

EVERY HERO NEEDS

Dear Parent or Guardian,

Your child's school is participating in **The Leukemia & Lymphoma Society's (LLS) Hero Squad Program**, a service-learning program that helps raise critical funds for blood cancer patients like Madelina (right), who was diagnosed with Acute Myeloid Leukemia in November 2014 at just 2 years old.

DID YOU KNOW?

LEUKEMIA IS THE #1 MOST DIAGNOSED FORM OF CHILDHOOD CANCER.

LLS is the world's largest nonprofit fighting blood cancer and is working to change this statistic through its Children's Initiative, which seeks to accelerate treatments with fewer harmful side effects, so that young cancer patients like Madelina not only survive, but thrive for generations to come.

Now more than ever, Social and Emotional Learning (SEL) is critical to promoting a healthy foundation for learning, both in school and life. That is why the **Hero Squad Program** is designed around the core competencies of SEL, to teach students prosocial skills like kindness, sharing and empathy at a young age, and help them nurture those skills throughout their academic careers.

Join our Squad: HeroSquad.org

Madelina
cancer survivor



A SQUAD



As your child works to raise these essential funds, they can earn Hero Gear as a "Thank You."

All Hero Gear is earned by creating an online page and fundraising online. Follow the steps on the next page to create your child's page.



MYSTERY MINI

Each mystery mini represents a part of the blood that helps patients get better when they are sick. Each has its own unique superpower that helps them beat cancer!

Name: Platelet
Superpower: Healing
Job: Stop us from bleeding when we get a cut or scrape.

Name: Red Blood Cell
Superpower: Speed
Job: Carries oxygen throughout the body.

Name: White Blood Cell
Superpower: Strength
Job: Fights off bacteria so we do not get sick.

COLLECT \$25 ONLINE



COLLECT \$50 ONLINE

HERO SQUAD TEE

Heroes don't always wear capes. The Hero Squad Tee is the outfit of choice for our squad, and allows you to easily show the community that you have done your part to help others.

CHAMP

A plush friend with special powers. Every squeeze of your Champ sends a Hero Squad signal to all the patient heroes out there, letting them know that they have a squad supporting them, and that they are not alone.

COLLECT \$100 ONLINE

PLUSHIE





LEUKEMIA & LYMPHOMA SOCIETY™

HERO SQUAD

EVERY HERO NEEDS A SQUAD



I'M A HERO SQUAD MEMBER



Your name



I'M RAISING MONEY TO CURE CANCER.

DONATION TRACKER

Thank you for supporting The Leukemia & Lymphoma Society's efforts to create a world without blood cancers. The funds you raise will help save lives.

Use the grid below to keep track of your donations.

DONOR'S NAME	CASH, CHECK OR MONEY ORDER	ONLINE DONATIONS	TOTAL DONATIONS
Your friend, your neighbor, your relative, etc.	\$50	\$100	\$150

Please convert all cash/coins to an online donation. Check donations can be uploaded via a mobile device.

TOTAL DONATIONS \$

I'M PARTICIPATING IN HONOR OF:



Link your child's page to a Facebook Fundraiser to help them achieve their goal faster than ever before.



FACT

Students whose pages are linked to a Facebook Fundraiser raise \$130 on average.

FOLLOW THE INSTRUCTIONS BELOW TO SET UP YOUR CHILD'S ONLINE FUNDRAISING PAGE:

1. Visit HeroSquad.org and click "Find Your School"
2. Create your child's online fundraising page by creating a new account or, if you have ever had a fundraising page for LLS, sign in with your username and password.
3. Once created, share the link to your child's page with friends, family and coworkers through email, text and social media.

