

CLIENT: BRIDGE TO A CURE FOUNDATION

- MESSAGING / STRATEGY
- BRAND IDENTITY
- BUSINESS SUITE
- DONATION/FUNDRAISING
- PRESS SHEET / PRINT COLLATERAL
- WEB
- SOCIAL



BridgeToACure.org

COLORS:



PMS 285 C

PMS 2995 C

PMS 2716 C



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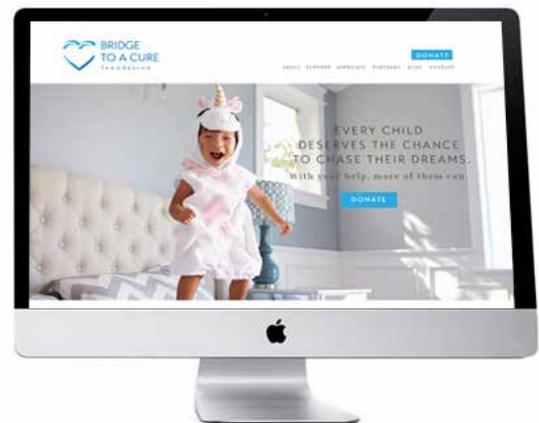
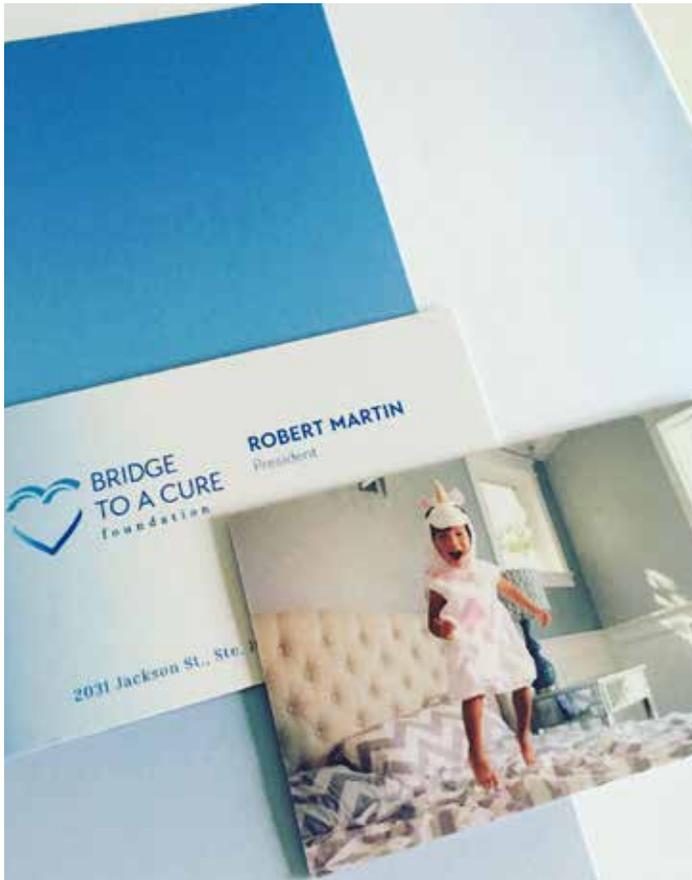
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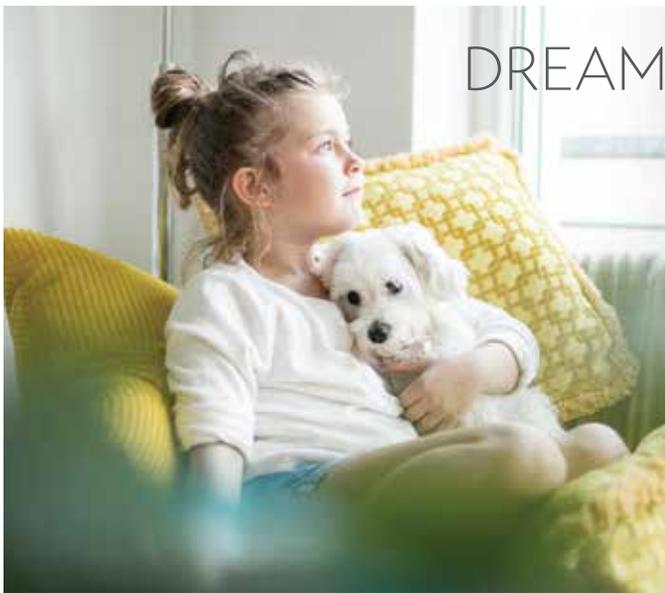
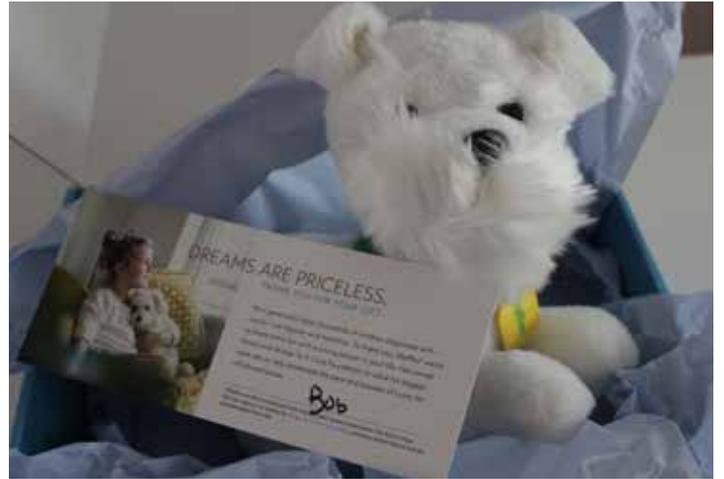
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TYPOGRAPHY:

