



DUNK YOUR Kicks!

For Pediatric Cancer

MITZVAH Project Guide





YOUR MITZVAH MATTERS

Congratulations on approaching this important milestone in your life! We know that you want to select a meaningful Mitzvah project that will help you MAKE A REAL DIFFERENCE in the world and we are honored you decided to support us!

We'd like to suggest an important mitzvah project to improve the lives of many children and their families as they battle a childhood cancer diagnosis. We invite you to participate in a Dunk Your Kicks FUNdraiser on behalf of the Max Cure Foundation, a nonprofit childhood cancer organization that not only funds research but also provides financial assistance to families in need who have a child battling cancer.

There are 200 million pairs of sneakers that get thrown away each year in this country. Most of those old sneakers still have life left in them, yet they are buried alive. They end up in landfills, never seeing the light of day again. Hundreds of millions of people around the world don't own footwear, and walk barefoot in the streets.

What if those buried kicks could make a difference in the lives of children battling cancer in this country? What if they were made available as affordable footwear to those in developing nations in need of sneakers or tennis shoes? Would you Dunk Your Kicks today and make it count for a lifetime?

Dunk Your Kicks is a unique fundraising initiative where we are asking you to reach into your closets, not your pockets. We invite you start a sneaker collection today and fight childhood cancer tomorrow!

The process is simple: we send you collection boxes with pre-paid return shipping labels. You fill the boxes with sneakers and FedEx picks them up. The only cost to you is your time.

Make this a memorable journey into adulthood by making an impact on the planet, people in developing nations, and the fight against childhood cancer all in one meaningful Mitzvah project.

Visit DunkYourKicks.org or email DunkYourKicks@MaxCure.org for more information.

Mazel Tov to you and your family.



OUR IMPACT

Thanks to our amazing supporters, The Max Cure Foundation has been able to make a HUGE impact in a short period of time!

Research Funded

To date, over \$1.5 million has been granted to research ([the Max Cure Fund at Memorial Sloan Kettering Cancer Center](#) has received \$930,000, \$285,000 of which was received by the Fund prior to the formation of MCF). In addition, MCF has contributed \$150,000 to a scientist at Emory University in Atlanta seeking to find a cure for Ewing sarcoma (a rare form of cancer striking children and young adults) as part of two \$100,000 collaborative grants with The Samuel Waxman Cancer Research Foundation (SWCRF). We have also donated to a researcher at Duke University Medical Center seeking to find a cure for what is currently an incurable brain cancer afflicting children (DIPG). Other donations have likewise been made in the area of research.

With your help The Max Cure Foundation will continue to provide critical research funding for the discovery and development of new effective treatments.

Family Assistance – Roar Beyond Barriers

Since its formation in 2009, MCF has contributed over \$575,000 to families with children and young adults battling cancers, including in excess of \$300,000 through its [Roar Beyond Barriers program](#).

Through this program, MCF has assisted over 150 families in countless states throughout the U.S. where children are in active treatment for their cancers. The families are given gift cards for Walmart and Sam's Club stores each month to buy necessities such as food and clothing. In addition, the Foundation provides back to school supplies for school-age children enrolled in our program and their siblings as well as an emergency fund budget used in the event the family experiences a financial emergency such as the inability to pay rent, electricity or vehicle repairs.



GETTING STARTED

Here are a few simple steps to help you get started:

- **Ask Questions:** There is no such thing as a dumb question. Ask your parents questions, ask us questions, but most importantly, ask yourself the following questions:
 - What am I good at?
 - How can I use that to make a difference?
- **Decide on a project:** Once you answer those questions, then you need to decide what you would like to do and how you plan on collecting sneakers. You could start a collection at your school or sporting event or contact local running shoe stores to set up boxes. Your only limitation is your imagination, and we are here to help.
- **Create a plan with your parents:** The best support will come from your loved ones. Take the time to sit down with your parents or family and make a plan. Talk about what your Mitzvah project means to you and decide how you will use your talents to make a difference.
- **Set your goals:** Establishing your personal goals are an important first step when starting your fundraiser. This also helps you tell a story to friends and family who want to support your efforts along the way. When you set a goal you create expectations and experience a sense of accomplishment.
- **Sign up creating your own Mitzvah Matters fundraising page:** Creating your personalized fundraising page is simple and allows for you to tell your story and accept donations online. Once you create your page you can send the link to friends and family or include it in your invitations. You can create this page by visiting maxcure.rallybound.org/Mitzvah and selecting "GET INVOLVED". If you need help or have questions email Erica@maxcure.org.
- **Make it Happen:** Once you have figured out what your Mitzvah project will be, you've decided on a plan, set your goals and created your page, then all that is left to do is take action! Don't be afraid to ask for help and remember...

