



Event Host Packet

# About Pedi-Cure



Where  
does the name



come  
from?

Ped- is a prefix, meaning “foot” (as in pedicure). It is also a prefix that means “child” (as in pediatrician or pediatrics). Also, a CURE is the ultimate goal of the childhood cancer community. So, together, “pedi” and “cure” combine to form the name of a pretty fun way to raise funds for childhood cancer research and family support programs.

Salons, spas, and even families and groups of friends can host Pedi-CURE® events to help promote childhood cancer awareness and raise funds to support the research and family support initiatives of the American Childhood Cancer Organization®. These events also help create understanding, supportive communities for children and families who are facing the difficult childhood cancer journey. In addition, the signature gold nail polish used in Pedi-CURE® events helps raise awareness of gold as the international color for childhood cancer awareness.

So, what are you waiting for? Approach a local salon or spa, or gather your friends and host a **Pedi-CURE®** fundraiser!

## Event Hosts Receive:

- One-on-one planning support, if needed
- Personalized donation page, if needed
- Free customized flyers
- Donation collection envelopes
- Access to free event planning promotional materials, like poster templates, childhood cancer presentations with discussion questions and donation-return instructions
- A prize for each participant

# Where the Funds Go

All proceeds from **Pedi-CURE** support the programs of the American Childhood Cancer Organization®

Today, the American Childhood Cancer Organization (ACCO) is one of the largest grassroots, national organizations dedicated to improving the lives of children and adolescents with cancer and their families. We are strong advocates for our families nationwide, we produce the highest quality materials on childhood cancer, and coordinate local assistance for families nation-wide.

## Our Mission

ACCO's mission is to provide information and support for children with cancer and their families, to provide grassroots leadership through advocacy and awareness, and to support research leading to a cure for all children diagnosed with this devastating disease.



## We are

- Families of children and adolescents who are in treatment or have been treated for cancer
- Children and adolescents who are currently fighting cancer
- Survivors of childhood and adolescent cancer
- Bereaved families
- Spouses, friends and family of long term survivors
- Health care professionals and educators who work with cancer patients and survivor

## Our Programs

- Address the critical needs that families face today.
- Help shape policy, research, and programs on the national level that affect the lives of families today and tomorrow.
- Are committed to serving our community until the day when no child dies or is left with lifelong effects from this devastating disease.
- We strongly believe that families need accurate information, advocacy, and support from the first day of diagnosis through the rest of the child's life.

# Hosting an Event

## Individually Hosted Event:

If you would like to host a Pedi-CURE® event for your friends and family your first step will be to select a date and time for your event. Then let your friends and family know you will be holding the event and who is interested in attending. For these type of events we ask for a minimum donation of \$10 from each attendee. However attendees are welcome to give more. All attendees will receive a Pedi-CURE® awareness nail set for attending the event. These kits include a nail tool kit, gold emery board and a bottle of Pedi-CURE® gold nail polish.



## Salon Hosted Event:

If your Salon would like to help raise awareness and funds for Childhood Cancer with a Pedi-CURE® event there are a couple of options for how you can participate.

### Profit-share event:

First determine when you would like to hold the event and for how long. We ask that salon's pledge to donate between 10% and 20% of the revenue from pedicures during the event time frame. ACCO will provide flyers for the salon to display at their location as well as a digital ad to be promoted through the salon's social media to inform their customers they are supporting childhood cancer awareness month.



### Gold Ribbon event:

If your salon would like to help raise awareness for childhood cancer, but the profit-share event is not a good option, we have the gold ribbon option. During the event we ask that you offer your customers the option to receive "gold nail art" for a donation to ACCO. We would suggest a small gold ribbon or heart on their big toes. ACCO will provide 2 bottles of gold nail polish to participating salons. ACCO will provide flyers for the salon to display at their location as well as a digital ad to be promoted through the salon's social media to inform their customers they are supporting childhood cancer awareness month.

# Thank You!

ACCO is constantly working to raise awareness for these brave children and we can only do so with the help and support of individuals such as yourself. We are honored that you have considered raising awareness and funds with a Pedi-CURE® event!



Please don't hesitate to contact us with any questions!

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...because kids can't fight cancer alone!®