

kesem[®]

A child's friend through and beyond a parent's cancer.



**BRING THE
MAGIC ✨
TO YOUR
BUSINESS!**

**UNIQUE & FUN PARTNERSHIPS TO
PROMOTE YOUR BUSINESS**

Kesem supports children ages 6-18 through and beyond a parent's cancer with innovative, fun-filled programs that foster a lasting community. We are the largest national organization that has programming designed only for children with a parent facing cancer, a population estimated to be 5 million. Our Through & Beyond programming, which includes our renowned flagship program Camp Kesem, is offered at more than 130 universities in 44 states, allowing us to serve over 7,000 campers annually.

We offer unique and fun ways to promote your business and accentuate your brand in local communities. By collaborating with Kesem through a corporate give back, you can differentiate yourself from competitors, increase sales, engage customers, and show your commitment to charitable giving within your community.

CAUSE-RELATED MARKETING

Donate a portion of net proceeds from a single product or service line or advertise donations for Kesem in your place of business to help show your customers your commitment to charitable giving and supporting your community. **Opportunities could include:**

- ★ **POINT-OF-SALE FUNDRAISING** Set up coin canisters in your place of business where customers can donate to Kesem and/or offer customers to round up their purchase to the nearest dollar for Kesem!
- ★ **PRODUCTS & PROMOTIONS** Create and/or sell a product or a service and donate a portion of the proceeds to Kesem. For example, sell a product, such as clothing, or a service, such as car rentals, where 10% of profits during the month of January benefit Kesem!

10,000+
COMMUNITY OF FAMILIES

4,000+
COLLEGE STUDENT LEADERS
INVOLVED WITH KESEM

130+
KESEM CHAPTERS
IN **44** STATES
AND THE DISTRICT OF COLUMBIA





SINGLE DAY EVENTS

Single-day events can help increase store traffic and highlight specific products or services in a meaningful way. Whether the event is tied to a holiday, company milestone or another event, Kesem wants to collaborate with your business or company to increase revenue and employee engagement.

Opportunities include:

- ✦ **HOSTED PROFIT SHARE**, where a portion of profits made during a designated time period go towards supporting Kesem!

EMPLOYEE GIVING

Organizing a way for your employees to give builds a culture of philanthropy which supports good leadership and builds your brand. **Here are some ways you can build these skills through engagement with Kesem:**

- ✦ **CORPORATE GIVING**, such as matching gifts or "dollars for doers" programs
- ✦ **GIVING TUESDAY** participation
- ✦ **COMPANY PARTY** benefiting Kesem
- ✦ **DIY FUNDRAISING** via "dress down" days, employee/peer fundraising online, or choose your own adventure!

These are just a few ways to support Kesem while reaching your business goals. We are committed to working with you to develop a customized event that aligns with your business objectives and our mission. Please reach out to Trish Conklin, Manager of Corporate Giving at trish.conklin@kesem.org with questions, inquiries or for more information on entitlements that you could receive in return for supporting Kesem.