YOUR MITZVAH MATTERS



GETTING STARTED

Steps to Starting a Collection

Doing a Dunk Your Kicks sneaker collection can be an easy Mitzvah project with a great deal of meaning. You are not only supporting the fight against childhood cancer, but you are also keeping sneakers out of landfills, creating jobs in this nation and abroad, while providing affordable footwear to men, women and children in developing nations. You can get started in a few simple steps

- Fill out the request form on our website at DunkYourKicks.org;
- We send you collection boxes with pre-paid FedEx return labels;
- You fill the boxes with sneakers, tape up the top and bottom and contact us when you are ready for a pick up.

It's really that easy!

A few important items to keep in mind:

- Each box can hold approximately 35-40 pair of sneakers.
- Please make sure to compress the sneakers down as much as you can, removing any extra air and filling the box to capacity prior to returning.
- MCF will receive up to \$1.00 per pair of qualified donations depending on the quality.
- Qualified Donations include tennis shoes, running shoes, sneakers, athletic shoes of any kind, without holes. We cannot accept cleats or any athletic shoe with metal tips, and the sneakers must be tied our bound together when they reach the warehouse. If you get non-qualified donations we ask that you give those to your local shelter.
- Please discard dress shoes, sandals and badly damaged or stained athletic shoes.
- If time permits we greatly appreciate having the shoes tied together and hand packed.
- When you are ready to schedule a pick up please email Dunkyourkicks@maxcure.org or call the number listed on your box.

Your extra effort allows Rethink Nation to guarantee that MCF gets the highest dollar amount per pair without having excess cost for donations that do not qualify.



SAMPLE DONATION/ASK LETTER

Dear <Name of Potential Donor> :

I am looking forward to celebrating my Bar/Bat mitzvah with you. I want to tell you about the very special Mitzvah Project that I've selected to mark the occasion of my Bar/Bat Mitzvah. In selecting my project, I wanted to find something that would help make a real difference in the lives of others. There are few issues in the world as important and helping our world's children. Even fewer as unpublicized as the fight against childhood cancer. That's why I've decided to do my Mitzvah Project to benefit the Max Cure Childhood Cancer Foundation

Every year, 300,000 children worldwide — nearly 850 children per day — are diagnosed with a form of childhood cancer. Cancer is the number one disease related cause of death of children in the United States and kills more children than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes combined. I want to help change this.

For almost 10 years, The Max Cure Foundation (MCF) has been a leader in the childhood cancer community, overcoming obstacles by funding research, providing financial support to families, and through advocacy, relentlessly pursuing legislative and regulatory changes seeking to benefit children with cancer and at the same time, raise awareness to the needs of those fighting pediatric cancers.

MCF has funded over \$1.5 million dollars in research and provided over \$575,000 in financial support to low-income, military, and first responder families who have a child or young adult battling cancer.

Because of my commitment to helping the world's most vulnerable children, I decided to get involved with MCF and support its work as part of my Mitzvah project and this major milestone in my life. The most effective way to support Max Cure's work is through monetary donations therefore I have started a fundraiser to aid in (**choose one - funding research, supporting families OR the fight against childhood cancer) and would appreciate your support.

You can learn about my initiative here: (INSERT FUNDRAISING PAGE URL)

All of MCF'S income comes from voluntary gifts relying on contributions nationwide from grants, corporations, sponsorships, and individuals. I invite you to Roar For A Cure and support MCF in its mission by donating to my fundraiser.

