

cure
CHILDHOOD CANCER

**How many opportunities do
you get to change the world?**

This is one of them.



Jeneva, Age 4
Wilms tumor



Weston, Age 6
Wilms tumor

Fueling lifesaving research and critical support:
Bringing hope to brave families

For children fighting this disease, hope lies in research that pushes beyond today's treatments to find tomorrow's cures. CURE Childhood Cancer has been at the forefront of this progress, funding groundbreaking research that is saving lives and rewriting what's possible.

CURE not only funds critical research but also supports families devastated by a childhood cancer diagnosis. From meals and counseling to financial assistance, CURE is committed to supporting families throughout their cancer journey.

A young child with a serious expression, wearing red boxing gloves, is the central focus of the image. The child is looking slightly to the left. The background is a blurred green field. The text is overlaid on the top and right sides of the image.

This is the *fight* of their lives.

And it's one we can't afford to lose.

Cancer is the leading cause of death by disease in children.

And the number of children being diagnosed keeps rising.

Over the last 40 years, the incidence rate of childhood cancer in the U.S. has increased by 30%.

One in five children won't survive. And for those who do, the journey is far from over. By the time they're 40, most survivors face serious health problems – from heart failure to secondary cancers – caused by the harsh treatments used to save them.

Yet research to find better, safer treatments is grossly underfunded. Only 5% of federal cancer research funding is directed to childhood cancers. Families are left to navigate the physical, financial, and emotional devastation alone.

THAT'S WHY CURE EXISTS

CURE stands in the gap – for children whose futures are at risk, for families facing the unimaginable, and for researchers working to change the odds.

We fund the science that can't wait.

We care for families who need more than medicine.

And we fight – until every child has a safer, healthier future.

Isabella, Age 5
leukemia

Transforming childhood cancer: *Through research*

At CURE, we believe every child with cancer deserves a fighting chance — especially those facing the most aggressive, least understood, and hardest-to-treat diseases. That's why our research strategy is focused, competitive, and designed to move discoveries from the lab to the bedside — fast.

WE FUND WHAT MATTERS MOST

CURE prioritizes research that targets the toughest childhood cancers — where outcomes are poor and progress has been slow. We use a rigorous, peer-reviewed grant process to identify and fund **the most promising studies from top institutions across the country**. Each project is carefully selected based on its potential to advance treatment and deliver impact within three years.

PRECISION MEDICINE: OUR HIGHEST PRIORITY

The future of pediatric cancer treatment lies in **precision medicine** — using each child's unique genetic profile to drive targeted therapies and avoid unnecessary toxicity.

That's why CURE made a bold investment in 2017, launching one of the nation's first pediatric cancer precision medicine programs in partnership with Children's Healthcare of Atlanta. Since then, we've committed more than \$16 million to this transformative effort.

DRIVING PROGRESS BEYOND PRECISION MEDICINE

While precision medicine is our top priority, it's not our only one. CURE also invests millions in groundbreaking research that:

- Tackles cancers resistant to current therapies
- Develops safer treatments for growing bodies
- Advances immunotherapy approaches for children
- Explores ways to prevent relapse and improve long-term survival



The bottom line

Every research dollar we invest is aimed at one thing: a safer, more effective path to healing for every child with cancer.

No family prepares for cancer. *So we do.*

When a child is diagnosed with cancer, the battle extends far beyond hospital walls. Families face emotional trauma, financial crisis, and overwhelming uncertainty. That's why CURE surrounds families with support from diagnosis through treatment and beyond. Our programs are designed to provide critical support when they need it most.



EARLY OUTREACH

Through our Early Outreach Program, we immediately connect with newly diagnosed families, providing essential supplies and emotional support during their most vulnerable moment. By building these relationships early, we pull families from isolation into a caring community of support.



EMERGENCY FINANCIAL ASSISTANCE

Caring for a child with cancer can become a full-time job. Parents may have to reduce hours or leave their jobs to manage treatments and hospital stays. The resulting loss of income can be devastating. In fact, 20% of families experience a 40% income reduction. Our Family Emergency Fund helps prevent evictions, keeps utilities running, covers critical prescriptions, and ensures parents can focus on what matters most – their child's care.



OPEN ARMS MEALS PROGRAM

Several times each week, we provide meals to hospitalized children and their caregivers, offering both nutritional support and financial relief, while creating opportunities for emotional connection during extended hospital stays.



COUNSELING PROGRAM

The emotional toll of childhood cancer is profound – up to 75% of survivors experience depression or anxiety, and 80% of parents struggle with post-traumatic stress. Through licensed professionals, we provide counseling for the entire family, helping them navigate trauma.



