

# HOW DO I RUN A GO GOLD® EVENT?

## FOR KIDS WITH CANCER



GO GOLD® is a special charity event for kids with cancer. Hosting one is easier than you think! The American Childhood Cancer Organization is here to help.

**Why gold?** Children are our greatest treasure, more valuable than gold. In 1997, a group of parents chose gold to represent childhood cancer. Ever since then, supporters around the world have used the gold ribbon to support and advocate for cancer's littlest patients.

### Ways to GO GOLD®

It's your event; you can GO GOLD® however you like! But if you're looking for ideas, you could:

- ◆ Raise funds at your school with gold swag (provided by us!)
- ◆ Host a gold-themed bake sale.
- ◆ Sell tickets to a "Golden Oldies" dance party.
- ◆ Create a gold jewelry party, costume parade, or fashion show.
- ◆ Organize a walk or run with a gold theme.
- ◆ Pass around donation buckets at a school sporting event.
- ◆ Host a gold-themed event at your salon and donate a percentage of proceeds.

### Where do the funds go?

ACCO uses the funds you raise to provide educational and supportive resources to children with cancer and their families, but also to secure state-level research funding.

Through our advocacy programs, a donation of \$1,000 can become \$100,000 in government guaranteed research funding — an increase of a hundredfold! **More research funding means improvements in...**

**Cures ◆ Treatment ◆ Care**

**Let's get started! Visit [ACCO.ORG/GOGOLD](https://acco.org/gogold) to register your event!**

**When you organize a GO GOLD® event, you will receive:**

1. One-on-one event planning assistance, if needed.
2. A customized, personalized fundraising website dedicated to your event.
3. Free promo materials like flyers, childhood cancer statistics and infographics, press releases, and more.
4. Gold-themed awareness swag for participants.

**Email us at [bscroggs@acco.org](mailto:bscroggs@acco.org)**

# DONATION REPLY FORM **GO & GOLD**<sup>®</sup>

FOR KIDS WITH CANCER

Please fill out and return this form with your event's donations within **two weeks** of your event.

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## INSTRUCTIONS:

- ♦ Please print all information clearly.
  - ♦ All checks must be payable to "American Childhood Cancer Organization" with "Go Gold" in the memo line.
  - ♦ Please do not send cash. Convert any cash to a money order or cashier's check. We discourage converting cash donations to a personal check.
  - ♦ Send your donations and this form to:  
*American Childhood Cancer Organization*  
*6868 Distribution Dr, Beltsville, MD 20705*
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## YOUR INFORMATION:

Event Date: \_\_\_\_\_ Location/Business/School: \_\_\_\_\_

Preparer/Host Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Is this event in honor or memory of someone? If so, who? \_\_\_\_\_

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## DONATIONS:

Number of Checks: \_\_\_\_\_ Grand Total: \_\_\_\_\_

I, \_\_\_\_\_, certify that the above information is complete and correct.

Signature: \_\_\_\_\_

