

The Cure Starts Now Foundation

# Once in a Lifetime

Auction & Gala

**Duke Energy Convention Center  
Grand Ballroom  
March 6, 2010**

## About The Cure Starts Now



*The Cure Starts Now (CSN) is a 501(c)(3) non-profit founded by the community of Cincinnati and formalized by Brooke and Keith Desserich after the loss of their daughter from brain cancer.*

*If you have seen the news, Elena's Blueberry Pie Ice Cream at Graeter's was a direct result of The Once in a Lifetime Gala as well as the partnership The Cure Starts Now and Graeter's has since established.*

*In 2008, we met our yearly goal which allowed us to provide funding of new experimental treatments and research at Cincinnati Children's Hospital Medical Center and St. Jude Children's Research Hospital.*

*This Gala continues to excite Cincinnati with its uniqueness resulting in our previous success. Interest in the Gala continues to grow, thanks to the efforts of many companies around Cincinnati.*

**HELP US RAISE ANOTHER \$150,000 FOR KIDS BATTLING BRAIN CANCER!**

The Once in a Lifetime Gala is entering its third year and already has become one of Cincinnati's largest galas, raising more than \$150,000 last year! Please help us continue to grow so we can fund more research to help pediatric brain cancer and provide assistance funds for families truly suffering the worst of diagnoses.

This year's event will be held on **March 6, 2010 at Duke Energy Convention Center's Grand Ballroom**. We expect around 700 guests from the Cincinnati area to attend. During our event, guests will have the opportunity to bid on various silent auction items. This is where we need your help. Any gift certificates or items would be welcomed. You will be issued a donation receipt for tax purposes when the item is received. Every donation counts, as it provides us the ability to raise money to give afflicted children even more hope of survival from brain cancer.

In a difficult economy, companies search for ways to set themselves apart from others and find new ways to reach potential customers inexpensively. The Gala is such a wonderful way to accomplish both, while helping kids and families who are struggling at the same time. I would be honored to add your company or name to our prominent list of donors for this year's Once in a Lifetime Gala & Auction. Attached is the auction donation form for you to take advantage of this opportunity. Take a look at [www.thecurestartsnow](http://www.thecurestartsnow) to learn even more about us.

Thank you for your time, and for supporting these children.

Sheila Wyatt  
Special Events Coordinator, The Cure Starts Now  
(513) 772-4888  
[gala@thecurestartsnow.org](mailto:gala@thecurestartsnow.org)



**Curing Cancer, One Child at a Time.**

The Cure Starts Now is a 501(c)(3) non-profit. FEIN 26-0269131



**THE  
CURE  
STARTS  
NOW  
FOUNDATION**

[www.thecurestartsnow.org](http://www.thecurestartsnow.org)

**Curing Cancer, One Child at a Time.**



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**HELP MAKE A DIFFERENCE!  
DONATE TODAY!**

*Once in a Lifetime Gala is the premiere national fundraising event for The Cure Starts Now Foundation. Last year's event raised over \$150,000. Funds raised at this event will help to fund pediatric brain cancer research. As a silent auction donor, you will join in our quest to find a "homerun" cure for all cancers, starting first with one of the most difficult and deadly cancers: pediatric brain cancer. Please help us by donating a item or a gift certificate for our silent auction.*

The Cure Starts Now (CSN) is a 501(c)(3) non-profit organization started by Brooke and Keith Desserich right here in Cincinnati after the loss of their daughter to brain cancer. CSN has become a nationally recognized charity after being highlighted on Good Morning America, Woman's World and other national media outlets. Quickly, other families joined the cause to ensure no other child would suffer the same fate as theirs. Although CSN has grown to an international charity in only 2 years, we are still based right here in Cincinnati.

Thanks to the efforts of many companies around the nation, we met our yearly goal and were able to provide funding of new experimental treatments and research at Cincinnati Children's Hospital and St. Jude's Children's Research Hospital. Yet, there is so much more left to be funded.

**Return forms and donation to:**

The Cure Starts Now Foundation  
10280 Chester Road, Cincinnati, OH 45215  
Or fax to (513)-326-3852

The Cure Starts Now is a 501(c)(3) non-profit. FEIN 26-0269131

COMPANY OR INDIVIDUAL NAME

ADDRESS

CITY

STATE

ZIP

CONTACT NAME

CONTACT EMAIL

PHONE

FAX

WEBSITE

\$

ESTIMATED VALUE OF DONATION

ITEM DESCRIPTION

DONATION ENCLOSED

PLEASE CONTACT ME TO PICKUP DONATION ( PHONE: \_\_\_\_\_ )

*A donation receipt will be mailed to the address above.  
Thank you for making a difference in these kids' lives with your donation.*

**For more information, visit us online at [www.thecurestartsnow.org](http://www.thecurestartsnow.org)  
or call 513.772.4888  
or email [gala@thecurestartsnow.org](mailto:gala@thecurestartsnow.org)**