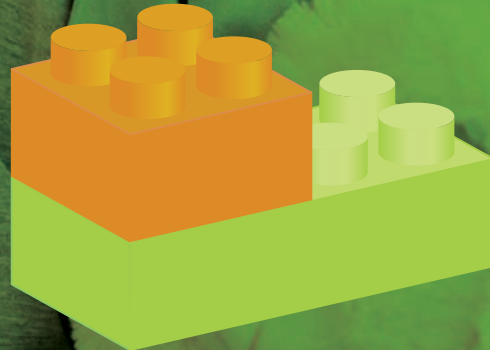
## Our Insight

CureSearch for Children's Cancer supports the most innovative and promising research by holding their researchers accountable to rigorous **six-month** milestones to receive funding; therefore, they provide the highest potential to quickly deliver new and better treatments to the kids who need them NOW.



## Our Strategy

Target America's cities with the highest concentration of Fortune 500 headquarters to generate awareness amongst employees as to why their company should choose CureSearch as a non-profit partner.



## Our Idea

Launch the CureSearch #BuildAFuture campaign in New York, San Francisco and Chicago to prove how CureSearch is "building" the futures of children battling cancer.



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# THE FRAMEWORK

## Don't Give Back, Give Forward to *Build* Our Future Generations



Children will grow up to be leaders who take on the world's largest issues but not if we don't give them a chance to #BuildAFuture...

Partner with LEGO to launch the six-month #BuildAFuture campaign across New York, San Francisco and Chicago. Kick off in September to align with Childhood Cancer Awareness Month.

Each city will compete to build the largest DNA helix made out of LEGOs.



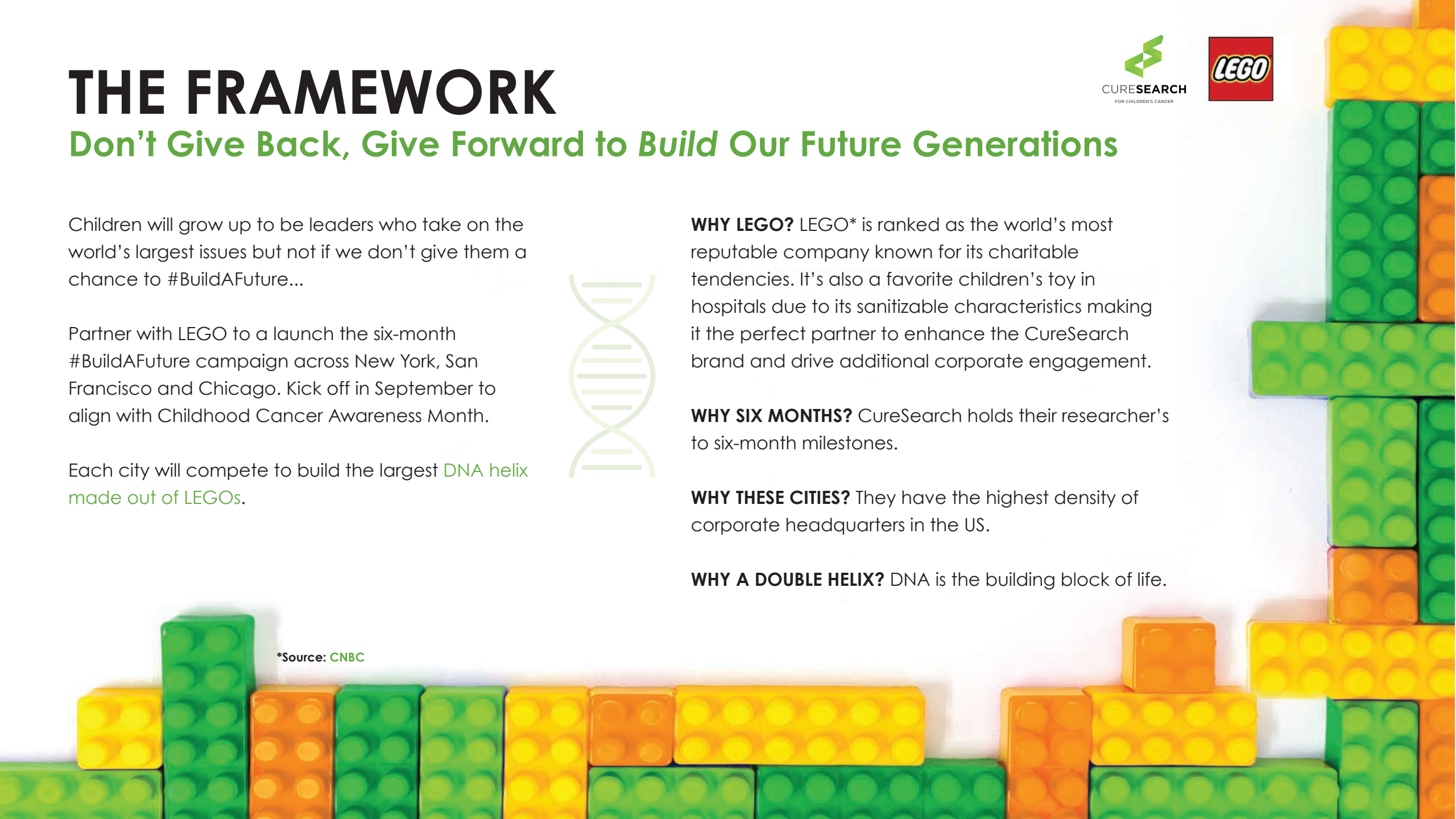
**WHY LEGO?** LEGO\* is ranked as the world's most reputable company known for its charitable tendencies. It's also a favorite children's toy in hospitals due to its sanitizable characteristics making it the perfect partner to enhance the CureSearch brand and drive additional corporate engagement.

