



Pediatric Cancer Research Foundation Reaching for the Cure

10K Run, 5K Run, 5K Walk, 1K Fun Run + Virtual Event



Sunday, March 22, 2026
Irvine Valley College

TEAM CAPTAIN TOOLKIT

Get started at ReachingfortheCure.org

WELCOME!

Team Captains are one of the most integral parts of our annual Reaching for the Cure event, and we can't thank you enough for your fundraising efforts and for spreading awareness for pediatric cancer. Whether this is your first year with us or you've been a Team Captain for the past 27 years, we are thrilled to have you join us for our 28th annual event!

YOU SHARE OUR VISION OF A WORLD WITHOUT PEDIATRIC CANCER.

The Reaching for the Cure experience is about more than the miles we walk or run—it's about the impact you make for kids and families facing pediatric cancer. Your participation helps advance PCRF's three core pillars:

- **Groundbreaking Research** – Funding the best science to find safer, more effective treatments
- **Access to Equitable Care** – Ensuring every child has the opportunity to benefit from lifesaving therapies
- **Survivorship & Mental Health** – Supporting kids and families during and after treatment for brighter futures

The resources in this Toolkit are filled with proven tips and tactics to guide you as a Team Captain. Please don't hesitate to contact the PCRF Team at Superhero Headquarters if you have any questions or would like further resources. We're here to help!

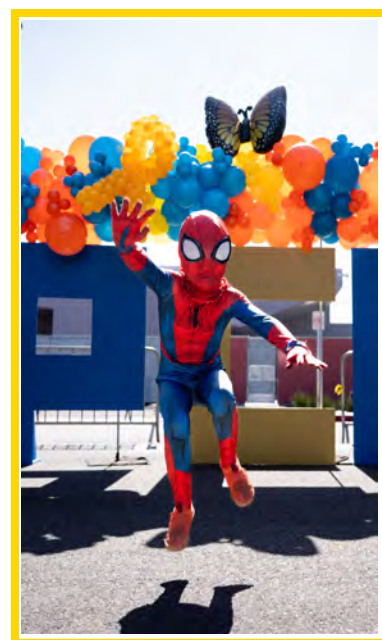
Thank you for leading your team in the 28th annual Reaching for the Cure! We are grateful for your leadership and can't wait to celebrate with you. Together, we are breaking boundaries to cure childhood cancer.



Danielle Fragalla
Chief Executive Officer

GET STARTED

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EVENT DETAILS

The 28th Annual Reaching for the Cure is set for March 22, 2026, at Irvine Valley College! Participate in-person or virtually from wherever you are by joining this cancer-fighting community and dedicate your miles to the 400,000 children who will be diagnosed worldwide this year.

Start a team, join a team, or register as an individual.

- Included in registration - a personal fundraising page, a fundraising toolkit, a race bib, and a finisher medal. Awards will be given for in-person participants for overall and age group categories in our timed events.
- All participants will be given the opportunity to fundraise and earn great prizes while supporting pediatric cancer care!

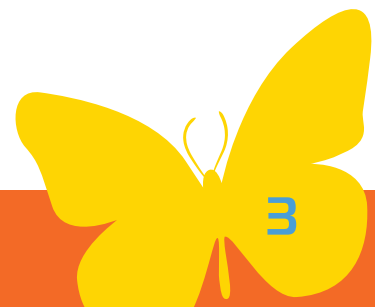
Race Weekend Schedule

6:00 am	Packet Pick Up Opens
7:00 am	Finish Line Festival Opens
7:15 am	10k Run
7:30 am	5k Run
8:15 am	5k Walk
10:30 am	1k Fun Run for Kids
11:00 am	Finish Line Festival Closes



Finish Line Festival Inclusions:

- Teams Land – EZ Ups and custom signage will be provided for each qualifying team to have a central meeting spot and promote opportunities for teams to mingle with others. Bringing your own snacks and decorations is encouraged.
- Health & Wellness expo – booths from sponsors and businesses in your local community.
- Kids Zone – packed with games and activities for kids... FREE for the whole family!
- Teams that raise over \$25,000 will qualify for an exclusive lounge, fully customized to their loved ones preferences! I.E. If you love Dinosaurs, you will get a Dino themed lounge for your team.
- Main Stage Hype: Live DJ, Emcee Announcements & Energizing Warm-ups.



TEAM CAPTAIN CHECKLIST



- ☐ Register yourself as a Team Captain on reachingfortheCure.org
- ☐ **Set your fundraising goal – and aim to beat your best!** During your goal-setting meeting with PCRF, we'll help you set an ambitious target. If you're a returning team, challenge yourself to surpass your previous fundraising record!
- ☐ Make a personal donation to your team. This will encourage others to follow your example!
- ☐ **Post a link of your Team Page** on social media with an open invite for anyone to join your team. Through virtual participation, this event is now accessible nationwide, so the more the merrier when it comes to fighting childhood cancer!
- ☐ Share your Personal Story – your cancer story, your connection to the cause or why you're fundraising!
- ☐ **Follow PCRF** on your social media accounts for up-to-date race info!
- ☐ Utilize the templates Superhero Headquarters has created for all social platforms. Challenge your team to weekly goals, like recruiting one new member or donation.
- ☐ Ask each team member to invite at least one other person to join your team (**in-person or virtual**).
- ☐ Research your company's matching gift policy and ask your donors to do the same to help double – or even triple – their gift.
- ☐ Thank each person who helps you reach your goals, and let them know that they are helping to make a difference!
- ☐ **Packet Pickup** – decide if your team will pick up as a Team or Individually.
 - ☐ Team pick-up Friday, March 20th - 10:00 am - 6:00 PM at Pediatric Cancer Research Foundation Headquarters (our office)
 - ☐ Individual pick-up Saturday, March 21st - 12:00pm - 5:00pm at Irvine Valley College
 - ☐ Individual pick-up Sunday, March 22nd starting at 6:00am
- ☐ **For those fundraising over \$2,500**, set up your dedicated space in Teams Land at the Expo on Saturday, March 21st from 12:00 - 5:00 PM.



CORPORATE CHECKLIST

- Register yourself as a Captain on reachingfortheCure.org and assemble a core team! Serving as your company's captain is a big job, but it's also a job you can share:
- Co-Captains – depending on the size of your company, you might want to recruit some co-captains to help share responsibilities. Co-captains can help recruit team members, keep energy up, foster friendly competition between departments, help send emails, organize fundraisers, etc.
- Team Ambassador – having a family or child to rally around can help motivate the team and make fundraising efforts personal. This can be someone in your company that has been directly affected by pediatric cancer.
- Make a personal donation to your team. This is you leading by example, and others will follow your lead.
- Step things up with a Corporate Sponsorship. **This shows your employees that your company is committed to the cause.** Benefits range from free race entries, exposure opportunities, and more! Let us know if you'd like more info on our range of sponsorship levels.
- Announce your participation through your company's social platforms and network, we've made it easy and provided templates for you in this impact kit.
- Get your public relations or marketing team involved to help promote the event and your company's philanthropic efforts.
- Hold a Reaching for the Cure kick off rally to educate employees and get them excited about being involved. **PCRF is happy to present to your team!**
- Spread the word by sending emails to encourage others to be part of your team. **Network by asking suppliers and local businesses to support your team and walk with you team and walk with you.**
- **Arrange incentives to motivate your team** like a free lunch, extra vacation day for top fundraisers, or front row parking.
- Decide on 2-3 fundraising events or activities to do as a group
- Educate your employees about **matching gifts**. Whether your company offers it or not, your donors' companies might! This helps double - or event triple - their gift.
- Teams can setup their team space on Saturday, March 21 from 12:00 - 5:00 PM.



PCRF SPEAKING POINTS

WHAT DOES REACHING FOR THE CURE MEAN TO YOU? SHARE YOUR PERSONAL "WHY"!

When asking for donations, an authentic, heartfelt ask inspires others to support your cause. Make it personal. Consider sharing:

- Why you're participating.
- Why funding pediatric cancer research and care matters to you.
- What your fundraising goal is, and how can people support you in raising funds for kids and families facing cancer
- Your Fundraising page and link
- Include photos when and where they are available

WHY PEDIATRIC CANCER RESEARCH MATTERS? SHARE THESE STATISTICS.

- Every 2 minutes, a child is diagnosed with cancer, and in the U.S. alone, over 420,000 survivors live with long-term chronic conditions from their treatment.
- Less than 4% of federal funding is directed towards pediatric cancer research; however, we believe kids are 100% of our future. By joining our walk/run, you are helping to fill this gap



HOW DOES THE PEDIATRIC CANCER RESEARCH FOUNDATION POWER CURES AND REALIZE FUTURES FOR CHILDREN WITH CANCER? HOW DO DONATIONS GO TO WORK?

Through our three strategic priorities:

- Accelerating Research: Funding groundbreaking studies to improve treatments and outcomes for children.
- Equitable Care: Ensuring every child has access to the care they need.
- Survivorship & Mental Health: Reducing the short and long-term effects of pediatric cancer



Get started at ReachingfortheCure.org

TEAM CAPTAIN INSPIRATION



Team: Powerstone

Team Captain: Kylie Decker

"We engage our team from day one and extend the mission to our broader network by inviting our industry partners to walk, donate, and sponsor our fundraising events. Internally, we drive excitement through friendly competitions, personalized fundraising pages, and team challenges that make participation fun and meaningful. This shared commitment has created a powerful ripple effect that grows stronger every year."

Team: #CarterStrongForever

Team Captain: Jamie Ankeny

"Our most consistent and successful fundraiser has been our football squares game around the big championship. We engage our community—schools, workplaces, sports teams—by sharing our WHY and inviting them to take action, whether it's wearing gold, donating a dollar, or simply spreading awareness. The key is pairing the facts with a clear call to action."



Team: Thatcher's Walkstars

Team Captain: Hallie Hawk

"Partnering with our school district has been a game-changer for our team fundraising. From bake sales and candy grams to spirit days and classroom challenges, the students and staff always find fun, creative ways to rally together and support the cause."



TEAM CAPTAIN INSPIRATION



Team: Bailey's Strong

Team Captain: Connie Lee

“We’ve seen meaningful success in our fundraising efforts by focusing on sharing Bailey’s story and emphasizing that every contribution counts. We feel that we’ve been able to build a strong sense of community and purpose not only through direct donations, but fundraisers such as merchandise sales and dine-outs, which have been well received. They not only raise funds but also create opportunities for people to show support and spread awareness.”

Team: Team Brody

Team Captain: Elizabeth O’Donnell

“We raise money through reaching out to friends, family, and the community. We host an annual Brody Bunco for friends. We raise awareness and money through Heritage Oak Private Elementary (where we were previously employed) with fun student activities and parent engagement. This past year, we joined forces with Fitness on Fire, a training facility, to educate, involve, and raise money. It’s all about connections and relationships.”

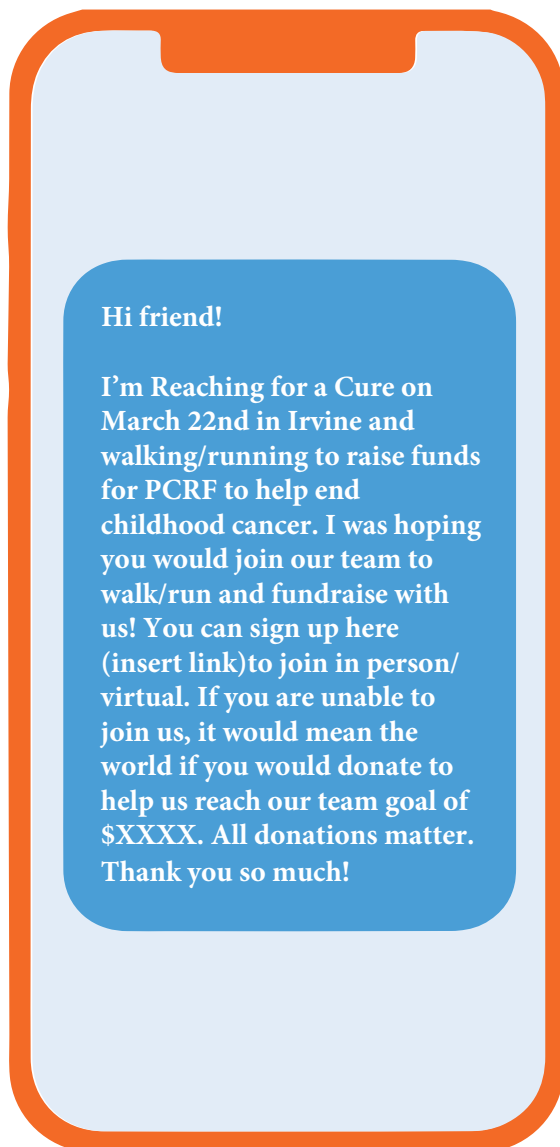


SAMPLE TEXT MESSAGES

There is so much power behind a text message. Make it easy for people to support you by sending a text message with your 'why' and your fundraising link.

Text Message Sample 1

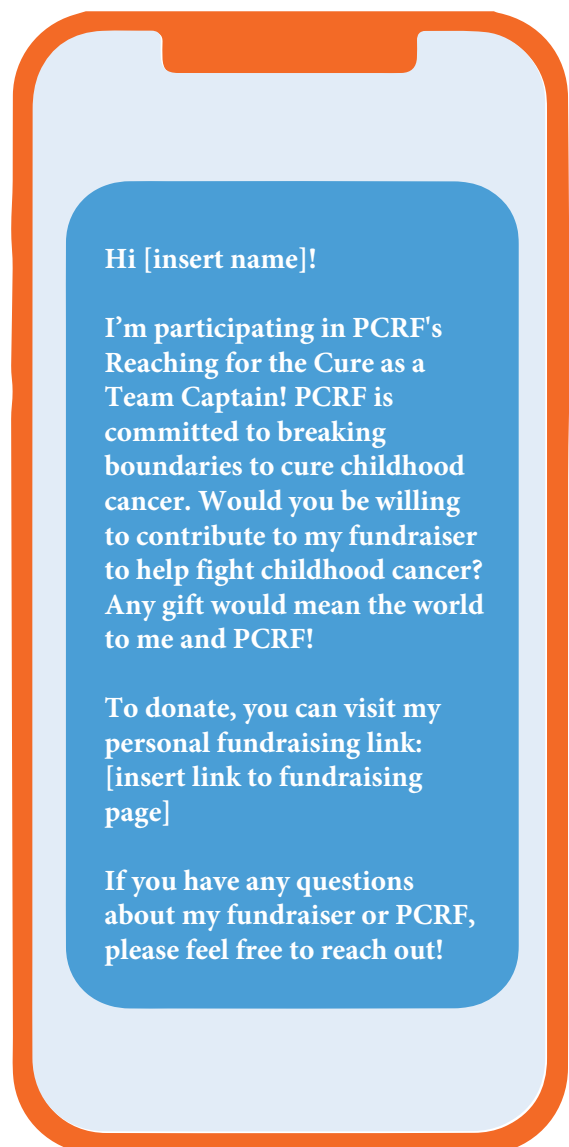
Join my team and Donation opportunity



Download [Here](#)

Text Message Sample 2

Donation Opportunity



Download [Here](#)



SAMPLE EMAIL MESSAGES

Email Sample 1: Join My Team and Donation Opportunity

Hello!

I hope this email finds you doing awesome. I'm so honored to be participating in the 28th Annual Reaching for the Cure Walk/Run on March 22, 2026 in Irvine to support of the Pediatric Cancer Research Foundation. More than 400,000+ children will be diagnosed with cancer worldwide just this year. I am raising money to fund life saving research for less toxic treatments and better outcomes for kids.

I have formed a team and will be walking/running with a goal of raising [Insert Goal] for PCRF and their important work. I hope you will join our team to walk/run and fundraise with me! You can join here for virtual or in-person participation ([insert link](#)). It takes just a couple of minutes to sign up! Every person and every step counts!

If you are unable to commit to the event, please consider donating to our team fundraising page and help us reach our goal. Just as every step counts, so does every dollar! The fact that in our lifetime we may hear the words, "We Have A Cure!" is just too important a mission not to try everything possible to save each life, and spare each family such an impossible battle.

Thank you so much for your support, and I can't wait to hopefully meet you at the starting line! Let me know if you have any questions.

Sincerely,
(Your Name)

Download [Here](#)

Email Sample 2: Donation Opportunity

Subject Line: Help Me Break Boundaries to Cure Childhood Cancer

Dear [insert name],

Did you know a child is diagnosed with cancer worldwide every 2 minutes? I'm fundraising with the Pediatric Cancer Research Foundation to make it possible for all children facing childhood cancer to beat their disease. PCRF is dedicated to investing in pediatric cancer research and care.

This is where I need your support! I'm participating in PCRF Reaching for the Cure as a Team Captain, running [insert race]! I'm thankful for the support I've already received, and am on track to hit my fundraising goal of [insert dollar amount].

Would you be willing to contribute to my fundraiser to help fight childhood cancer? Any gift would mean the world to me and PCRF.

To donate, you can visit my personal fundraising link: [[insert link to fundraising page](#)]

Feel free to share my link with your friends and family so we can continue to spread the word about PCRF.

If you have any questions about my fundraiser or PCRF, please feel free to reach out! Thank you!

Sincerely,
[insert name]

Download [Here](#)



TOOLS & RESOURCES

The most successful fundraisers use a combination of the channels below.

Online

Join your team at reachingfortheCure.org and use the online dashboard to get email drafts, comment on donations and activity. You can even keep track of your donations in real time through message on your team page.

Social Media

Reach out to your friends on Facebook, LinkedIn and Instagram for support and for help spreading the word. **Another smart strategy: thank donors by tagging them publicly on social media.** It's a thoughtful and a great reminder to those who haven't yet donated. We have more social media tools on the following pages.

Letters

A letter shows you've made an effort and also **serves as a physical reminder.** Include multiple ways for supporters to donate, including your link and via check.

Supporters

Think of all the people you do business with and ask them to support your team. Include your dry cleaner, dentist, hair stylist and auto mechanic, too. These service providers are often glad to support a great cause and help your team achieve its fundraising goal. Publicly thank these partners on social media as well.

Matching Gifts

Many companies will match donations given by employees. Check with your donors to see if their company offers matching gifts that will help double or triple their impact.

Follow Up

Most people are willing to give, even just a small amount, but need the reminder. Just because they didn't initially respond doesn't mean that they don't want to support you. It's okay to follow up!

Wear Your Gear

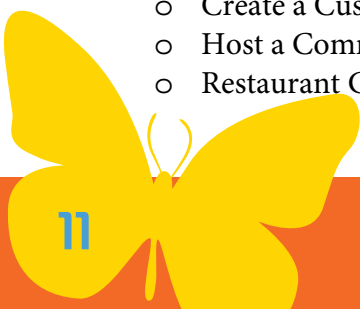
It's a great excuse to talk to people about the event, cause and why you walk! Share photos of you wearing your gear on Fridays, tag [@PCRF_Kids](https://twitter.com/PCRF_Kids), and we will often repost to PCRF's social media!

Restaurant Fundraiser

Turn your regular dining spot into a fundraising partner! Many restaurants are happy to support causes that impact their community - especially when it's for something as meaningful as pediatric cancer research. Here are a few creative ways to team up with local restaurants to boost your fundraising efforts:

- Dine & Donate Nights
- Create a Custom Menu Item
- Host a Community Night or Happy Hour
- Restaurant Gift Card Raffles

Want to learn more? Please contact Superhero Headquarters!



POWER OF SOCIAL MEDIA

Social Media is a powerful fundraising tool at your fingertips. You can raise awareness, share links to your Fundraising page and in just one click – your friends and family can support you! Here are some example posts.

FACEBOOK

I'm walking in the **#ReachingfortheCure** 5K to raise money for kids with cancer. I can't reach my goal without heroes like you! Will you help by donating to my page? [\[link\]](#) **#ReachingfortheCure #PCRFKids**

I'm Reaching for the Cure with PCRF! Join me and together we can help kids who need it most!
www.reachingfortheCure.org **#ReachingfortheCure #PCRFKids**

Let the countdown begin! I'm training for a run in support of kids fighting cancer! Want to be my training buddy? Let's do this!! www.reachingfortheCure.org **#ReachingfortheCure #PCRFKids**

X (TWITTER)

- I'm **#ReachingfortheCure** for **@PCRF_Kids**! Join me at the starting line, Register now reachingfortheCure.org **#10K #5K #FunRun**
- Join me in **#ReachingfortheCure** and put an end to pediatric cancer. I'm in for the 10k!
ReachingfortheCure.org **#GetRegistered!**
- I'm training for the **#ReachingfortheCure**! Help support me by making a donation to my page: [\[link\]](#)

INSTAGRAM

- Post a photo of you getting your steps in; you with your Warrior; or just your smiling face will do the trick!
- In your caption, share that every 2 minutes a child is diagnosed with cancer and let friends know they can make a difference by visiting the link in your profile.
- After receiving a donation, share a screenshot of your progress bar on your fundraising page. In you caption explain why you are walking and tag your friends and family who have already donated.
- Make sure you update your Bio link to direct people to your fundraising website!

When someone donates to your page or joins your team, tag them in the comments to give them a shout out! It's the right thing to do, and a great reminder to those who haven't yet donated.



Have a special request?

Let us know and we can help!

DONATION GRAPHIC TOOLS

How It Works:

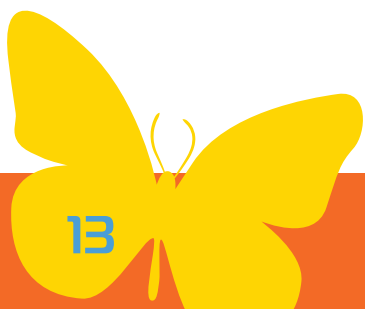
Select one the options below to share and inspire donations:

- Pre-Filled Spaces: A ribbon already filled with donation amounts. You will raise \$1,545 when the ribbon is filled!)
- Fill-In Donation of Choice: A blank ribbon where you fill the donation amounts as they are made.
- \$41 Donation Spaces: Representing to 41 children diagnosed with cancer each day.

Share on your Socials and Invite Your Community to Join

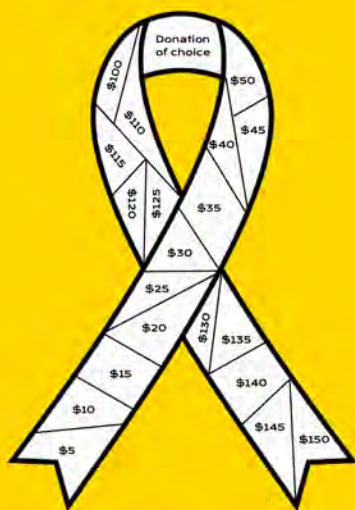
- Post your chosen graphic on Instagram Stories, Facebook, or X. Explain the meaning behind your choice and why this cause matters deeply—every spot filled represents hope, progress, and life-changing research for kids fighting cancer.
- Encourage your followers to donate and help fill the spots. Remind them that their support fuels groundbreaking research and brings families hope during their toughest battles. Every donation, big or small, moves us closer to finding a cure.
- Check your fundraising page for donations as they are made.
- Repost as people donate and the graphic fills in.
- Give a shout out to those who are helping you fundraise by tagging them on the graphic or in the additional posts.

Please find your templates on the following pages



DONATION GRAPHICS

Fill my Ribbon to Help Kids with Cancer



Donate through my link: _____



Download Here

Fill my Ribbon to Help Kids with Cancer



Donate through my link: _____



Download Here

Fill my Ribbon to Help Kids with Cancer



Donate through my link: _____



Download Here

PCRF BINGO CARDS

How It Works:

- Open your Bingo card using the download link.
- Post your empty Bingo sheet and fundraising link on social media and share why you're supporting pediatric cancer research and care.
- Ask donors to send their donation to your fundraising page. Check your page for donations as they come through.
- Write each donor's name on their square with their donated amount, then repost your updated card to spread the word.




powering cures, realizing futures

Help me fill my BINGO card for kids facing cancer!
Donate, and I will tag you!

B	I	N	G	O
\$10	\$37	\$15	\$21	\$37
\$20	\$100	\$5	\$12	\$10
\$47	\$50	FREE SPACE	\$110	\$42
\$125	\$10	\$25	\$36	\$125
\$40	\$30	\$17	\$43	\$22

Donate through my link : _____

Download [Here](#)




powering cures, realizing futures

Help me fill my BINGO card for kids facing cancer!
Donate, and I will tag you!

B	I	N	G	O
		FREE SPACE		

Donate through my link : _____

Download [Here](#)

REWARDS CENTER

TEAM FUNDRAISING MILESTONES

\$2,500

EZ Up Tent
AND
Customized Pennant for
Team Tent

Fundraising Deadline - Before March 4th

\$5,000

Milemarker
AND
Customized Team Shirt

Fundraising Deadline - Before March 4th

\$10,000

VIP Parking (2 cars)
AND
Custom Tear Drop Banner
(used annually)

Fundraising Deadline - Before March 4th

\$25,000

Custom Team Tent
AND
Custom Team Plaque
(Delivered post event)

Fundraising Deadline - Before March 4th

**Top 3 Corporate and Community
Fundraising Teams**

10 Tickets to an Angels game

Fundraising Deadline - Before April 26th

INDIVIDUAL RACE REWARDS COMING SOON

Individual fundraisers can score prizes in addition to team prizes. Our Rewards Center is opening soon with new superhero-approved gear options. We are excited about our new gear, and you will be too. Stay tuned!



2026 TEAM SHIRT COLOR OPTIONS

Teams who raise \$5,000 or more by February 27th will earn custom team shirts, in a color of their choice and with their team name or logo printed on the front!

Please be advised:

- Colors are first come, first serve.
- Vote for the 2026 General shirts on Instagram this September!
- Availability is limited so please give us 3 top choices.
- Not all colors come in both adult and youth sizes, we will notify you if one of your choices has a conflict with your participant sizes.

ADULT T- SHIRT OPTIONS



CHILDREN'S T-SHIRT OPTIONS



FREQUENTLY ASKED QUESTIONS

Q. Is there a required fundraising amount?

No. We encourage all participants to raise \$150 to qualify for an event shirt (which helps fund 3 hours of research); and \$5,000 per team is encouraged to earn your custom team shirts.

Q. How do participants raise money?

Participants can fundraise online by sharing their link and reason for supporting pediatric cancer research! Co-workers, friends, family, neighbors or local businesses are often glad to support. Participants who use their online tools raise nearly three times as much as those who don't. It's safe, secure, and eliminates the need to handle cash and checks.

Q. Does my registration fee count towards my goal?

The registration fees are the pure costs and not inflated with additional donations. Your registration gets you to the start line, and the fundraising or donations get PCRF to the "finish line" – cures!

Q. Does everyone get a T-Shirt?

No, not everyone receives a T-shirt; only participants who meet the fundraising minimum of \$150 will be eligible to receive a race day T-shirt.

Q. Can friends and family attend the event too?

Of course! Everyone is invited to join the event! If they want to walk the course with you, then be sure they register on your team!

Q. I have family that can't walk, but want to help?

Even if someone can't walk the route, they can still help by volunteering or being a fundraiser! We have accessible parking and seating available at the event.

Q. When do I turn in my fundraising?

Fundraising doesn't stop race day. Points can still be accumulated up until April 22nd, 2026 and redeemed for Champion Gear.

Q. Can I turn in pledges at the event?

Yes, please turn them into the PCRF booth near Registration.

Q. Should I register my infant or toddler?

Not necessary – unless they will want a bib or a medal on race day!

Q. Can we bring our dogs to the event?

While we love pets, dogs and other animals are not permitted on the course or at the Finish Line Festival due to the high volume of participants and spectators. Only certified service animals are allowed.

Q. How does packet pickup work with teams?

You can decide to pick up as a Team or Individually. When you pick up as a team all your shirts+ bibs will be grouped together. The Captain will have to distribute them to your team. Individually, means everyone picks up their own shirts and bibs. The only caveat to this, is custom shirts! Team Captains will have to pass out their own custom shirts even if you choose to pick up individually.

Q. How do I reserve space in Teams Land?

For those who fundraise \$2,500 or more, you will have a pre-reserved space in Teams Land. Please feel free to make it your own on Saturday from 12:00 -5:00 PM or Sunday morning before the race.

Q. What happens if it rains?

The event is still on! Kids fight cancer every day, rain or shine - so will we! We look forward to seeing you at the start line, even if the weather is being a little moody.

Q. How do I claim my fundraising prizes?

You will be receiving an email from Superhero Headquarters with more information on how to claim your prizes!

Q. Will Team Captains have the chance to meet together?

Yes! We'll be hosting Team Captain meetups. Please stay tuned for more details!



HOW CAN WE HELP?



Your support and unwavering commitment are vital to the mission of the Pediatric Cancer Research Foundation. With your support, we are able to advance innovative research, improve survivorship and mental health resources, and promote equitable care for all children facing cancer.

Together, we are making a profound impact in the lives of children and families affected by pediatric cancer. Thank you for championing hope, progress, and healing in our community.

Have a question, or need resources?

Contact Superhero Headquarters — your mission control for all things heroic! We are cheering you on!

Contact: (949)-625-7474 | info@pcrf-kids.org

Visit Our Website: www.pcrf-kids.org