TRANSAT TEXT STANDARD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890

Inria Regular
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DREAMS ARE PRICELESS.

THANK YOU FOR YOUR GIFT.

Your generosity helps thousands of children diagnosed with cancer live happier and healthier. To thank you, Waffles* wants to share some fun with a young person in your life. He's joined forces with Bridge To A Cure Foundation to solve his biggest case yet: to help accelerate the pace and success of cures for childhood cancer.

*Waffles was first introduced in the young reader mystery book series "The Kiera & Papa Detective Agency" co-written by [Bridge To A Cure Foundation](#) president Robert Martin and his granddaughter Kiera Ely.

OUR HEALTHCARE SYSTEM FAILS CHILDREN WITH CANCER.
We're on a mission to fix it.

THE PROBLEM
The current approach to childhood cancer research isn't delivering the breakthroughs needed, and its impact on children is devastating. America's healthcare system is held back by inefficiencies, inertia, and missed opportunities that slow the pace of progress toward cures.

ONLY 3 NEW DRUGS HAVE BEEN DEVELOPED SPECIFICALLY TO TREAT CHILDHOOD CANCERS IN THE PAST 40 YEARS.

Bridge To A Cure Foundation connects the people, information, and assets needed to propel new treatments and cures for childhood cancer. This broad-view approach aims to fix the under-performing healthcare system, accelerating advancements toward cures for all types of childhood cancer — rather than focusing on funding one-off research projects for individual forms of the disease — to unleash the resources our healthcare community desperately needs to save kids' lives.

OUT OF PAIN, PURPOSE.
How One Grandfather's Journey Powers our Mission.

Bridge To A Cure Foundation Founder/President Robert Martin knows what cancer meant to his 9-year-old granddaughter, Clara, who was taken with a form of brain cancer at age 6. In seeking a cure, he discovered cancer wasn't curable in America's approach to childhood cancer research and treatment.

Sally, Clara passed away from the disease in 2017 at age six. Her courage and positive spirit inspired Bob, a small, multicolored dog, to become the face and success of cures for hundreds of thousands who suffer. In 2017, he established Bridge To A Cure Foundation to help families devastated by childhood cancer.

We're Modernizing Childhood Cancer Research, Dedicated to Healthier, Happier Kids.

Corporations deploy process improvement techniques to overcome bottlenecks that impede profits — resulting in new, better-quality products, developed faster, and at lower costs. Our Action Plan, modeled after this approach, can save thousands of children and families from the cruelty that cancer inflicts.

