



PINKYSWEAR  
FOUNDATION

**PARTNERING  
FOR IMPACT**



## OUR PROGRAMS



### Orange Envelope

Encouragement and gift card when a child is newly diagnosed.



### All-Star Fund

Helping keep meals on the table, rent paid and gas tanks full.



### Pantry

Keeping families nourished during cancer treatment.



## MISSION & VALUES

### MISSION

Helping kids with cancer and their families with **financial** support.

### VISION

To say **yes** to every family with a child battling cancer.



## You can make a difference

There are so many organizations out there to support. We get it. Pinky Swear Foundation has financially supported families with childhood cancer for more than 20 years. By partnering with us, you can help families focus on what matters most – their child.

Getting involved is simple with cause marketing.

This presentation will explore the power of cause marketing, its benefits for companies and influencers, and ideas for successful initiatives.



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# Understanding the power of cause marketing

**Definition:** Cause marketing is a collaborative effort between a for-profit company and a non-profit organization to promote charitable causes while simultaneously driving business objectives.

**Purpose:** It aims to positively impact society while enhancing brand reputation, customer loyalty, and sales.

**Examples:** Collaborative campaigns, co-branded products, register round-ups, and cause-related events are common manifestations of cause marketing initiatives.



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# Leveraging the power of purpose

**Increased Brand Awareness:** Cause marketing aligns brands with meaningful causes, attracting attention and fostering positive associations.

**Enhanced Consumer Engagement:** Consumers are more likely to support brands that demonstrate social responsibility, leading to increased loyalty and advocacy.

**Boosted Sales and Revenue:** Aligning with a cause can drive purchase intent and differentiate products or services in a crowded marketplace.

**Amplified Influence:** For influencers, partnering with charitable organizations can expand their reach and credibility, attracting new followers and opportunities.



# Creating impactful partnerships



**Authenticity Matters:** Choose causes that align with your brand values and resonate with your target audience to ensure credibility and sincerity.

**Collaborate Strategically:** Seek out nonprofit partners with a strong mission and shared objectives, fostering a mutually beneficial relationship.

**Tell Compelling Stories:** Craft narratives that evoke emotion and inspire action, highlighting the tangible impact of the partnership on beneficiaries and communities.

**Engage Stakeholders:** Involve employees, customers, and stakeholders in cause-related activities, fostering a sense of ownership and collective purpose.

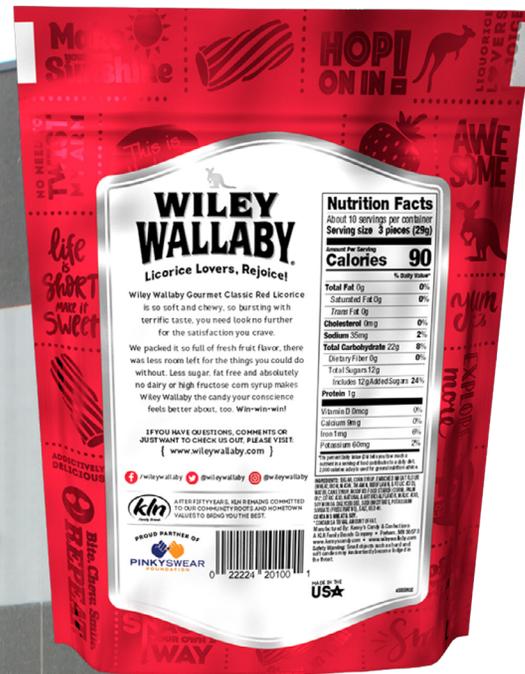
**Measure Impact:** Establish metrics to track the effectiveness of cause marketing initiatives, assessing both social and business outcomes to refine strategies and maximize results.



## **Helping families, one partnership at a time.**

Take a look at some of our current partnerships that have significantly helped kids with cancer and their families.

