

Is your school ready for a... Dress-Up Day Fundraiser?



Have Fun while Helping Kids with Cancer by Hosting a Dress-Up Day Fundraiser

Over time, the school year can become a bit too routine. In order to sprinkle some fun into the curriculum without disrupting the day, we encourage you to approach your child's school, pre-school or daycare center with this Dress-Up Day Fundraiser proposal to benefit pediatric cancer research. It is a wonderful way to get children excited about philanthropy by allowing them to wear something out-of-the-ordinary to school.

What is a Dress-Up Day?

You can choose any kind of "Dress-Up" theme based on the school and the age-group. For example, **Pajama Days** are one of the most popular across all ages. Preschoolers love to dress up like **SuperHeroes**, and **Fancy Fridays**, too. Older kids get a kick out of "**Backwards Day**" or "**Inside-Out**" day, and any kid who is otherwise subjected to a school uniform loves the opportunity to wear **jeans** for a change, or to raise awareness by sporting all kinds of **gold clothing** and accessories (gold is the awareness color for childhood cancer).



The TLC Foundation is a nonprofit organization (EIN: 45-1858390) that funds innovative research and clinical trials that provide less toxic, more effective treatment options for children fighting cancer. Our ultimate mission is to help fund the intelligence and technology that will improve long-term survival rates for children diagnosed with the deadliest cancers.

Dressing Up to Fight Kids' Cancer

Getting Started

Thank you so much for your generous time and support of the Ty Louis Campbell Foundation. In this kit you will find everything you need to host a successful Dress-Up Day Fundraiser in your school district, at your local preschool/daycare or summer camp, including:

- A step-by-step guide to hosting a Dress-Up Day Fundraiser (see below).
- Creative ideas for ways to enhance your event.
- Information about the fundraising beneficiary, the Ty Louis Campbell Foundation.
- A sample letter that can be customized and sent home to parents.

Hosting a Successful Dress-Up Day Fundraiser is Easy

Listed below is a quick and easy guide to hosting a successful Dress-Up Day. Just follow these simple steps, and you'll be on your way to helping us find a cure for childhood cancer!

- Present the concept of hosting a dress-up themed fundraiser to your school.
- Choose a date to host your event, and plan your activities.
- Copy/paste and customize the sample letter and send it home with children to inform parents about the upcoming Dress-Up Day Fundraiser.
- Make lots of noise about your upcoming event. Hang signs and tell local newspapers and media outlets that your students are taking part in the Dress-Up Day Fundraiser to help raise funds for pediatric cancer research.
- Collect cash or checks from participants. Checks should be made out to the Ty Louis Campbell Foundation. Cash should be taken to a local bank and converted to a bank check. All funds collected should be mailed to **1787 Route 6, Carmel, NY 10512.**



How the Fundraising Works

The most important part of a dress-up day fundraiser is to make sure it is inclusive to all children, despite how much they contribute to the fundraiser. The event organizer should work with the facility to agree on a fundraising goal, and to set the donation amount. When the letter then goes home to parents in advance of the event, it should indicate the amount of the *optional donation* (\$2, \$5, \$10 - it's up to you). Donations should be sent into school with the child on the day of the event, and a designated adult in each classroom is in charge of collecting and tallying the amount. The event organizer then collects all of the funds and delivers to the TLC Foundation within 14 days.

Keep in mind, there are ways you can enhance your fundraising success. For example, hosting a bake sale or selling raffles can increase contributions. Be creative!

Dress-Up Day in the Classroom

No matter what you decide to dress-up with, remember to make it fun for all involved. A theme day such as this can be easily incorporated into some fun classroom activities, too.

- Ask parents to sign up as a guest reader, and to read similarly themed books to the class.
- Pull together a collection of silly songs and hold a small dance party during free-time.
- Incorporate the dress-up theme into arts and crafts projects, math equations, or story time.
- Allow the children to parade the halls during a designated time so the children can see what other participating classrooms are wearing.

Every 3 Minutes, a Child is Diagnosed with Cancer



Know the Facts About Childhood Cancer

- Childhood cancer is the #1 cause of death by disease among children in the U.S.
- Following accidents, cancer is the second leading cause of death in the US among children ages 5-14.
- One in five children diagnosed with cancer in the U.S. will not survive.
- Sixty-Five percent of the children who survive cancer suffer chronic, life-threatening and long-term side effects as a result of receiving treatment at such a young age.
- Fifty years ago, fewer than 10% of children diagnosed with cancer survived long term. Today, that number is almost 80% overall. *We have research to thank for this.*

The Ty Louis Campbell Foundation

OUR MISSION

The Ty Louis Campbell (TLC) Foundation is a certified nonprofit organization that funds innovative research and technology specifically geared toward the treatment of the most aggressive cancers found in children. Our organization seeks less toxic, more effective treatments that will improve the survival rates of children diagnosed with the deadliest cancers.

OUR REASON

Pediatric cancer is the number one cause of death by disease among children. It doesn't discriminate. It happens at random sparing no ethnic group, socio-economic class or geographic region. There is no known cause or prevention for most childhood cancers. One out of five children diagnosed with cancer will not survive, and we believe that is unacceptable.

Pediatric cancer patients are robbed of their childhood fighting this disease, and then many, if they survive the toxic medication, are robbed of their future by the lifelong side effects. Ty Louis Campbell, for example, was unable to walk or play with his toys for two years – even when he was cancer free, because the side-effects of treatment caused paralysis. He passed away peacefully in his parents' arms after more than two years of fighting the disease.

OUR INSPIRATION

We call him SuperTy because he was our little fighter. Ty Louis Campbell graced this earth for five beautiful years, and before he left he made it a better place to live. He made an astounding impact on all who heard his story, and inspired others to make the most of their lives and to rally against childhood cancer by raising awareness.

For Ty, we will uncover better treatment options for children. Treatments that work without robbing children of their childhood. Until then, we ask you to do this in his honor...

“Let your kids jump in muddy puddles whenever they want. Let them get wild with finger paints and glitter. Soon they'll be all grown up and see the dirty clothes and wet shoes as nothing but a nuisance.”





Dress-Up Day Fundraiser



Ty Campbell wearing his PJ's to school in 2011

Dear Parents:

On **<insert day and date>**, the **<insert name of your school>** will be participating in a Dress-Up Day fundraiser to raise money for childhood cancer research in memory of Ty Louis Campbell, and in honor of all children who have battled/are battling/will battle cancer. Ty was a magnetic little boy who captured hearts across the country when his mother documented his cancer journey at www.SuperTy.org. He passed away peacefully on October 17 2012, and the Ty Louis Campbell Foundation was created to fund new research on his behalf.

All children are invited to support the cause and participate in this fun day by **<insert dress-up theme, i.e. "wearing their pajamas">** to school on **<insert date>**.

In addition, if you would like to support this great cause by making a donation, we are suggesting an optional donation of **<insert amount>** sent to class in an envelope marked "Dress-Up Day" by **<insert deadline date>**.

Cash is fine, or checks can be made out to the Ty Louis Campbell Foundation, a nonprofit organization where 100% of every dollar donated is redirected toward innovative childhood cancer research. Thank you for your participation! Please visit www.thetlcfoundation.org to learn more about this incredible foundation.

The TLC Foundation is a certified 501(c)(3) nonprofit (EIN: 45-1858390) and all donations are tax-deductible.