

Walk STRONG to Cure JM[®]



2024

Fundraiser Information

Cure JM[®]
FOUNDATION

BUILD



YOUR



TEAM!

Your Participation Makes a Difference!

We're walking for a brighter future!

Hundreds of families and friends are joining forces to walk to better treatments, better care, and a cure.

Each walk features food, fun, and friendship as Cure JM families come together to celebrate the power of community and walk for a brighter future.

The Walk Strong is also Cure JM's signature fundraising event having raised \$3 million dollars for JM research. Every dollar helps!

Questions?

Contact **Nicole Ryba**,
Cell (732) 600-7339,
nicole.ryba@curejm.org
or **Betsy Leon**
Cell (858) 220-0039,
betsy.leon@curejm.org



Walk Strong to Cure JM

You've taken the first important step toward walking for a brighter future for kids.

3 steps:

1. Build your team
2. Invite others to participate
3. Ask friends and family to help you reach your fundraising goal

Message to share to build your team

I am participating in the Walk Strong to Cure JM for the thousands of children living with this rare disease. Join my team or support me with a donation! [URL] Join my team or support me with a donation at [URL]

Once you join my team, you will receive all the information on the event. You can attend the walk with me, or support us from home! I'd love to have your support! I truly believe that our team can make a difference for the kids. I hope our team can win a Team Award too. Awards will be given for the biggest team, most enthusiastic, best theme, and more.



Tips to Ensure your Success

Included in this kit, you will find tips and tools for your success. All ideas included have been shared by past Walk Champions who have participated in this amazing event! Have any additional ideas or suggestions, please let us know so we can share with others!

Share Why You Walk. Personalize your page by uploading family photos or a video and share your story of why you walk and the importance of why you are raising funds for Cure JM.

Make a Self Donation to Get Started.

Sample Reach Out Templates. Included you will find a sample email, text message and social media message. Please feel free to edit or use as a guide to create your own.

Personalize Your Ask. Let them know how much their support means to you.

Don't forget to follow up. Messages are constantly flooding emails and text messages in our fast-paced society. If you did not get a response from your initial request, don't forget to follow up again to ensure they received your message.

Remember - YOU are making a difference in every message you send to one of your contacts.

Your participation allows:

- Pursuit of promising new treatments
- Advancement of four clinical trials
- Funding of our largest-ever grant cycle, including investigating a new type of gene therapy
- Helping kids get the best care possible

When we all work together, we can move mountains for our kids!



Fundraising Emails

Email Subject: I'm Walking For a Brighter Future for Kids

Dear Friends and Family,

I wanted to share an update with you on a cause that is important to me. I am walking for a brighter future for the thousands of children battling juvenile myositis.

Juvenile myositis is a runaway immune response where the body attacks itself. There are no FDA-approved treatments for kids, but with your support, we can change that. Your gift will fund research to find better treatments, help kids get the best care, and give children the bright future they deserve!

Will you join me in supporting this great cause?

Join my team or support me with a donation at <http://events.curejm.org/walkstrong>

Once you join my team, you will receive all the information on the event. You can join our Team at the walk or support us from home if you are busy on walk day. If you wish to support my team with a **check**, please mail it to: **Cure JM, P.O. Box 45768, Baltimore, MD 21297**, and put our family name in the memo.

I'd love to have your support. I truly believe that our team can make a difference for the kids.

I hope our team can win a Team Award too! Awards will be given for the biggest team, most enthusiastic, best theme, and more.

Thank you!

Your name

P.S. if you'd like to learn more about juvenile myositis or the incredible work of Cure JM, visit www.curejm.org



Message to Share: Social or Text

I am participating in the Walk Strong to Cure JM for the thousands of children living with this rare disease. Join my team or support me with a donation!