I hope I can count on you to help. Please send the most generous gift you can, as soon as possible. You may donate by check or online at (INSERT YOUR FUNDRAISER LINK). If you are writing a check, please make it payable to the The Max Cure Foundation, Inc. and send the check to me or to the The Max Cure Foundation, attention Volunteer & Community Partnerships, 560 Sylvan Ave, Suite 1225, Englewood Cliffs, NJ 07632. Please note the donation is on behalf of (INSERT YOUR NAME HERE)'s fundraiser. Thank you in advance for your support, together we WILL Roar For A Cure until one is found!

With grateful appreciation,



SAMPLE SNEAKER REQUEST LETTER

Dear <Name of Potential Donor> :

I am looking forward to celebrating my Bar/Bat mitzvah with you. I want to tell you about the very special Mitzvah Project that I've selected to mark the occasion of my Bar/Bat Mitzvah. In selecting my project, I wanted to find something that would help make a real difference in the lives of others. There are few issues in the world as important and helping our world's children. Even fewer as unpublicized as the fight against childhood cancer. That's why I've decided to do my Mitzvah Project to benefit the Max Cure Childhood Cancer Foundation.

Because of my commitment to helping the world's most vulnerable children, I decided to get involved with MCF and support its work as part of my Mitzvah project and this major milestone in my life. I have chosen to participate in Max Cure's Dunk Your Kicks sneaker collection for my Mitzvah project. Dunk Your Kicks allows me to help the world in many ways.

- Keeping sneakers out of landfills;
- Creating thousands of jobs this nation and abroad;
- Providing affordable footwear to men, women & children in developing nations;
- Supporting the fight against childhood cancer

Every year, 300,000 children worldwide — nearly 850 children per day — are diagnosed with a form of childhood cancer. Cancer is the number one disease related cause of death of children in the United States and kills more children than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes combined. There are over 200 million pair of sneakers that get thrown away each year in this country. What if those buried kicks could make a difference in the lives of children battling cancer in this country? What if they were made available as affordable footwear to those in developing nations in need of sneakers or tennis shoes? Would you Dunk Your Kicks today and make it count for a lifetime?

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Dunk Your Kicks is a unique fundraising initiative where we are asking you to reach into your closets, not your pockets. Will you help me make a difference in the fight against childhood cancer one pair of sneakers at a time?

With grateful appreciation,



HOW TO FUNDRAISE

Creating Your Fundraising Page

The Max Cure Foundation has a user-friendly peer-to-peer fundraising platform called Rallybound. This beautiful and customizable tool allows for you to create individual or team fundraising pages where you can express enthusiasm for the cause and tell your story the way you want. You can utilize this tool to host a fundraiser or event and even sell tickets with all the proceeds going directly to the Foundation. By creating your own fundraising/event page you have the ability to add images, text and videos to personalize your page, along with the ability to email your contacts directly from the software and share via your favorite social media channels. [Start here](#) or copy the URL and paste it in your browser window to create your personalized Max Cure Foundation fundraising page.

<https://maxcure.rallybound.org/mitzvah>



Information Get Involved Donate



EVENT INFO

GET INVOLVED

DONATE





560 Sylvan Avenue, Suite 1225
Englewood Cliffs, New Jersey 07632
Phone (201) 569 5595 | Fax (201) 569 5597
www.MaxCure.org

ROAR FOR A CURE

Please give to The Max Cure Foundation to help advance our mission against childhood cancer.

Visit www.MaxCure.org/donations

Name: _____ Address: _____

Phone: _____

GIVE TODAY

Enclosed is my one-time tax-deductible contribution in the amount of:

\$100 \$150 \$200 \$500 OTHER _____

GIVE MONTHLY

I want to provide my tax-deductible contribution on a monthly basis in the amount of:

\$10 \$20 \$25 \$40 OTHER _____

I agree to the monthly contribution in the amount I have detailed above. I understand that my first gift will be charged upon receipt of this form, and subsequent gifts will begin on the following calendar month. I understand that I may cancel or change my gift at any time by calling (201) 569-5595 or by emailing info@maxcure.org

Signature _____ Date _____

My check is enclosed and payable to The Max Cure Foundation, Inc.
 Please charge my donation to my: Visa Mastercard Amex Discover

Card No. _____ CVV _____ Exp. Date _____

Signature _____

I'd like to receive updates from the Foundation. (PLEASE PRINT EMAIL) _____

This gift is: In honor of In memory of (PLEASE PRINT NAME) _____