



**Raising Funds for Pediatric Cancer Research to Save Lives**

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*Dear Sponsor,*

*For children, cancer can be especially heartbreaking and despite advances in how childhood cancer is treated, the reality is 1 in 5 children will not survive cancer.*

*The Key for A Cure Foundation based in Monterey, CA., was formed in 2015 with a commitment to fund innovative pediatric cancer research. This purpose led to a unique collaboration with St. Jude Children's Research Hospital to fund a less-toxic immunotherapy treatment that utilizes advance medical technology to reprogram cancer cells.*

*Our community has enabled us to raise over \$520,000 towards this ground-breaking research and \$20,000 has gone directly to our neighborhood children diagnosed with cancer who need services like in-home medical care, rides to and from medical appointments and delivery of nutritious meals.*

*The Key for a Cure Gala will be held on September 14<sup>th</sup>, 2019, at Corral de Tierra Country Club. This year we are partnering with **SPONSOR NAME HERE**. Enclosed is some information describing our "A Million Dreams Gala" and various sponsorship levels. We invite you to help us find a cure for cancer.*

*Thank you in advance for your thoughtfulness and generosity. Together we can make a difference in our community and put an end to cancer.*

*With Warm Regards,*

*Anne Chisum*

*Anne Chisum,  
President*

Matthew Pierce from Monterey, CA receiving treatment at St. Jude Children's Research Hospital in Memphis, TN.



**• Your Name is the Proud Official Sponsor of  
2019 Key For A Cure Gala**

**Sponsor Logo Here**

The Key For A Cure Foundation is a 501(c)(3) public charity. All donations are tax-deductible as allowed by law.  
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Official 2019 Presenting Sponsor

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Key for a Cure Foundation

*Presents*

**A Million Dreams Gala**

**Date: September 14, 2019**

**Time: 5:30 – 10:00pm**

**Venue: Corral de Tierra Country Club  
81 Corral de Tierra Road  
Salinas, CA 93908**



*Please join us for a memorable evening, emceed by Dan Green, anchor KSBW Action News 8. This year's Gala promises to be an amazing night of breathtaking performances with fire and acrobatics, gourmet food, fine wine and warm hearts. The black-tie optional affair commences with a hosted cocktail reception, with music from David Conley followed by an elegant dinner and spectacular live auction. Celebrity auctioneer Carla Gianolini Harrison will auction off a number of high-end items.*

**Diamond Sponsor ~\$5,000**

- Name or Company Logo Prominently featured on backdrop for step and repeat banner
- Name or Company Logo Prominently featured in event program and Invitations
- Verbal recognition at Gala by Master of Ceremonies Dan Green as a Diamond Sponsor
- Name and Logo on Video Live Loop running during the event
- Exhibition Opportunity (12' x 12' space)
- Name or Company recognition on event social media postings, event signage, press releases, TV advertisements, and website
- Gift for each guest from St. Jude Children's Research Hospital
- One VIP corporate table and dinner for 10 people

**Platinum Sponsor~ \$2,250**

- Name or Company logo featured on backdrop for step and repeat banner
- Name or Company logo in program presentation
- Name and Logo on Video Live Loop running during the event
- Name or Company recognition on event social media postings, day of event signage, and event website
- Gift for each guest from St. Jude Children's Research Hospital
- Priority Seating and Dinner for 6 people

**Gold Sponsor~\$1,500**

- Company logo featured on backdrop for step and repeat banner
- Company logo in program presentation
- Company recognition on event social media postings, day of event signage, and event website
- Gift for each guest from St. Jude Children's Research Hospital
- Priority seating and Dinner for 4 people

**Individual Gala Tickets \$225**

*Purchase tickets online at Eventbrite: Key For A Cure Gala for a nominal fee or please Call Anne Chisum (831) 206-1357 or Liz Grijalva (831) 241-3990 to purchase tickets directly.*

*Visit our website at [keyforacure.org](http://keyforacure.org) for more Ticket or email us at [liz@keyforacure.org](mailto:liz@keyforacure.org)*

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Salinas, CA 93908**



**Presenting Sponsor ~\$10,000**

- *Name or Company Logo on all pages of Sponsor Package as Official 2019 Presenting Sponsor and partner*
- *Name or Company Logo Prominently featured in the middle of backdrop for step and repeat banner*
- *Name or Company Logo featured on props of step and repeat stage*
- *Name or Company Logo Prominently featured at the top of event program*
- *Verbal recognition at Gala by Master of Ceremonies Dan Green as the Official 2019 Presenting Sponsor*
- *Exhibition Opportunity (12' x 12' space)*
- *Name or Company Logo on Save the Dates and Invitations*
- *Name or Company Logo in the running Video Live Auction Loop during the event*
- *Name or Company recognition on event social media postings, event signage, press releases, TV advertisements, and website*
- *Gift for each guest from St. Jude Children's Research Hospital*
- *Name or Company Logo on table sponsors gift bags*
- *One VIP corporate table and dinner for 10 people*

This is not the actual step & repeat but it will look something like this. Your logo large in the middle of Step & Repeat!



# Targeting pediatric tumors with T cell based Immunotherapy

T cells are a type of white blood cell that circulates throughout the body, searching for cellular abnormalities such as cancerous cells and infections. T cells have two unique features that fight tumors. First, each T cell possesses a unique receptor that allows it to identify potential threats. One of the potential threats that T cells can target are tumor cells. Second, once a tumor cell is identified as a threat, the T cell can directly kill it.