<http://events.curejm.org/walkstrong>



Your Participation is Improving Patient Outcomes



Global

Research Network
and partnerships



\$23 million
Invested in research

10

Clinical Trials

Completed or
in development

207

Research Studies

Completed or
in development



Reduced time to
diagnosis by

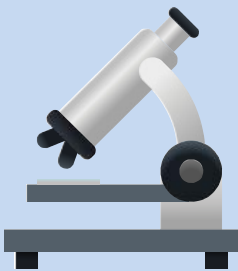
75%

From 12 months to 3 months
Early treatment leads to better
outcomes



20 Clinical Care Network
partnerships

Helping patients get the best care



5

Centers of Excellence

Making significant
institutional investments in
juvenile myositis research



Breakthrough Genetic Studies

To identify genetic risk factors to help
diagnose, treat, and prevent the disease



3,000

Families and patients connected
Because we are stronger together

Fundraising Incentives

When you participate in Walk Strong to Cure JM, the funds you raise powers Cure JM's work to advance research for better treatments, care, and support for juvenile myositis.

Follow our progress at <http://events.curejm.org/walkstrong>

Every dollar helps!

As a thank-you for raising these necessary funds, participants can earn the following incentives:

- Raise \$100. Receive exclusive "Walking For A Brighter Future" shirts for your family.
- **Champion:** Raise \$500. A \$500 match from the Leetz Family Match will be added to your fundraising page.
- **Grand Champion:** Raise \$2,500. Be recognized at the walk as a member of Cure JM's Champions Club. Receive our new exclusive Walk Strong hat that can only be earned by joining Cure JM's Champions Club.
- **Elite Grand Champion:** Raise \$5,000. Cut the starting line ribbon, lead the walk, and enjoy the glory of being one of the best fundraisers Invite others to participate.

Questions?

Contact nicole.ryba@curejm.org or text (732) 600-7339.



Frequently Asked Questions

Q: What about checks?

A: Checks can be made out to Cure JM and mailed to:

Cure JM, P.O. Box 45768, Baltimore, MD 21297

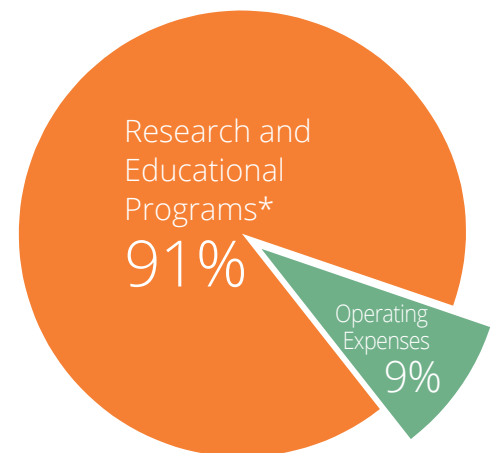
with the honoree name in the memo. Checks will be added to your fundraising page and you will receive an email when a check arrives in your honor.

Q: Why do families have to raise funds for research?

A: Like many rare diseases, JM research is only made possible by friends and family like you. For many researchers, Cure JM is the only source of funding available for JM research.

Q: Does my family really make a difference?

A: Yes! Every dollar makes a difference. Cure JM families and friends have raised over \$23 million dollars for research and programs, making Cure JM the global leader in Juvenile Myositis research. Learn more at www.curejm.org/impact



*Since inception in 2003

Q: What will the funds raised be used for?

A: The funds raised at the walk will be put right to work to improve research, care, and support for juvenile myositis. Learn more at www.curejm.org/impact



Q: Many of my friends and family have never heard of Cure JM. How will they know this is a good cause?

A: When your friends and family see how passionate you are about Cure JM and JM research, they will be excited too. You can share that:

- Children today are doing better than ever thanks to your support and we are just getting started. Learn more at www.curejm.org/impact
- Since inception more than 90% of contributions have been put to work for research and
- Cure JM has been a “Top Rated” nonprofit by Great Nonprofits each year since 2011
- Cure JM has received the Independent Charities “Best in America” Seal of Excellence that is only given to 0.2% of over 1 million nonprofits in the U.S. This seal is awarded on an annual basis to charities that meet the highest standards of public accountability, program effectiveness, and cost effectiveness.
- Cure JM’s financials and other information are posted at www.curejm.org



Q: How will I know who donated to my fundraising page?

A: You will receive an email when you receive a donation in your honor and the names of all of your donors will scroll across your fundraising page.

Q: How do I thank my supporters?

A: Each time someone donates to your page, you will get an email with the name and contact information for your supporter so you can thank them. If you would like a list of your supporters at any time, please contact nicole.ryba@curejm.org.



Reach out to Nicole.Ryba@curejm.org or 732-600-7339 with any additional questions!







FOUNDATION

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