

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.

More questions? Contact Samantha:
sclary@americanchildhoodcancer.org

DONATION REPLY FORM **GO & GOLD**[®]

FOR KIDS WITH CANCER

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

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, P.O. Box 498, Kensington, Maryland 20895-0498

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? _____

DONATIONS:

Number of Checks: _____ Grand Total: _____

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

Signature: _____