- 01. Access A National Childhood Cancer Database**
Making millions of data points readily available will propel childhood cancer cures that have eluded discovery.
The national childhood cancer database initiative needs to include everything known about cancer: the medical files of every child treated for every form of cancer, the science for every treatment, drug and alternative medicine, and more. The method and tools for researchers and oncologists to extract meaningful findings must be made available to all, and algorithms to analyze, discover, and predict from this data must be running in real-time.
- 02. Design A Clinical Trial Process Specifically for Children**
We must ensure that new treatments developed are safe and effective for children.
The clinical trial process designed for adults — not children, Children's bodies' react differently to cancer treatments, and there isn't adequate control trial data to support safe and effective dosing for kids. We must design a protocol suited to children that is sensitive to quality of life — taking into account the horrific agony of young patients and devastating emotional and financial impact on their families.
- 03. Implement A New Approach To Childhood Cancer Research Funding**
Research funding is typically determined by the "biggest bang for the buck," but investing in childhood cancer cures is a moral obligation.
The U.S. needs a national healthcare strategy that is sensitive, pragmatic, and sustainable. We must expand criteria for valuing pharmaceutical companies to reflect their contribution to curing childhood cancer, and let these companies focus on adults, where the investment returns are. The National Cancer Institute (NCI) should deploy funds to where the money is not — childhood cancer research.

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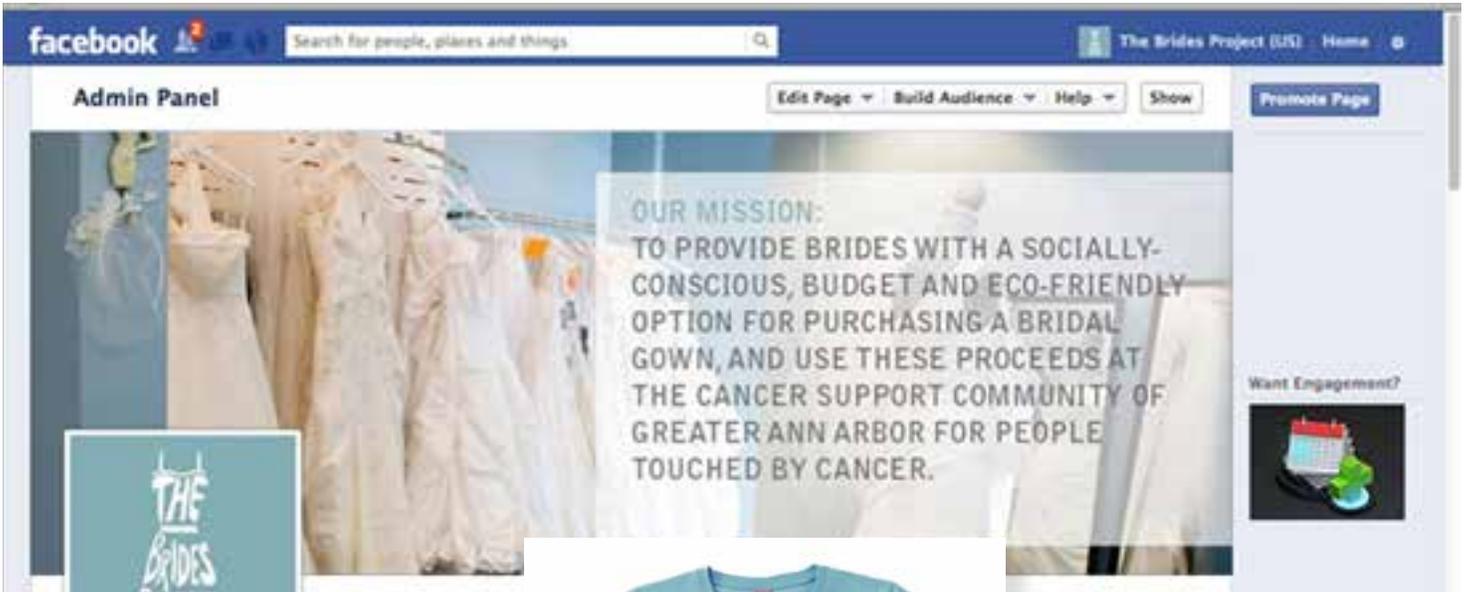
CLIENT: THE BRIDES PROJECT

- MESSAGING / STRATEGY
- BRAND IDENTITY
- BUSINESS SUITE
- DONATION/FUNDRAISING
- PRINT COLLATERAL
- ADVERTISING
- SIGNAGE
- WEB



Increased retail space from 900/sq ft. to 1800 sq ft. in first year.





Within 2 years this resource was bringing in 34% of the annual revenue for the Cancer Support Community of Greater Ann Arbor.

CLIENT: ANN ARBOR SYMPHONY ORCHESTRA

- MARKETING SUPPORT
- ESTABLISH BRAND STANDARDS
- REVISE IDENTITY
- BUSINESS SUITE
- DONATION/FUNDRAISING
- PRINT COLLATERAL
- PRINT & DIGITAL ADVERTISING
- SPECIAL EVENTS

