



SHINE BRIGHT FOR KIDS

SUPPORT KIDS WITH CANCER OR A BLOOD DISORDER

September is Childhood Cancer and Sickle Cell Awareness Month. Throughout the month, we join together with patient families, individual donors, community groups, and local and national businesses to Shine Bright for Kids. They partner by creating an online fundraiser, hosting a cause marketing campaign or making a donation. Proceeds from the campaign support patients and their families during their cancer or blood disorder journey, providing everything from music therapy to financial relief to life-saving research.

LEARN MORE BY VISITING

www.childrensMN.org/shinebright.

ABOUT THE CANCER AND BLOOD DISORDERS PROGRAM

Children's Minnesota is one of the top 10 largest freestanding pediatric health systems in the United States and has the largest Cancer and Blood Disorders program in the Upper Midwest. We care for more than 3,500 patients from infants to young adults each year, including more than 80 percent of Minnesota children with sickle cell disease or hemoglobinopathies and other hemophilia diagnoses. We have unparalleled breadth and depth of kid- and family-focused experts. Cancer or a blood disorder doesn't just impact the patient – it affects the entire family. They are supported by an extensive, collaborative network of staff who are well equipped to care for the family's needs during their journey. Our patients receive state-of-the-art treatments well before they're widely available. Ninety percent of our eligible patients participate in clinical trials, placing us in the top 5 percent of Children's Oncology Group institutions for participation. We have the largest clinical research staff in the region, and we participate in more than 100 research studies annually.

WAYS TO PARTNER

Whether you're a patient family or business owner, there are many ways to make a difference for kids and families.

ONLINE FUNDRAISER

Create a fundraising page to share your story in words and pictures of why Children's Minnesota matters to you. You can designate proceeds to the cancer and blood disorders program.

CAUSE MARKETING CAMPAIGN

Host a cause marketing campaign for one day, a week, or the entire month for the cancer and blood disorders program. Ask your customers to round up, donate a percentage of purchases, direct a portion of proceeds from a specific product, or have your employees get in on the giving.

MATCHING GIFT

A matching gift inspires others to give. Match funds throughout the month or during our one-day giving initiative.

DONATE

A donation of any amount can make a difference in the lives of kids and families experiencing cancer or a blood disorder diagnosis. Make a gift by check, credit card, stock, or through a bequest at www.childrensMN.org/shinebright.

QUESTIONS

Please contact the Children's Minnesota Foundation at giving@childrensMN.org or call 952-992-5500.