

# BRING LIGHT TO THE DARKNESS OF CANCER.

PARTICIPANT GUIDE

Join The Leukemia & Lymphoma Society to celebrate, honor and remember those touched by cancer.

Light The Night is an evening fundraising event benefiting The Leukemia & Lymphoma Society's mission to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.



## MEET CAYDEN

Acute Lymphoblastic Leukemia

Cayden was just three years old when his parents heard the words "your child has cancer." Courtney, his mother, has been on a mission to get Cayden through the surgeries, chemotherapy and

countless overnight hospital stays that he had to endure. Courtney credits Cayden for teaching her the most valuable lessons: to be brave, strong, resilient, and grateful.

## Thank you for joining a Light The Night team!

**1** Register online at [LightTheNight.org/Register](https://LightTheNight.org/Register)

**2** Strive to raise at least **\$400** for The Leukemia & Lymphoma Society, helping your team raise **\$5,000(+)** as a collective group.

**3** Jump-start your personal fundraising & show your commitment by making a personal donation.

**4** Customize your Light The Night fundraising page. Share a personal picture and story showcasing your motivation in curing blood cancers.

**5** Start a Facebook Fundraiser!

Raise **5x** more when you connect your fundraising page to a Facebook Fundraiser.

**Note:** You must connect through your Fundraising Tools ([fundraise.lls.org](https://fundraise.lls.org)) for the fundraiser to count towards your fundraising total.

**6** Celebrate your fundraising accomplishments with your team at your Light The Night event!

## OUR IMPACT

INVESTED NEARLY

**\$1.3B**

IN GROUND-BREAKING RESEARCH SINCE 1949

OVER

**\$700M**

IN CO-PAY FINANCIAL ASSISTANCE

HELPED ADVANCE MORE THAN

**85%**

OF FDA-APPROVED BLOOD CANCER TREATMENT OPTIONS SINCE 2017.

## Does your company have a matching gift program?

If the answer is "yes," then make sure to submit all qualifying donations to easily achieve & surpass your goal!

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