While therapies utilizing this natural immune response are highly effective in treating some cancer patients, they are unsuccessful in others. That failure is sometimes the result of the tumor cell evading recognition by the T cell's receptor and sometimes because the cancerous cell is able to repress the T cell's killing function, leaving them in an "exhausted" state.

We are trying to make T cell based immunotherapy more effective. We plan to do this by (i) identifying tumor-specific T cell receptor targets, (ii) correlating changes in gene expression with T cell function and (iii) using this information to rejuvenate exhausted T cells.

We have already made significant progress. Protocols for identifying tumor specific T cells have been optimized, preclinical models for testing new therapeutic approaches have been developed and antigens that may be ideal for targeting tumors have been identified. We have also looked at how the modification of gene expression (epigenetic modification) affects T cell differentiation and exhaustion to help us understand how epigenetics affects the function of the T cells.

Funding provided by the Key for a Cure Foundation will be used to build upon the progress we have made.

We will use this support to:

1. Use the epigenetic studies to develop more durable T cells;
2. Further test candidate antigens for effectiveness at targeting tumors; and
3. Look more closely at the way T cell receptors recognize tumors with the goal to develop new targeted therapeutics.





Key for a Cure Foundation
Benefit St. Jude Children's Research Hospital
September 14, 2019



Please Print

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor name as you would like to be recognized: \_\_\_\_\_

Description of donated item (for use in publications): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Special conditions or restrictions (including expiration date): \_\_\_\_\_

\_\_\_\_\_

Fair Market Value \$: \_\_\_\_\_

Thank you for your donation to A Key For A Cure Foundation (AKFAC). The ongoing childhood cancer research done at St. Jude is benefiting thousands of children in California, across the United States, and around the world. Following IRS guidelines, A Key For A Cure Foundation (AKFAC) confirms that you were not provided with any goods or services, in whole or in part, for your generous donation. Your in-kind donation was received in useable condition. All items tendered by Sponsors are accepted on the representation of the Sponsor and the Sponsor has authorized that the items tendered are given to the winner. In consideration of acceptance of such items, the Sponsor agrees to indemnify and save harmless committee members, their officers, members and employees from and against loss or expense resulting from claims or suits based upon the subject matter of such displays or items, including, without limitations, claims or suits alleging that such displays or items are not as represented to patrons participating. A Key For A Cure Foundation is a qualified non-profit organization as defined under the Internal Revenue Code 501(c)(3); tax ID number 47-4457105.

Items must be in-hand no later than September 2, 2019.

Donor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Auction Representative: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_

For Committee Use Only

Item/Gift Certificate in hand

Item/Gift Certificate to be collected

Donor will deliver

Where? \_\_\_\_\_

Gift Certificate to be prepared by committee

When? \_\_\_\_\_

Acknowledgement Sent

Please return to:
A Key For A Cure Foundation
Attention: St. Jude's Gala
Post Office Box 222882
Carmel, CA 93922
(831) 206-1357

YOUR LOGO HERE

Thank You to YOUR NAME! Our 2019 Gala Presenting Sponsor



## Monterey County Map of Children Diagnosed with Cancer



This map hangs at Jacob's Heart Cancer Support Services and is a small representation of our local pediatric cancer community.

Each brightly colored pin represents **5** children from Monterey County diagnosed with pediatric cancer.

Each dark colored pin represents **5** children who are no longer a part of our community because of cancer.



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## A Letter from a St. Jude Mom



Parents never imagine needing a children’s cancer hospital, especially one located thousands of miles away from their home. Thankfully, my Monterey County residency did not prevent our access to the world-renowned St. Jude Children’s Research Hospital.

Initially, my thoughts were having a child born with cancer was the worst thing that could happen to me, but my list of “worsts” rapidly grew when all local cancer treatment options failed Matthew. My son had joined the ranks of many children, who due to the lack of pediatric cancer research, are left without any viable cancer treatment. This meant sending my boy home on hospice at the tender age of 1 and leaving him without the hope of a future.

That was when doctors and researchers from St. Jude Children’s Research Hospital introduced us to what I call the “Danny Thomas” way: He did not just build a hospital but a culture that includes massive collaborations stimulated by daring medical research.

This exact research has contributed to the many advances made towards finding a cure for this ugly disease that effects people of all ages but a substantial amount of these cured children suffer lifelong side effects from their cancer therapy, some that are life threatening.

This “life-threatening” category is another one my Matthew fell into and it’s the part of the child’s cancer story that Key for a Cure foundation was created to change.

In 2015 a collaboration between Key for a Cure and St. Jude formed that is bringing forth a high-tech immunotherapy protocol using engineered T-cells. Immunotherapy is precision medicine at its finest and uses the body’s natural defenses to fight cancer. There have been great advances in immunotherapy research within the last five years that have shown immeasurable promise in treating many different forms of cancers as well as other autoimmune diseases.

With your support of this crucial research we can help bring this protocol to clinical trials, giving children like Matthew a cure for cancer and mothers like me an opportunity to watch their child grow.

Together we can be a part of the *Danny Thomas Way* founded on the words that “No child shall die in the dawn of life”.

With much gratitude,

Aimee Grijalva-Pierce

