

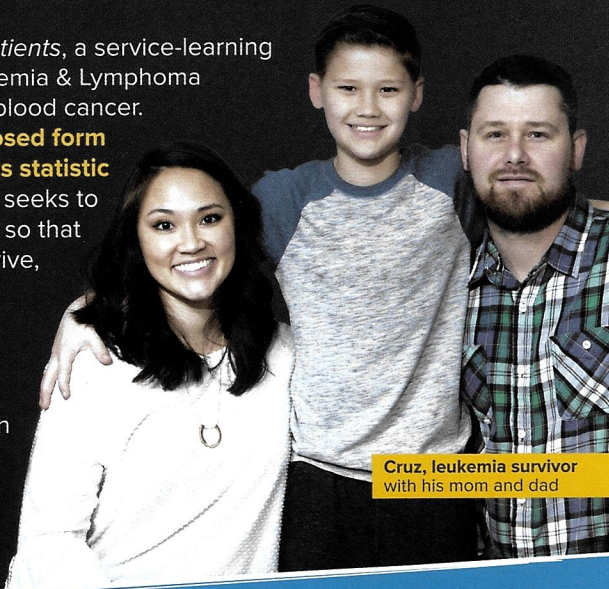
Dear Parent or Guardian,

Your child's school is participating in *Pennies for Patients*, a service-learning program that helps raise critical funds for The Leukemia & Lymphoma Society (LLS), the world's largest nonprofit fighting blood cancer.

Did you know that leukemia is the #1 most diagnosed form of childhood cancer? LLS is working to change this statistic through its new Children's Initiative. This initiative seeks to accelerate treatments with few harmful side effects so that young cancer patients like Cruz (*right*) not only survive, but thrive for generations to come.

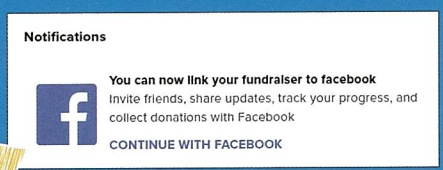
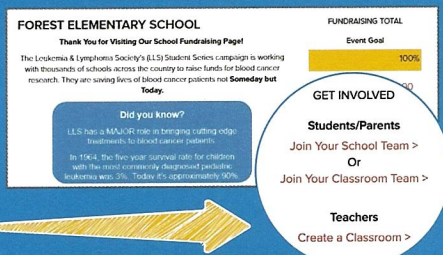
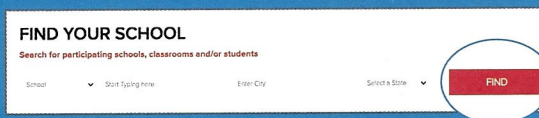
By participating in *Pennies for Patients*, your school has been provided with our STEM+ Curriculum, which contains key tenets of the Social & Emotional Learning (SEL) framework. This curriculum, along with our program, promotes life skills that help students succeed both inside and out of the classroom.

Join our squad: PenniesForPatients.org



Follow the instructions below to set up your child's online fundraising page:

- 1. Visit: PenniesForPatients.org** and click "Find Your School."
- 2. Search for your child's school** by entering the school name, city and state and clicking **FIND**
- 3. Select your child's school** from the search results.
- 4. Select "Join a School Team,"** or if your child's classroom has set up its own page, select "Join Classroom Team."
- 5. Create a new account,** or if you have ever had a fundraising page for LLS, sign in with your username and password.
- 6. Create your child's online fundraising page.**
- 7. Once created, share the link** to your child's page with friends, family and coworkers through email and social media.



Connect your child's page to its own Facebook fundraiser to help them achieve their goal faster than ever before!

Disclaimer: All our products contain small parts, and are not suitable for children under 3 years as they pose a choking hazard.

Parents, when your child raises money in their collection box they earn a POWER RING (\$5) and HERO BAND (\$15).

Fill out these coupons and send them back to school with your child for redemption.

★ POWER RING (\$5)

★ HERO BAND (\$15)

Homeroom teacher _____ Grade _____

Homeroom teacher _____ Grade _____

My child _____
has raised at least \$5 in donations in their collection box for the Pennies for Patients program.

My child _____
has raised at least \$15 in donations in their collection box for the Pennies for Patients program.

Signed by _____
(child's parent/guardian)

Signed by _____
(child's parent/guardian)

THIS YEAR'S HERO GEAR

REGISTER ONLINE RAISE \$5 OFFLINE RAISE \$10 ONLINE RAISE \$15 OFFLINE RAISE \$25 ONLINE RAISE \$50 ONLINE RAISE \$100 ONLINE



SQUAD SHIELD



POWER RING



SUPER SIDEKICK



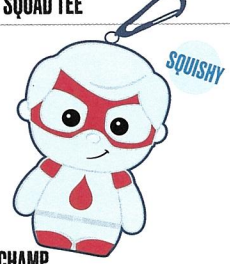
HERO BAND



MYSTERY MINI



HERO SQUAD TEE



MINI CHAMP