**WHY SIX MONTHS?** CureSearch holds their researcher's to six-month milestones.

**WHY THESE CITIES?** They have the highest density of corporate headquarters in the US.

**WHY A DOUBLE HELIX?** DNA is the building block of life.

\*Source: CNBC





# THE MATERIALS



**1 LEGO = 1 DOLLAR**

There will be an enormous LEGO structure displayed in a highly trafficked area:

- > New York City, Hudson Yards
- > Chicago, Millennium Park
- > San Francisco, Pier 39



Each LEGO will include a machine that accepts donations showing the amount of money donated and how many LEGOs that equals. The virtual counters will also be displayed in LEGO stores across the nation to garner additional donations and visibility

## THANKS FOR YOUR DONATION

You have helped to #BuildAFuture for pediatric cancer patients!

Did you know that every day, 43 children are diagnosed with cancer?

Upon each completed donation, a quick fact will be printed out to educate the general population and drive traffic to CureSearch



At the end of the six months, a professional LEGO builder will come to each landmark with the total LEGOs collected per city to build the DNA helix.



**ONCE COMPLETE, THE DNA HELIX STRUCTURES WILL BE DONATED TO A LOCAL CHILDREN'S HOSPITAL TO REPRESENT THE MONEY AND AWARENESS CREATED BY EACH CITY.**



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# LINKEDIN LIVE #BUILDAFUTURE VIDEO SERIES

Launch a **9-part series hosted by CureSearch** CEO Kay Koehler where she sits down with survivors, parents and researchers to bring awareness to CureSearch's unique value proposition, the importance of private funding for pediatric cancer and awareness of the #BuildAFuture campaign.

"Video is the fastest-growing format on our platform. That's why we've launched live video, giving people and organizations the ability to broadcast real-time video to select groups, or to the LinkedIn world at large."

-LinkedIn



**#BuildAFuture Survivors:**  
select survivors who have built their futures because of CureSearch's funding and innovative research.

The series will be bolstered with paid targeting to reach the key decision makers within corporations as well as employees of the corporations we're targeting in each city.