**TUFFY'S**  
*treat* company



## Wiley Wallaby Licorice:

A sweet partnership for a great cause



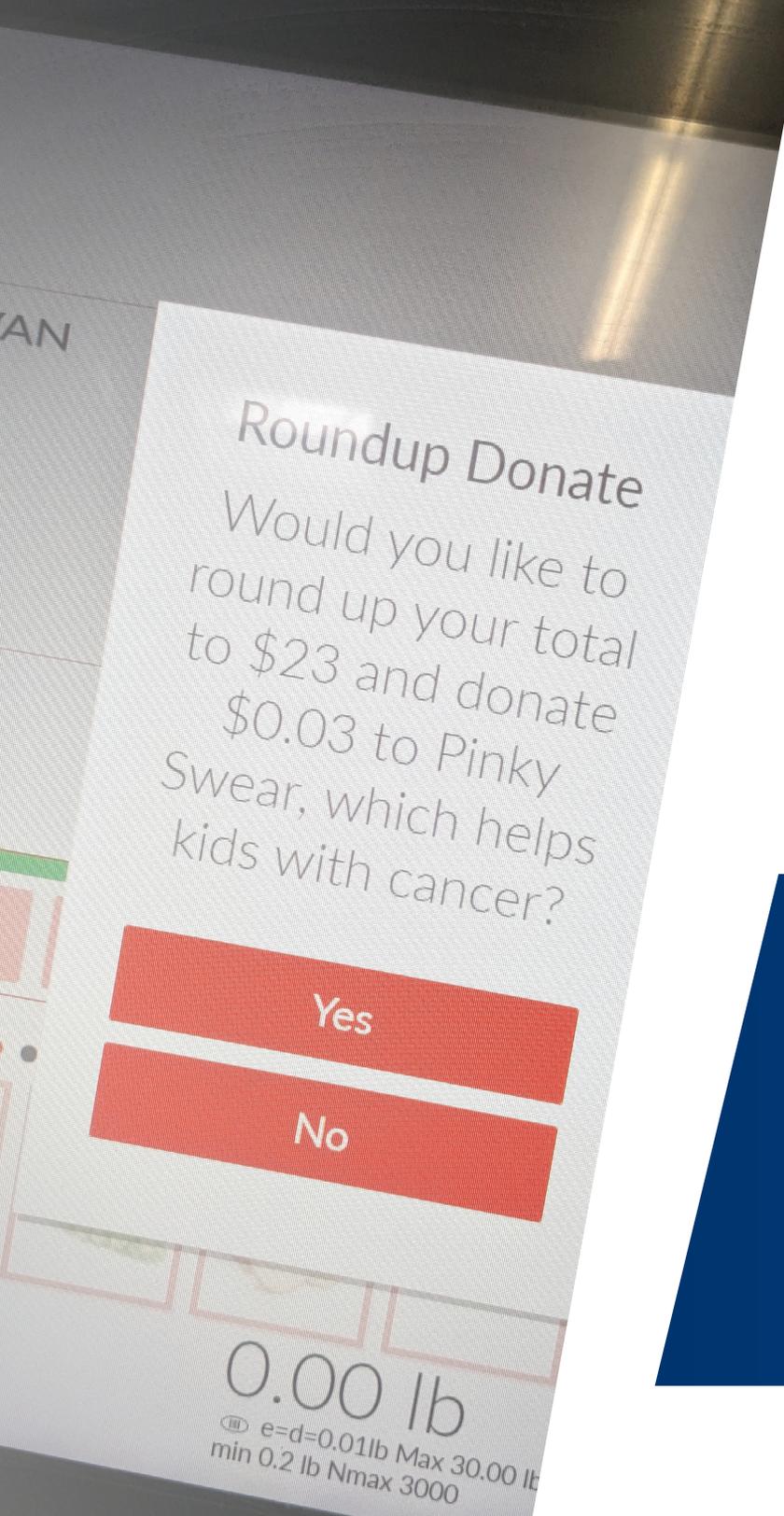
KLN Family Brands, the supplier of Wiley Wallaby Licorice donates a portion of their profits to Pinky Swear Foundation to help kids with cancer and their families.



## Hy-Vee Register Round Ups:

Making every penny count for  
kids with cancer

For several years, Hy-Vee provided essential support to children and families effected by childhood cancer through Register Round Ups. Shoppers were able to round up their purchases to the nearest dollar.





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## **NEWSRADIO 1040 WHO & Dean Snyder Construction:** Amplifying impact through Radiothon and community support

Every year, NEWSRADIO 1040 WHO dedicates an entire day on air to support kids with cancer and their families. Dean Snyder Construction is a proud sponsor and one of our largest volunteer groups for the event.

# PINKYSWEAR FOUNDATION

Thank you for their Generous Support!



**Northwestern  
Mutual**

## **Empathy in action:** Northwestern Mutual's Pinky Promise to Pinky Swear

Northwestern Mutual has a longstanding commitment to helping kids with cancer and their families. They participate in events and fundraising initiatives each year including a carwash and fun run!



## **Join us in making a difference.**

No matter what path of cause marketing you choose, you can make a difference for kids with cancer and their families. Together, we can provide financial support so families can focus on what matters most - their child.

# How to get involved:

## 1. Explore partnership options

Assess the various ways your corporation can collaborate with Pinky Swear, such as through sponsorships, cause marketing campaigns, employee engagement programs, or event partnerships.

## 2. Develop a customized plan

Work closely with Pinky Swear to tailor a partnership plan that aligns with your company's goals, values, and resources. This may involve brainstorming ideas, setting objectives, and outlining specific activities or initiatives.

## 2. Reach out to us

Once you've defined your partnership strategy, reach out to Pinky Swear to initiate discussions and formalize your collaboration. Our team is ready to support you every step of the way to ensure a meaningful and impactful partnership.



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