



## Childhood Cancer Awareness Month

When your child has cancer, you smile through the fear and cheer through the uncertainty and you push your child to face the next challenge. Even though you know that a spinal tap takes more courage than a tap recital, that a lollipop will not relieve the nausea and pain of chemotherapy, and you're certain that standing up to a bully is a cinch compared to fighting this disease.

You encourage them anyway, just as you always have. You do it in the hopes that in the weeks, months or years ahead, your family will finally be able to celebrate.

For 4-year-old Peyton Greene, it took 844 days. But the celebration finally came. Her mom Shannon, along with family, friends and her care team lined the halls of the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta to cheer Peyton's greatest triumph: completing treatment for childhood leukemia.

Like hundreds of patients before her, Peyton was able to ring the end-of-treatment bell. "We couldn't wait to hear it," says Shannon. "It's just a huge milestone."

Unfortunately, not all children will reach this milestone. Childhood cancer claims 100,000 young lives around the globe each year. Yet, of the federal funding that goes into cancer research, only 4 percent is allocated for pediatric research.

This is why your help is so desperately needed. With additional funding, we can push to develop

better treatment options and, ultimately, a cure.

**September is National Childhood Cancer Awareness Month, so now is the time to speak up. Make some noise to get this cause the attention it deserves. You can make a difference for children fighting cancer by making a gift to the Aflac Cancer Center today.**

**Give now**

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## Double your impact

Their chatter fills our waiting rooms. Their cries give us pause. Their singing gives us hope. And their laughter gives us purpose. But there is one sweet sound we cherish above all others throughout the halls at the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta. The ringing of the end-of-treatment bell is our signal that another child is one step closer to beating childhood cancer.

As the largest pediatric cancer and blood disorders center in the country, the Aflac Cancer Center cares for more than 7,000 children every year. We are fortunate that we have the resources and expertise that allows us to offer a cure to many. But when it comes to saving the lives of children, many just isn't good enough.

With your support, we can do more. Together, we can provide more innovative treatment options and, ultimately, a cure. We can bring about more sighs of relief and help ring more bells. We can make some noise and bring attention to this important cause.

For the next 48 hours, you can do more with your donation. In recognition of Childhood Cancer Awareness Month, The Solstice Foundation will generously match all gifts up to \$20,000. That means if you give right now, you will double your impact in the battle against childhood cancer.

So what are you waiting for? Let's make some noise.

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Subject: There's Still Time to Double Your Donation



## There's still time

The Solstice Foundation has generously offered to extend the \$20,000 gift match through the weekend in recognition of Childhood Cancer Awareness Month. That means any donations received before Monday will be doubled and go twice as far to help the many kids battling cancer.

With your support, the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta can continue providing kids with cancer the comprehensive care they deserve, including greater access to groundbreaking clinical trials, innovative treatments and support services tailored just for them.

It may take months or even years, but when our young patients reach the finish line and ring that end-of-treatment bell it will signal that they are one step closer to winning their cancer battle once and for all. So make some noise and help us bring attention to this important cause.

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Subject: The Perfect Match: Donors Like You and Children With Cancer



## We're a Perfect Match

Last week, many of you stepped up with an incredible response to our \$20,000 matching gift challenge generously offered by The Solstice Foundation. We are thrilled to report we met the challenge. That means that more than \$40,000 is on its way to the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta, where childhood cancer patients can get the comprehensive care they deserve, including access to groundbreaking clinical trials, innovative treatments and support services tailored just for kids.

From this day forward, we hope the ringing of a bell will take on a whole new meaning for you. Thanks to the support of many generous donors, the Aflac Cancer Center can now do even more to help young cancer patients reach that joyous milestone: ringing the end-of-treatment bell. Because so many of you made some noise and brought attention to this worthy cause, more families can have the chance to ring that bell and once again embrace the everyday sounds of little footsteps, big belly laughs, bedtime wishes and off-to-school farewells.

If you haven't had an opportunity to donate, there's still time. Childhood Cancer Awareness Month continues throughout September—we need your support so that we can continue to develop better treatment options and, ultimately, find a cure.

Thank you for your support during National Childhood Cancer Awareness Month. We appreciate your partnering with us now and throughout the year to help end childhood cancer.

[Learn more](#)



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