



JOIN US AS
HOPE FIGHTS
CHILDHOOD CANCER

A LITTLE HOPE
CAN HAVE A
BIG IMPACT



Colleen Worthington & Grandson, Tanner

DID YOU KNOW THAT ELEPHANTS HAVE 40 CANCER FIGHTING PROTEINS IN THEIR DNA WHICH MEANS THEY RARELY GET CANCER? DID YOU KNOW THAT HUMANS ONLY HAVE TWO CANCER FIGHTING PROTEINS IN THEIR DNA? KNEADERS BAKERY AND CAFÉ IS PROUD TO BE PART OF THE PIONEERING RESEARCH OF DR. JOSHUA SCHIFFMAN, WORLD-RENOWNED ONCOLOGIST, HEMATOLOGIST, TEEN-CANCER SURVIVOR, AND RESPECTED CANCER RESEARCHER AT HUNTSMAN CANCER INSTITUTE. HE IS EXPLORING HOW ELEPHANT DNA MIGHT HOLD THE KEY TO ENDING CANCER FOR CHILDREN THROUGHOUT THE GLOBE.

WHY IS THIS CAMPAIGN IMPORTANT TO KNEADERS?

Learning that our grandson, Tanner, had been diagnosed with Hodgkin lymphoma in 2015 was heartbreaking. Where there used to be laughter, sports, and activities with friends, Tanner's typical teenage life turned into overnight chemotherapy sessions at the hospital, painful radiation treatments, and doctor appointments. Every day of Tanner's life was spent trying to survive and every day we were faced with the real possibility that he might not win his fight. Although Tanner is now cancer-free, we will never forget the profound challenge of surviving an overwhelming and rare disease. We are proud to support the monumental research of Dr. Schiffman. – GARY & COLLEEN WORTHINGTON, *Founders of Kneaders Bakery and Cafe*

No matter who you are, cancer is impacting a friend, family member, coworker, or child in your community. Regardless of how the disease attacks, the struggle to fight and survive remains the same. We have been personally impacted by cancer in our Kneaders family and it is our hope that you will **JOIN US** in our unique mission to be part of a **SOLUTION** to **CHILDHOOD CANCER**. We “knead” your help in this effort. A little **HOPE** can have a **BIG** impact. For more information, go to kneaders.com/hope or call our home office at 801-221-7064.

“I knelt down in front of my son and grabbed him and held him in my arms. I told him I was going to fight with him.”

LAURA SMITH

MOTHER OF CHILDHOOD CANCER SURVIVOR TANNER,
DAUGHTER OF COLLEEN & GARY WORTHINGTON &
CO-OWNER OF LEHI, UT KNEADERS BAKERY AND CAFÉ



#HopeFightsChildhoodCancer
#SockItToCancerWithHope



YOU ARE HELPING US RAISE \$300,000 TO FUND DR. SCHIFFMAN'S RESEARCH & FIGHT TO END CANCER

HERE IS HOW WE WILL GIVE BACK TO YOU



PLATINUM \$10,000

WHAT YOU RECEIVE AT PLATINUM

- Plaque of appreciation
- VIP breakfast catered for 20 people (where available)
- VIP "Lunch and Learn" with Kneaders Head Baker, Justin Alcorn or Head Pastry Chef, Monica Kate (where available)
- \$200 Kneaders gift card
- Dedicated blog post on the Hope Fights Childhood Cancer campaign site
- VIP zoo experience (where available)
- Logo recognition on campaign site, video board, fliers and stantions in all 56 store locations
- Invite to all sponsorship events
- Gift box with available retail items
- Social media "Thank You" mentions
- Inclusion on all PR media outreach



GOLD \$5,000

WHAT YOU RECEIVE AT GOLD

- Catered breakfast for 20 people
- Logo recognition on campaign site
- Blog recognition
- Social media mentions
- \$100 in gift cards from Kneaders
- Invite to all campaign sponsorship events
- Gift box with available retail items



SILVER \$1,000

WHAT YOU RECEIVE AT SILVER

- Logo recognition on campaign site
- Blog mention
- Social media mention
- Invite to all VIP sponsorship events
- Gift box with limited retail items

HOPE FIGHTS CHILDHOOD CANCER CAMPAIGN EVENT SCHEDULE

Aug 17 : Influencer kick-off event, all markets

Aug 30 : Sponsorship kick-off event, all markets

Aug 31 : Hope Fights Childhood Cancer campaign cookie bash

Sept 1 : Campaign goes live

End of Sept : Campaign check presentation (TBD)

If you are interested in becoming a corporate sponsor, contact us at hopef@kneaders.com or call our home office at 801-221-7064. You can also make an individual cash donation for the Hope Fights Childhood Cancer campaign at kneaders.com/hope. As a 501 (c)(3) any donation made to the Hope Fights Childhood Cancer Campaign is one hundred percent tax deductible. A portion of your donation will help to cover the cost of making our elephant shaped sugar cookies, and the cost of campaign retail items sold at each of our 56 stores and online (while supplies last). One hundred percent of the cookie sales will be donated to Dr. Schiffman's research.

If you are a current Kneaders food vendor or distributor and would like to make a product or a cash donation of your choice, please contact Andrea Bain at andrea@kneaders.com