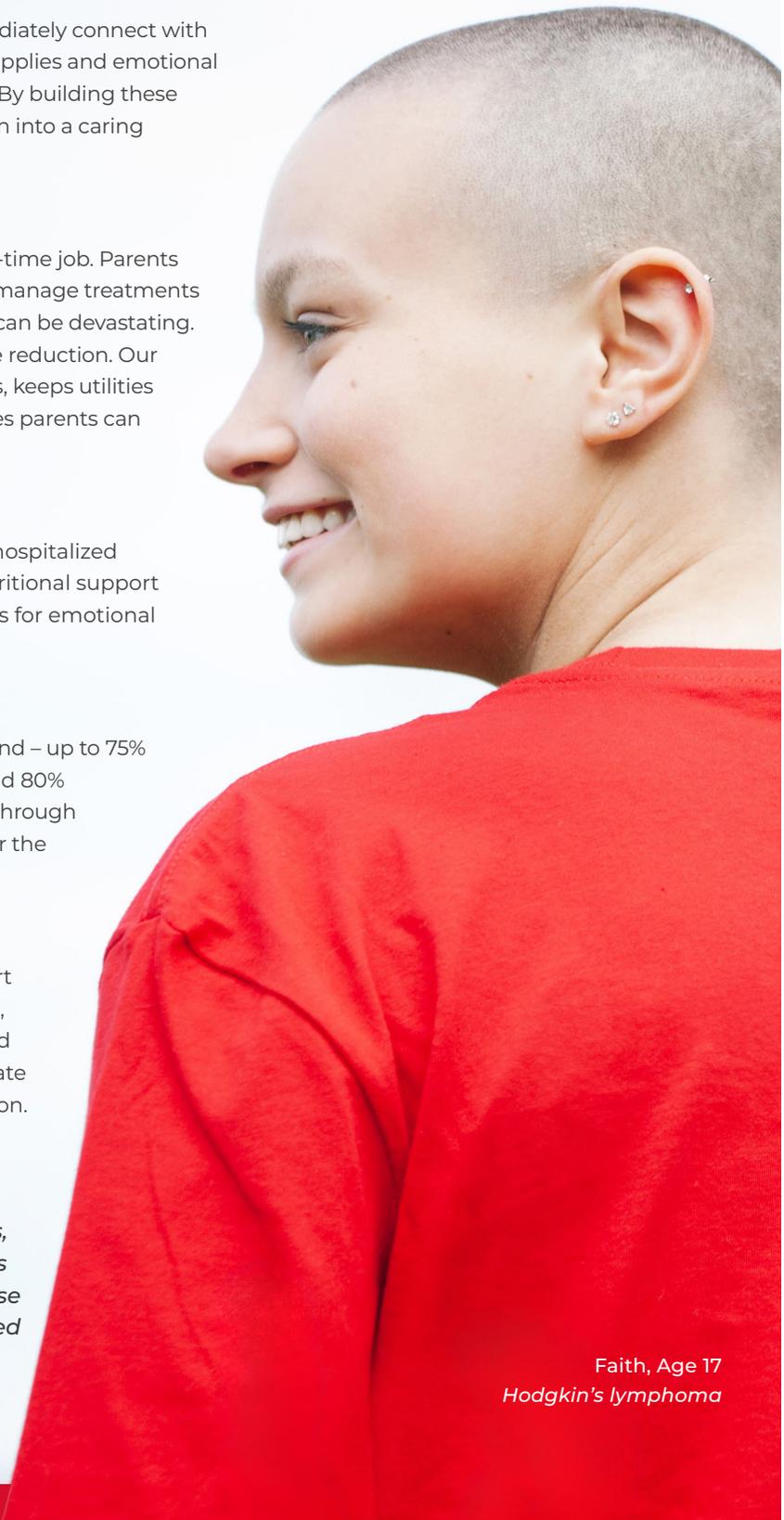
BEREAVEMENT CARE:

Through our bereavement program, we support families through the unthinkable loss of a child, offering support groups, dedicated retreats, and funeral expense assistance to help them navigate overwhelming grief with dignity and compassion.

"We are overwhelmed by your generosity and kindness, especially when we were at our lowest. From big things like helping with our mortgage payment so we didn't lose our home to little things like the sandwiches you provided during our clinic days. We are forever grateful."

- Mother of a child battling cancer

Faith, Age 17
Hodgkin's lymphoma



CURE's signature events: *Opportunities to make an impact*

Experience the heart of CURE's mission through our signature events as you connect, celebrate, and make an impact. Join us as a sponsor, participant, or supporter. Either way, your partnership creates unforgettable experiences, fueling funding for critical research and support for families facing their most challenging journey.



QUIET HEROES

Quiet Heroes is a special luncheon created to honor mothers of children with cancer. It's a day to celebrate these women with music and entertainment designed to lift them up, surround them with compassion and hope, and raise funds to advance research in the fight against childhood cancer.



LAUREN'S RUN & PICNIC

This spring tradition is Atlanta's premier family-friendly charity event. It features a 5K, 2K, and Tot Trot, followed by the ultimate picnic. The event offers cherished family memories and meaningful team-building opportunities. The racecourse, lined with tribute signs honoring children affected by cancer, transforms an ordinary run into an extraordinary journey of hope.



COCKTAILS & CURE

Join us for an unforgettable evening of excitement and purpose filled with entertainment, specialty cocktails, and meaningful connections. Hosted by CURE's Young Professional Leadership Council, this special night brings together Atlanta's next generation of philanthropic leaders for a mission that matters.



BELIEVE BALL

This black-tie gala at the St. Regis Atlanta is a night of hope and Atlanta's premier philanthropic event! Dance the night away, bid on once-in-a-lifetime auction items, and join Atlanta's most passionate supporters in making a difference. The Believe Ball is an unforgettable evening of elegance, inspiration, and impact.



For the 16th consecutive year, CURE has earned a four-star rating, the highest possible, from Charity Navigator, America's premier assessment organization for sound fiscal management, accountability, and transparency.

