



COUNSELING • UNDERSTANDING • RESOURCES • EDUCATION
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www.curekidscancer.com

February 2011

We're writing to you today with our annual Friends & Family Campaign request. We've always found the friends and family members of children who face cancer to be generous with their support of CURE. We also know that supporters like you deserve an accurate accounting of CURE's programs and overall health and management, just as you deserve and value honest and accurate information from the doctors and nurses caring for your children.

CURE has recently faced some financial set-backs. We told you last fall of a 16% reduction in funding from the United Way. More recently, we've been notified of the elimination of some funding, such as from the New York Department of Health and other agencies, funding that helps support our efforts to help our children keep up with their schoolwork and ease the transition back to school.

We've also been notified of an increase in the cost of the parking passes that CURE purchases and provides to families who come to the hospital to visit their children or when attending clinic appointments. Many of you know how important these passes are in the face of the mounting and unanticipated costs families face when they have a child in the hospital.

With your help and support, this Friends & Family Campaign will stem this negative financial tide and enable CURE to maintain its vast array of services. In light of recent events, the CURE board of directors and the office staff are carefully examining the budget and looking for ways to reduce expenses and increase efficiencies.

As you know, we're not a large organization with a large and complex budget, so any budget reductions we find will be relatively small. However, we all agree that we're an important organization that provides services to children and families that *no other Rochester non-profit organization provides*.

Be it the parking passes and the education liaison service previously mentioned or the parent advocate program that helps guide families from day one of diagnosis to the family support programs, patient/family handbook, and the emergency fund that helps needy families pay for the unexpected costs of a child in treatment, CURE's leadership is committed to maintaining these programs and services that our children and their families need and deserve.

Your tax deductible gift to this Friends and Family campaign will help insure that these programs remain available for the current and future families and children who need our services.

Any gift will make a difference. For example, a \$100 gift will pay for parking at the hospital for a family for one month or provide comfort bags to two new families when their child is first diagnosed and admitted to the hospital.

While we urge you to consider the largest gift you can, we also sincerely say that no gift is too small, and all gifts are greatly appreciated. Contributions may be made by filling in and mailing the enclosed donor card.

For a printable version of the form or to donate online, you can visit our web site at www.curekidscancer.com. All donors will be recognized in an upcoming e-newsletter unless specifically requested to remain anonymous.

Thank you for supporting CURE during this unusual and challenging time.

Sincerely,

Brian B. Wirth
 Executive Director

Please consider a gift to help CURE Childhood Cancer Association provide these essential services to families whose children have been diagnosed with cancer.

A gift of \$100 can provide one month's daily parking at the hospital for a family during their child's stay.

\$25 \$50 \$75 \$100 Other \$ _____
 Make check payable to: CURE Childhood Cancer Association

CURE can also debit your checking account monthly.
 Amount to be deducted \$ _____
 (Please include a cancelled check)

Name _____

Address _____

Phone _____ Email _____

Check enclosed Cancelled check enclosed
 MasterCard Visa

Acct # _____ Exp. Date _____

All donors will be recognized in an upcoming newsletter.

Please check this box if you'd prefer to remain anonymous.

Please consider CURE in your will and estate planning.

In order to help us hold down costs, please provide your email address so you will receive all future correspondence.

"You don't have to go through this journey alone."

Mail to: CURE Childhood Cancer Association
 200 Westfall Rd.
 Rochester, NY 14620-4636.

CURE is a 501(c)(3) non-profit organization.
 Contributions are deductible as charitable donations for federal income tax purposes.

