



SOLVING KIDS' CANCER Spring Celebration 2020



*Solving Kids' Cancer finds, funds, and advocates for
breakthrough treatment options to cure children with the
most fatal pediatric cancers.*

the SPRING CELEBRATION

Each Spring, childhood cancer supporters and advocates gather together in New York City to raise critical research funds to support the mission of Solving Kids' Cancer - to find, fund and advocate for breakthrough treatments to cure children with the most fatal pediatric cancers. This annual benefit also honors leading public figures and corporate executives for their efforts in making significant contributions to the fight against childhood cancer.



The Annual Spring Celebration Benefit has raised over **\$5.8 million** to fund clinical trials and find breakthrough treatment options for children with the most fatal pediatric cancers.



"On my 8th birthday, I was diagnosed with cancer. Instead of doing my favorite things like playing soccer and going to school, I endured harsh cancer treatments for 2 1/2 years. As a child, I stand behind and appreciate Solving Kids' Cancer's mission in finding less invasive treatments for kids like me."

- Niamh, Gold Star Award Recipient

the GOLD STAR AWARDS

While the evening draws out celebrity guests and entertainment notables, it is the young cancer fighters and survivors (ages 2-12) that inspire and bring the audience to their feet. Children impacted by a childhood cancer diagnosis attend the event and are presented with a special Gold Star medallion. These awards are given to them in recognition of their courage and tenacity throughout their fight against childhood cancer.



the AUDIENCE

Solving Kids' Cancer's Spring Celebration draws notable supporters from various industries including finance, fashion, science, medicine/research, real estate, media, and entertainment. The event brings together 400+ high-level executives with a median household income of \$1.5 million. The celebrated honorees also draw distinguished attendees and event media coverage, generating visibility for all event sponsors.



the OPPORTUNITY

As a Corporate Sponsor, your company will not only impact the lives of children fighting cancer, it will establish a visible profile within the philanthropic and business communities of New York and beyond. Solving Kids' Cancer is committed to robust, bilateral partnerships, recognizing that your company is interested in both fulfilling its corporate social responsibilities and strategic needs.

The Reach:

- 5,000+ Subscribers
- 20,000+ Social Media Followers
- 800,000+ Event Media Impressions





Founded in 2007 by two fathers who lost their children to cancer, Solving Kids' Cancer® (SKC) is a nonprofit organization dedicated to significantly improving survivorship of the most fatal pediatric cancers by finding, funding, and advocating for breakthrough treatment options. Headquartered in New York City, SKC's impact is now worldwide with clinical trials launched across the United States and throughout Europe. Over the last decade, SKC has funded scientific projects targeted at developing new treatment options for kids. SKC — independent of any single researcher, institution or consortium — objectively invests in only the most impactful research projects.



37 high-impact research projects funded by donor support

26 new treatments developed for children from SKC-funded projects



21 collaborative partnerships with like-minded charities and family foundations

110 medical institutions worldwide conducting scientific projects funded by SKC



For more information on Solving Kids' Cancer, visit www.solvingkidscancer.org
Solving Kids' Cancer | 1 East 53rd Street, 5th Floor, New York, NY 10022
info@solvingkidscancer.org | (212) 588-6624