

GIVING TUESDAY

Holiday Challenge

2024

Fundraiser Information

HOPE!

stars
aloe never



21 Years of Progress



Global

Research Network
and partnerships



\$25 million
Invested in research.

10

Clinical Trials

Completed or
in development

212

Research Studies

Improving treatments
and care



Reduced time to
diagnosis by
75%

From 12 months to 3 months

Early treatment leads
to better outcomes



33 Clinical Care Network
partnerships

Helping patients get the best care



200,000
hours

of parent mentoring



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

Your Participation Makes a Difference!

Thank you for stepping forward to make a difference for everyone fighting Juvenile Myositis. This guide has everything you need to get started.

Have a question? Contact Shannon at 512-709-1905 or shannon.malloy@curejm.org.

What is the Giving Tuesday Holiday Challenge?

Giving Tuesday is a day of global generosity where **millions of people** will be making gifts to charities. **The Cure JM Giving Tuesday Holiday Challenge is Cure JM's flagship end-of-year event.**

Shannon Malloy, Cure JM's fundraising manager (and also a parent to a child with JM), will work closely with you to make sure that the many research and support programs funded by Cure JM fully benefit from this seasonal generosity.

Juvenile Myositis is rare, so it is up to families and people like YOU to join Shannon to help spread the word about Cure JM.

Here's how you can get started:

Step 1. Sign up at www.curejm.org/hopehero.

Sign up soon to get Hope Hero shirts for your family

Step 2. Share the Cure JM story.

Shannon will provide you with messaging to share, but you will choose how and when you participate.

Participate your way, however it best fits in your busy life.

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



Gifts made October 1- December 31, 2024 will be MATCHED by the Coffey Family Match!

*Checks dated by December 31 will be matched. Checks can be made out to Cure JM and mailed to Cure JM, P.O. Box 45768, Baltimore, MD 21297. With "Coffey Match" and the honorees name in the memo.

The funds raised will help Cure JM improve care to patients, educate physicians and families, and find new and better treatments for JM.

Giving Tuesday - Your Roadmap to Success!

This year, let's make Giving Tuesday epic! We're on a mission to raise \$1 million to propel juvenile myositis education, awareness, care, and research forward. **Join us** and be part of the movement driving progress toward a cure! 💙

Ready, Set, Go! (Summer Tasks):

- **Sign Up Early! Early Bird Advantage!**
 - **Sign up now** and be ready to hit the ground running on Giving Tuesday! The sooner you join us, the sooner we can set up your personalized fundraising page, giving you more time to raise vital funds for Cure JM.
- **Set Your Team Goal** (Motivate your team with a clear target!)
- **Personalize Your Page:** Upload a picture and tell your story!
- **Grandparent Power!** Recruit a grandparent to be a fundraising champion (Grandparent Ambassador). Grandparents who are interested in learning more can contact betsy.leon@curejm.org
- **Sponsor Support:** Reach out to potential sponsors using the provided letter template (available from Shannon).
- **Get Creative!** Explore DIY fundraising ideas to boost your page (check out www.curejm.org/DIYfundraising for inspiration and guidance from Shannon).

Spreading the Word (September):

- **Identify Your Audience:** Who will you reach out to for support?
- **Craft Your Message:** Create a compelling message that resonates with your audience. (Shannon will give you a draft message to share).

The Countdown Begins (October):

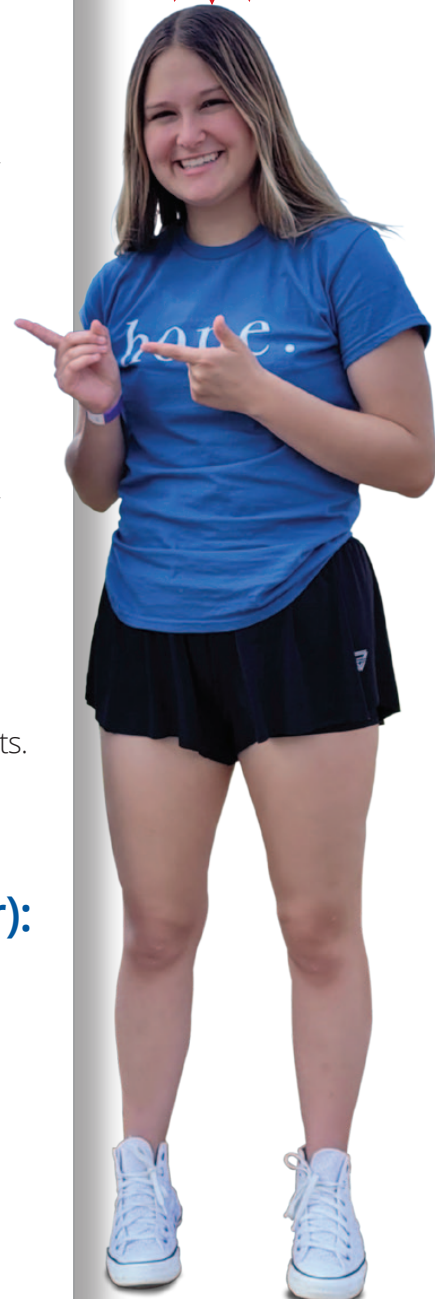
- **Launch Your Fundraiser:** Get ready to raise awareness on October 1st!
- **Team Up for Success:** Encourage others to join your team and amplify your efforts.
- **Spread the Word:** Share your fundraising page with your network. Three shares are typically all it takes to spark momentum!

Giving Tuesday & Beyond (November & December):

- **Keep Sharing!** The more you share, the greater the impact.
- **Celebrate Your Success!** Reach your goal and make a difference on Giving Tuesday (December 3rd)!

Bonus Tip: Throughout the process, feel free to reach out to Shannon for support and guidance.

Let's work together to make this Giving Tuesday our most successful yet!



Fuel Your Fundraising Fire: Creative Ways to Raise Cash for Your Fundraising Page!

Ready to supercharge your Giving Tuesday efforts? