



June 2018

Dear Kindest Sponsor,

Here is the truth about what we know about pediatric cancer: Childhood cancer is the number one disease killer of children in the U.S. Every two minutes a child is diagnosed with cancer. And, one in five children diagnosed with cancer in the U.S. will not survive. Want to make a difference in the life of a child? Our Hearts of Gold Gala is looking for your kindness and attention as one of our event sponsors at our annual charity event benefiting the **Precious Jules Pediatric Oncology Research Grant of 2018**.

Precious Jules will be hosting their 3rd Annual Hearts of Gold Charity Gala on **Friday, October 12, 2018** at The Westwood in Garwood, New Jersey. The Hearts of Gold Charity Event provides funding for our Pediatric Oncology Research Grant each year and since its inception, our foundation has raised over \$50,000 in direct funding to childhood cancer research. Now in our 3rd year of pediatric cancer funding, the Hearts of Gold Charity Gala is certain to be another night to remember, complete with a seated dinner, live entertainment, auctions and personal stories from those who have been touched by our fundraising efforts, as well as personal encounters with Pediatric Oncologists. The success of The Hearts of Gold Charity Gala would not be possible without the generosity of donors.

Precious Jules Childhood Cancer Foundation is named in honor of our daughter Juliana, who battled Acute Lymphoblastic Leukemia for twenty-seven months and succumbed to the horrific disease in January of 2013. With inspiration from our daughter's bravery, we founded the Precious Jules Childhood Cancer Foundation in November of 2013. Her endurance and courage has driven our foundation to support and advocate the fight against childhood cancer while, enriching the lives of those affected by these illnesses. The Foundation is proud of its impressive Board of Directors and Pediatric Oncology Scientific Advisory Council for their 100% voluntary efforts.

We are kindly requesting your support to help make this event a success. Your participation or contribution, will allow us to continue our mission to create, operate and support fundraising initiatives and events, provide funds for pediatric research, promote public awareness and advocacy and to provide support for children and adolescents with cancer and their families. We realize there are many worthwhile causes in our community; therefore, we ask you to please consider donating in any possible way.

The gala will include a silent auction and exciting program to showcase important developments in childhood cancer research. We expect 250-300 in attendance, primarily from the NJ/NYC/PA area. Our support network includes many prominent business and community leaders, as well as families impacted by these devastating diseases. You may visit our website for additional details, preciousjules.org. The enclosed materials provide details about sponsorship opportunities. We also welcome donations for the event auction. We look forward to working with our sponsors to help promote their involvement in the Event and build relationships that we hope can persist well into the future. Please contact me directly with any questions at admin@preciousjules.org. Thank you for your time, consideration, and support of our Hearts of Gold Charity Event.

With funding, we can support the research. With the research, we can find a cure.

With a cure, we can give our children back their lives. With their lives, they can build the future.

In Gratitude,

Carlos & Daniela Silva

Co-Founders

Precious Jules Childhood Cancer Foundation—Hearts of Gold, P.O. Box 116 Old Bridge, New Jersey 08857
Precious Jules Childhood Cancer Foundation is a Tax-Exempt Non-Profit Organization, under IRS 501(c)3 tax code;
EIN # 46-4294133