

# Friends of Kids with Cancer *Hats On Day Guide*



## What is Hats On Day?



**Hats On Day was founded in 1995** by four sixth-graders at Henry School in St. Louis, Missouri. They began the fundraiser when their friend and classmate, **Kevin Beffa**, was diagnosed with a type of childhood cancer called Non-Hodgkin's Lymphoma. Kevin was a bright, happy child

with a passion for soccer. When he got sick, he had to miss school and lost all his hair from treatment.

Kevin would often wear a hat to conceal his hair loss. But, as the only one at school to wear a hat, he often felt out of place. In need of a bone marrow transplant, Hats On Day was planned to support Kevin during his battle and serve as a day when everyone would come together to wear a hat. However, just days before the event, Kevin passed away.

Dedicated to their friend, the event was still hosted in Kevin's memory and the proceeds were

donated to Friends of Kids with Cancer. It was their hope that this fundraiser would spread to other schools and create awareness about childhood cancer and the impact it has on the families affected.

From 1995 until now, this amazing fundraiser has grown to include the majority of the St. Louis Metro area schools, businesses, and places of worship. When you participate in Hats On Day, you not only raise awareness, but you **rally behind thousands of children battling childhood cancer!**

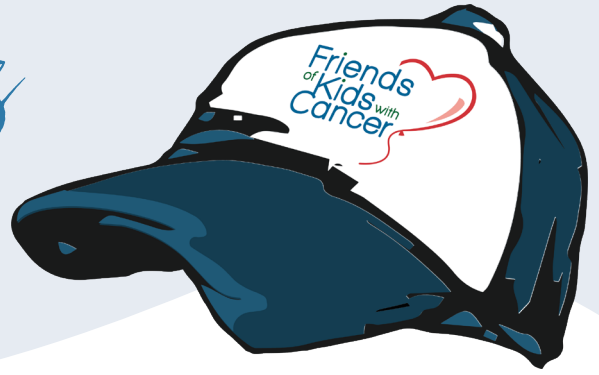
## The Significance of Wearing a Hat

Wearing a hat for Hats On Day creates a **welcoming, supportive environment** for kids fighting cancer. The loss of hair can be traumatic for a child as they go through treatment. Often at schools, kids with cancer are the only ones wearing a hat. During this special fundraiser, kids with cancer are not alone... friends and classmates rally together to show their support for these brave kids and their families!



# Hats On Day supports

## Friends of Kids with Cancer



### Our Mission

Friends of Kids with Cancer is devoted to enriching the daily lives of children undergoing treatment for cancer and blood related diseases

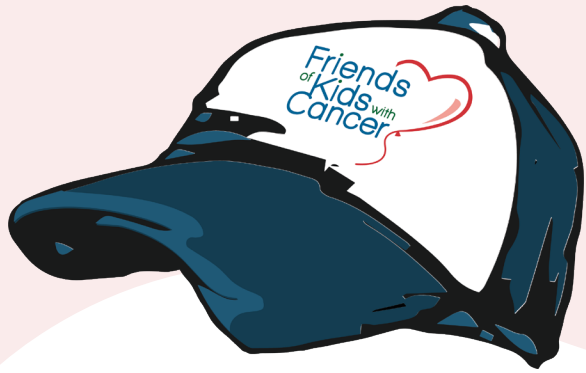
Our mission is to be an advocate for these special kids and provide them and their families with Educational, Emotional, and Recreational programs and services throughout the long hours of chemotherapy, illness, and isolation.

### Our Programs

With nearly 325 new patients diagnosed each year, Friends of Kids with Cancer is there to ease the day-to-day burdens that arise during the families fight against cancer. A positive mental outlook can be just as important as medicine. Our Educational (Think), Emotional (Feel), and Recreational (Smile) programs build self-esteem and give moments of joy and laughter to the entire family!



- Art, Music, and Play Therapy
- Counseling & Support Groups
- Educational Testing & Tutoring
- College Scholarships
- End of Chemo Celebrations
- Tickets to Sporting Events & Live Entertainment
- Special Assistance Gift Cards
- Relapse, Transplant, & Radiation Gifts



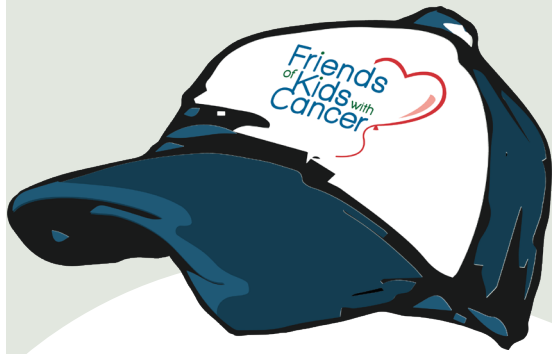
# Hosting Your Event

1. Complete the Hats On Day **registration form** online [friendsofkids.com/hats-on-day.html](http://friendsofkids.com/hats-on-day.html)
2. We will contact you to set up delivery of your free **Hats On Day Toolkit**, which includes:
  - Hats On Day Stickers
  - Posters to advertise on your campus
3. **Pick a day** to host the event and the **donation price** of participation.
4. **Advertise** in the classroom, on bulletin boards, in newsletters, website announcements, your website, and social media.
5. Hand out your participation **stickers** to donors.
6. **Host your event!** Encourage participants to wear their sticker on Hats On Day and pick out their favorite hats. Don't forget to have fun with your classmates or team and take pictures!  
Pictures can be submitted to [angela@friendsofkids.com](mailto:angela@friendsofkids.com) to be shared on social media channels.
7. **Total your donations** & congratulate your school for a job well-done helping kids with cancer be kids!
8. **Submit your donation** online at [friendsofkids.org](http://friendsofkids.org) or mail checks to our office. Checks should be written out to Friends of Kids with Cancer, with Hats On Day in the memo.

16 Sunnen Drive, Suite 161 | St. Louis, MO 63143







Wear a hat to school on  
**Hats On Day**

**When:** \_\_\_\_\_

**Donate \$ \_\_\_\_\_ or more  
to wear your sticker and  
favorite hat on Hats On Day!**

With your support, we can help kids with cancer...be kids!

All proceeds from this event benefit:

