

According to marketing studies, I have only 3 seconds to get your attention. So here goes...

- **Childhood cancer is the # 1 cause of death by disease in children in the U.S.**
- **Every school day, 2 classrooms of children are diagnosed with cancer.**
- **3,000 children in the United States die each year from cancer.**

Dear **(Donor name)**,

There's nothing pleasant about facing the cold hard facts of childhood cancer. But, today I'm writing to share the good news with you—**more children survive and thrive after facing cancer now than ever before.**

Since beginning my new role as Executive Director at CureSearch, I've been truly inspired by all the wonderful possibilities the future holds. Because supporters, like you, have committed your voice and resources to supporting research for better treatments for childhood cancer, amazing progress has been made.

Now, we're moving forward even further and faster! Children diagnosed with cancer fifty years ago were given a grim prognosis and the survival rate was only 10%. Now, childhood cancer is considered curable overall in 78% of patients, yet, the fact is, that 1 out of 5 who are diagnosed with cancer dies, and 3 out of 5 children suffer from long-term side effects.

With continued funding and advances in research, we believe we can reach our goal of guaranteeing every child with cancer a cure!

But, funding for research is being cut and we're looking to our caring and compassionate supporters to respond to the urgent need for help. **(Donor name)**, your support is needed now to keep critical research studies in progress and ensure that children relying on clinical trials aren't left without hope.

CureSearch supports the work of the Children's Oncology Group (COG), the world's largest cooperative cancer research organization committed to conquering childhood cancer through scientific discovery and compassionate care.

(Donor name), children in **(insert state)** are receiving state-of-the-art care because a hospital near you is one of the 230 COG network providers worldwide. In North America, 90% of children with cancer are benefiting from the care and expertise of 5,000 physicians, nurses, and scientists. Will you please send a gift of \$Ask1, \$Ask2 or even as much as \$Ask3 to help the children fighting for life already, and the 46 children who will be diagnosed with cancer before this school day is over?

Your gift to CureSearch brings global expertise in cancer care to children in hospitals close to home



and the loving support of family and friends. Parents and children undergoing treatment understand how important your gift is to helping them get well.

Here's what Kelly, diagnosed with Acute lymphoblastic leukemia at the age of 11 hoped for, just one year after being diagnosed...

"I would like to be able to raise millions, or I guess I'd settle for thousands, of dollars for cancer research, and maybe someday I can. I just wish I could have my hair for the summer. But at least there is hope for a cure."

Without the caring support of donors, Kelly's hope for a cure would never have come true. But, happy endings are happening more and more and Kelly is now a healthy 28 year old.

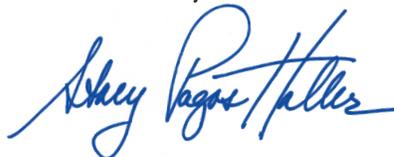
Research has not only increased the survival rate for children with cancer, it has also improved the treatment protocols and reduced the devastating long term side effects from chemotherapy and radiation. Every day, children summon their courage to endure difficult treatments in hopes of survival, and to make a better path for those yet to follow. Hearing loss, learning disabilities and sterility are only a few of the many long term side effects being lessened and eliminated through advanced research.

Yes, we've come a long way, but it's not enough. We need your help because cancer continues to strike without warning and only research offers hope for a cure.

Please give generously to help the 40,000 children being treated for cancer this year...and the child who was diagnosed in the time it took you to read my letter.

Though you may not know a child with cancer now, with 1 in 330 children being diagnosed with cancer before the age of 19, I'm afraid someday soon you might. Whether that child is your own, your grandchild or the little boy down the street, one child lost to cancer will always be one too many.

Sincerely,



Stacy Pagos Haller
Executive Director
CureSearch National Childhood Cancer Foundation

P.S. The need for childhood cancer funding is critical. You can answer our "Call to Action" with your donation today and by writing a letter to your Member of Congress to support the Conquer Childhood Cancer Act. Visit www.CureSearch.org.