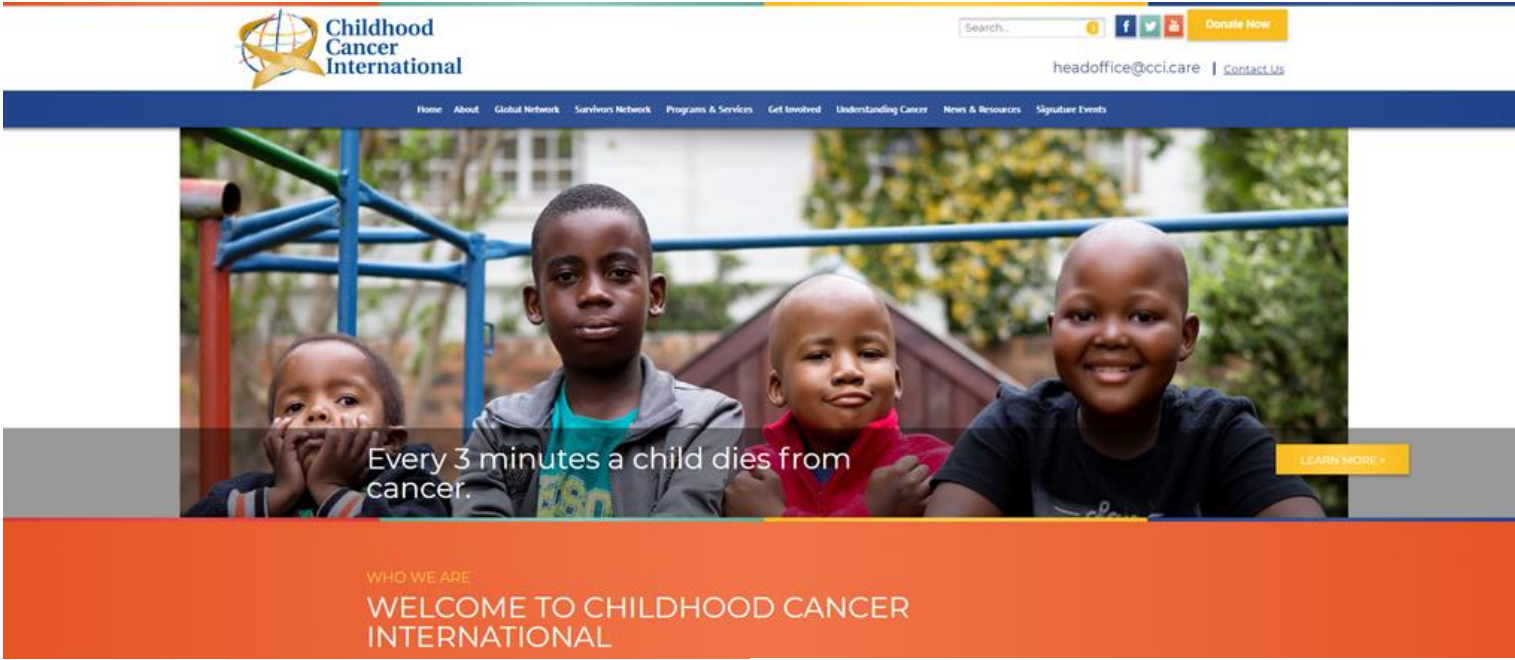


**Childhood Cancer International** is now the largest patient support organization for childhood cancer. It has 171 member organizations in 88 countries, across 5 continents. Of these, 20 are national networks.

Access to best possible treatment and medical care.

Information access to parents of children.

Support, assistance and caring to patients and families.



# Theme of the campaign: **#WeAreConnected**

- The campaign offers to **buy bracelets online**: Profit = Donation
  - bracelets are the symbol for connecting cancer patients, researchers and healthy individuals all over the world
  - bracelets will be produced by a company of our choice, which we will convince with our idea, for free
  - in return, we will offer great advertisement for the company
- In addition to bracelets, we could offer **other gadgets to be bought online** like t-shirts, postcards, notebooks, etc.
- Campaign will be introduced to the public via a **video made by all ESRs**
- Surrounding this bigger idea of the website we would have **smaller fundraising events** to sell the products-
  - raffles, coffee donation in all workplaces, art display/sell
  - each ESR could organize the smaller events in their own country
- **Bracelets handicrafts event at Dynamo Camp** together with the children
  - selfmade bracelets could be sold also online or at the big event at the end of the campaign
- Big event at the end of the campaign; announcement of the amount of donated money

**ADVANTAGE** of the campaign: **Online donations by buying the gadgets can be done 24/7!!!**