



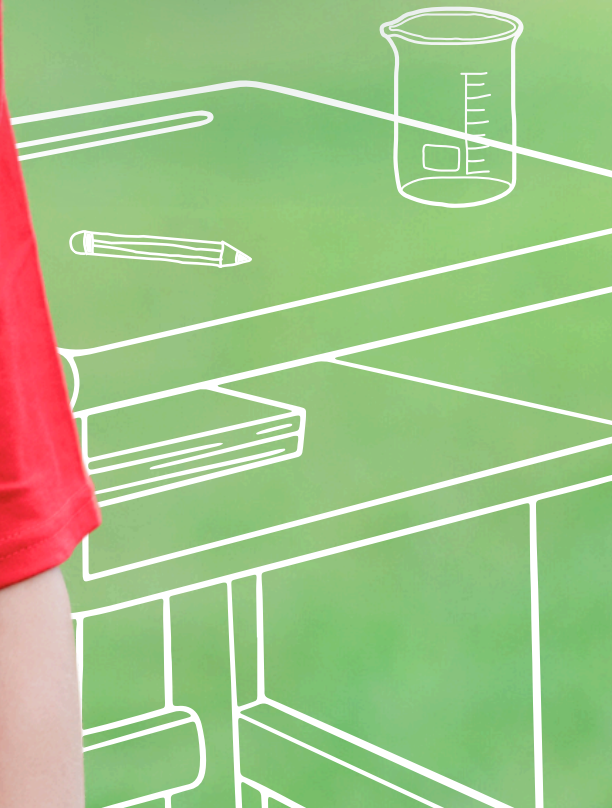
Colton, Age 11
Hodgkin lymphoma

Colton wants to
become a doctor
when he grows up.

*Your team can help to
make that dream possible.*



cure
CHILDHOOD CAN





Charlie, Age 6
Cancer fighter today.
Gymnast tomorrow.

Compete for a Cure

Will your company be the Grand Champion?

Join the Corporate Challenge | August 17–31

Don't Stop Until Every Child Wins Their Fight

Transform your team into heroes in the battle against childhood cancer through CURE's *Corporate Challenge*, a business competition with heart. This high-energy competition ignites workplace passion while funding breakthrough treatments for our community's bravest children.

Your company's participation creates an immediate, tangible difference in children's lives while positioning your brand as a catalyst for change. Through t-shirt sales and creative fundraising, your team will rally around a purpose that transcends the workplace, creating meaningful connections – **all while competing for the coveted Grand Champion trophy!**

Participant Benefits

When your company joins the *Corporate Challenge*, you're not just supporting a vital cause, you're gaining valuable brand exposure, employee engagement, and community recognition.

All Participating Companies Receive:

- Logo featured on the *Corporate Challenge* webpage, part of CURE's website with **more than 57,000 monthly visitors**

Raise \$5,000 or More and Also Receive:

- Recognition on CURE's social media channels, reaching **more than 400,000 highly engaged followers**



For the 17th 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.

"Only 1% of the charities we evaluate have received at least 16 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America." - Michael Thatcher, CEO, Charity Navigator

HOW IT WORKS:



REGISTER YOUR COMPANY BY AUGUST 7, 2026

Visit curechildhoodcancer.org/challenge or scan the QR code below, complete the form, and we'll place your company in the appropriate category based on your company size:

- Extra Large: 500+ employees
- Large: 100-499 employees
- Medium: 50-99 employees
- Small: Under 50 employees



APPOINT A CHAMPION: Select someone to lead the charge internally – your go-to motivator and organizer.



USE YOUR TOOLKIT: Access everything you need to make it easy: graphics, templates, tips, and ideas to rally your team.



FUNDRAISE AUGUST 17-31: Sell challenge t-shirts, host creative fundraisers, and track your progress on our real-time leaderboard.



WIN AND GET RECOGNIZED!



Ripken, Age 3
Cancer fighter today.
Baseball player tomorrow.



Pictured above: 2025 Corporate Challenge Co-Chair Steph Rauls with Gairy Moore of Deloitte, 2025 Corporate Challenge Grand Champion, at CURE's 12th annual Believe Ball.

WHAT YOU WILL WIN:

GRAND CHAMPION (Top overall fundraising company across all categories receives Category Winner benefits plus:)

- Table at the prestigious *Believe Ball* on October 3rd 2026 at the St. Regis Atlanta
- On-stage trophy presentation at the 2026 *Believe Ball* in front of hundreds of company executives and philanthropic leaders

CATEGORY WINNERS (Top fundraiser in each company group size)

- One-week billboard campaign across 12 high-visibility metro Atlanta locations
 - 43 million impressions
- Recognition in half-page ad in the Atlanta Business Chronicle
 - 54,000 weekly print readers
- Recognition in full-page ad in *Simply Buckhead Magazine*
 - 24,000 copies distributed per issue
- Recognition in CURE's *Annual Report* and social media channels
- Two tickets to CURE's 2026 *Believe Ball* on October 3, 2026 and recognition at the podium.
 - Must raise a minimum of \$5,000 to be eligible for tickets.

BE IN GOOD COMPANY: Join top corporations that have competed in the Corporate Challenge.

Deloitte

DELTA

EY

KPMG

Novelis

Pinnacle
FINANCIAL PARTNERS

PWC

How many opportunities do you get to change the world? This is one of them.

At CURE Childhood Cancer, we believe every child deserves a fighting chance.

Through the *Corporate Challenge*, your company helps fund lifesaving research and support for families from diagnosis through treatment and beyond.

Let's keep going until every child wins their fight.



Maisy, Age 8
Cancer fighter today.
Veterinarian tomorrow.



Questions? Please contact: Molly Nash, Development Manager,
Community Engagement at molly@curechildhoodcancer.org
Visit curechildhoodcancer.org/challenge or scan the QR code to sign up!

cure
CHILDHOOD CANCER