

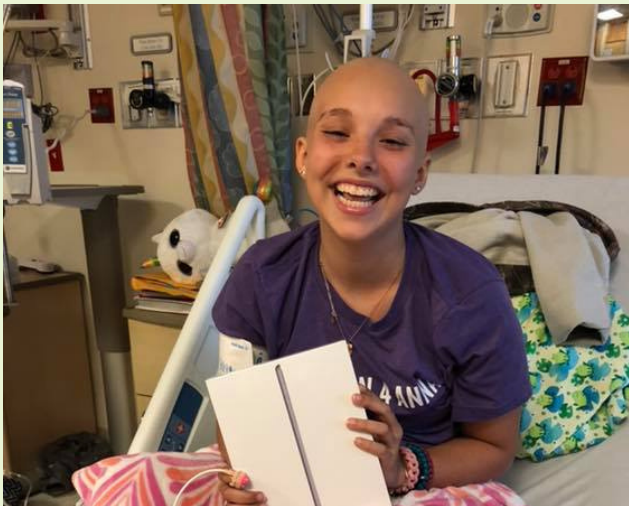
Friends of Kids with Cancer

Official Hats on Day Guide



Hats on Day

WHO...



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!

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

WHAT...

The History

Hats on Day was founded in 1995 by four sixth-graders at Henry School in St. Louis, MO. 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!

HOW...

To Host Your Hats on Day Fundraiser



1. Fill out our Hats on Day Form at www.friendsofkids.com/hats-on-day.html

2. Our Hats on Day Coordinator will contact you to set up delivery of your **FREE** Hats on Day Toolkit including:

- Hats On Day stickers
- A guide with fun ideas
- Printable Posters to advertise

3. **Advertise** in the classroom, on posters, e-newsletters, website, announcements, website, social media

4. Pick out your favorite hat and **HOST YOUR EVENT!** Don't forget to have fun with your classmates and take pictures.

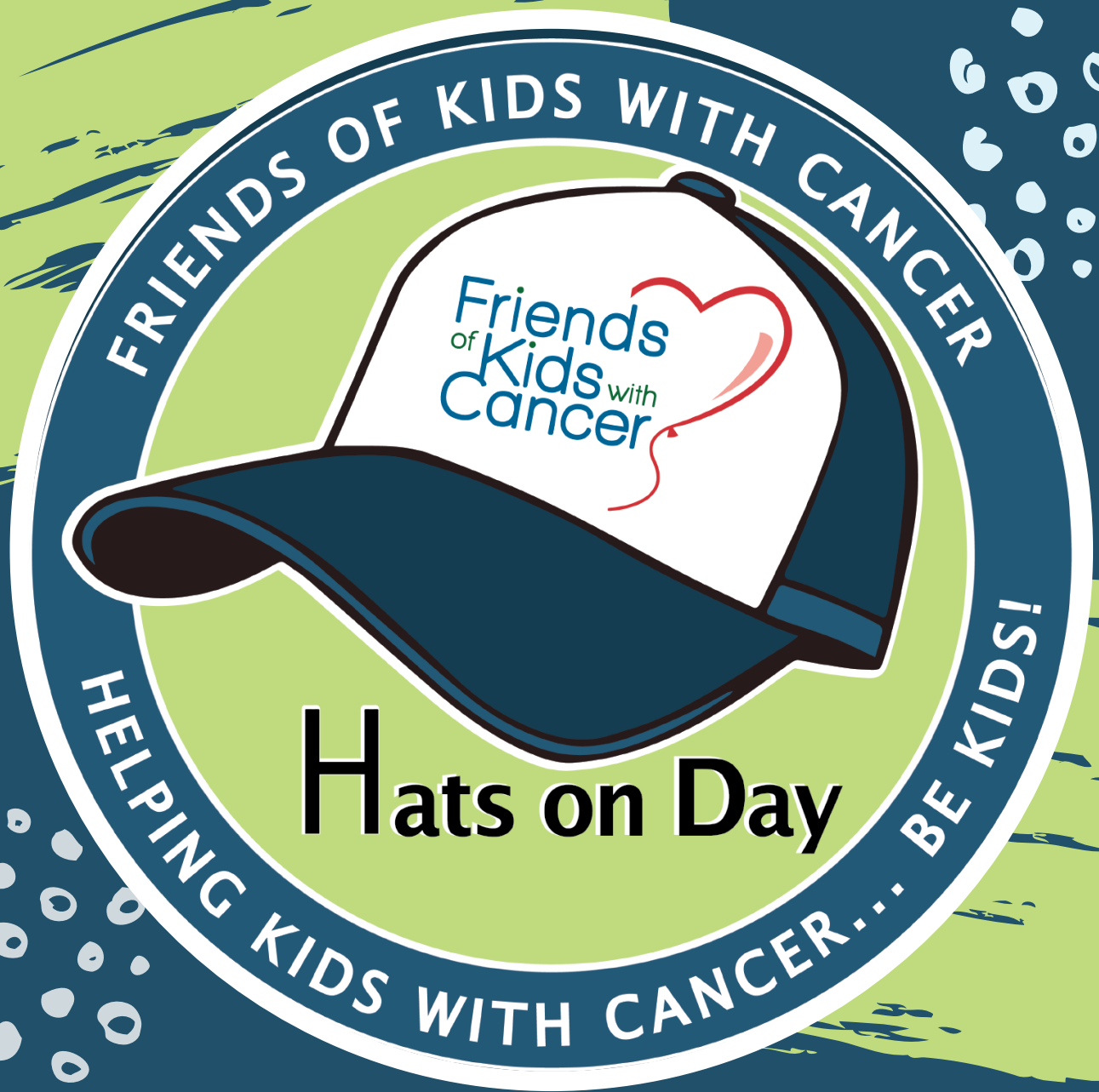
Pictures can be submitted to kim@friendsofkids.com to be shared on our social channels

5. **Total all your donations.** Checks should be written to Friends of Kids with Cancer with a memo to Hats on Day.

6. Submit your donation online at friendsofkids.com or mail/ deliver to:

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





Hats on Day

HATS ON DAY

DATE:

**DONATION
AMOUNT:**

YOU CAN HELP KIDS WITH CANCER... BE KIDS!

EST. IN 1995, HATS ON DAY IS MORE THAN A FUNDRAISER! IT IS A SYMBOL OF THE FIGHT AND STRUGGLE OF ALL KIDS WHO BATTLE THE DEVASTATING EFFECTS OF CHILDHOOD CANCER.

DURING THIS SPECIAL FUNDRAISER, KIDS WITH CANCER ARE NOT ALONE... FRIENDS AND CLASSMATES RALLY TOGETHER TO SHOW THEIR SUPPORT FOR THESE BRAVE KIDS.