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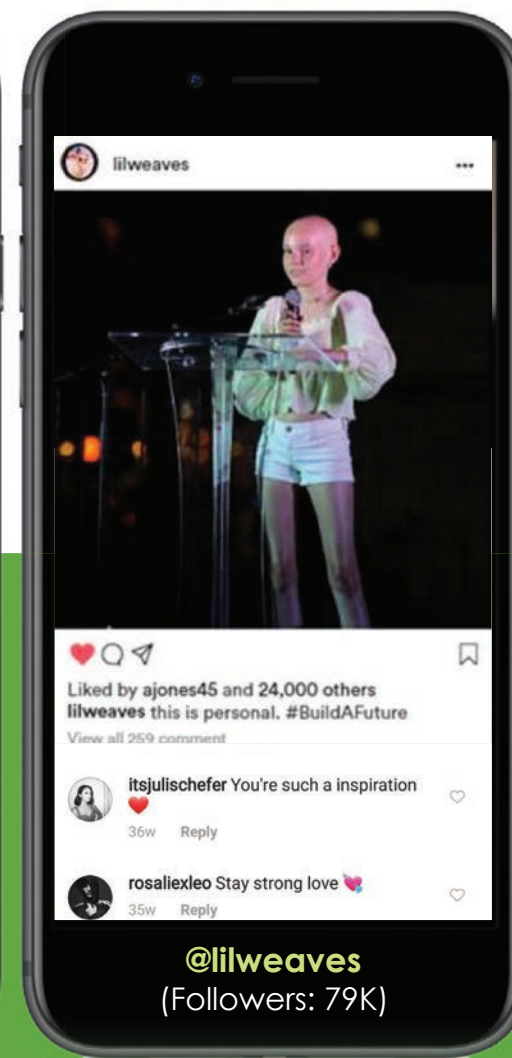
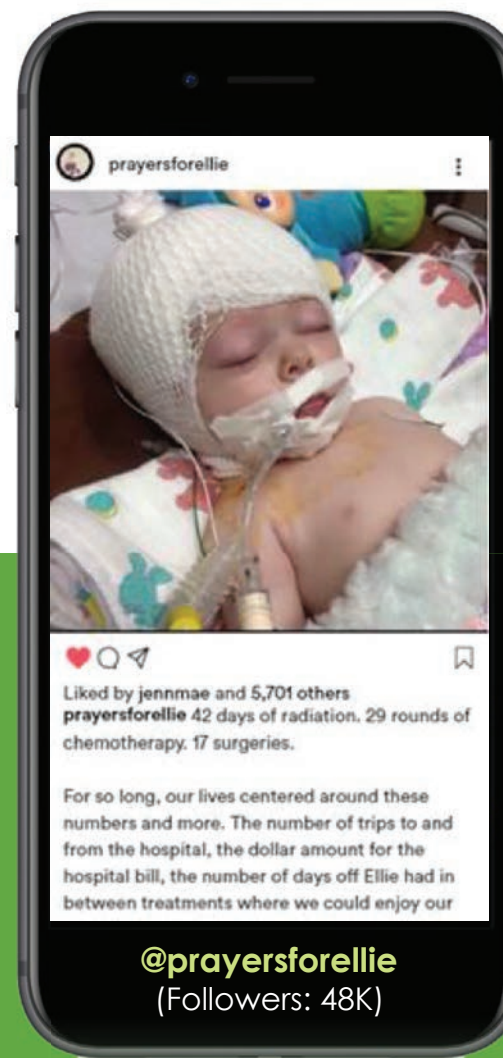
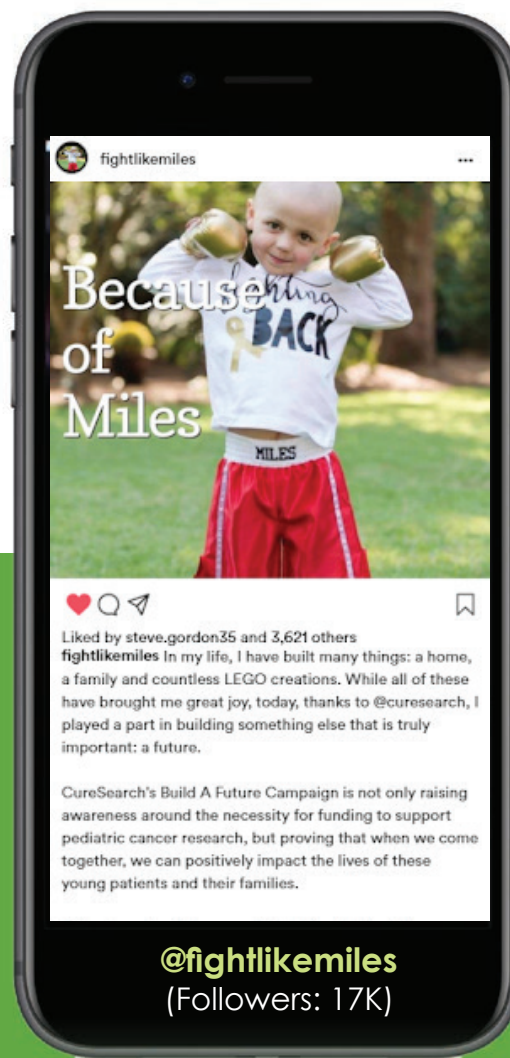


# INFLUENCER AMPLIFICATION FOR #BUILDAFUTURE

A large community of Instagram influencers share their own personal experiences with pediatric cancer either as a parent or even the kids themselves.

Utilize these influencers throughout the campaign to communicate CureSearch's leadership in pediatric cancer.

Tap local influencers in each #BuildAFuture city from a variety of verticals to reach a broad and diverse audience. They'll post photos of the LEGO structures in each of their cities with the hashtag #BuildAFuture to create buzz for the campaign drawing more locals to come out to the activation.





# WHY THIS WORKS



## Drives Corporate Partnerships

- > Develops touch points with employees who in turn will go to their companies to tell them about CureSearch
- > Targets the key decision makers within an organization who decide on selecting a non-profit partner
- > Aligns CureSearch with the brand and mission of corporations



## Creates Awareness

- > Educates people on the urgent need for private funding in pediatric cancer
- > Positions CureSearch as a leader amongst its competitors
- > Tugs at the emotional heart strings of the general population
- > Creates incremental funding for CureSearch



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# WHAT SUCCESS LOOKS LIKE

## TOTAL REACH

- ✓ Media: **100M-150M** impressions
- ✓ Social: **3M-5M** impressions

## GOALS MET

- ✓ **Raised brand awareness** within corporate community
- ✓ Created **sense of urgency** to take immediate action
- ✓ **Educated donors** on CureSearch's unique differentiators
- ✓ Generated **\$2 million+** in corporate **partnerships** by Dec. 2021
- ✓ Bonus **\$250,000+** raised

Welcome our newest corporate partners:

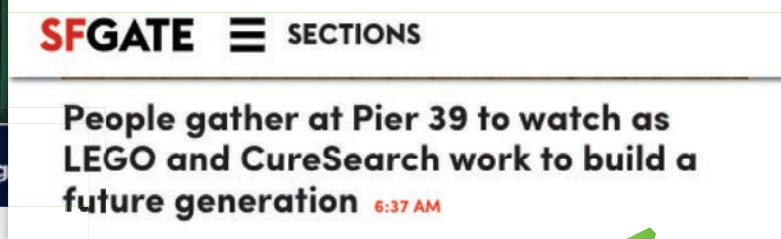
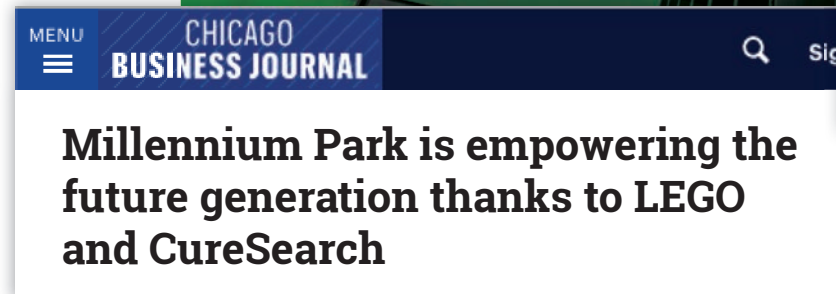
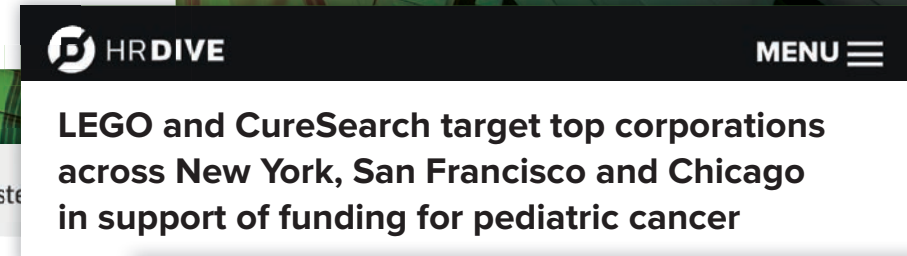
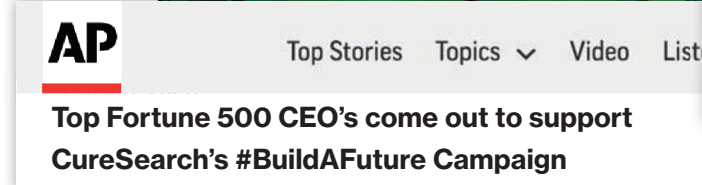
CHICAGO



NEW YORK



SAN FRANCISCO



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# BUDGET AND TIMELINE

ACTIVITY & BUDGET	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
LEGO Partnership (\$350,000)	Secure partnership and plan activations		Childhood Cancer Awareness Month (September) Launch 6 month #BuildAFuture fundraising competition						Professional LEGO builders create DNA helix structures
Influencer Program (\$75,000)	Secure Influencers	Launch local and cancer awareness influencer campaigns							
Paid Social Amplifications and Always on Media (\$75,000)	Ongoing media relations								
	Launch nine-part LinkedIn Live series with paid targeting								



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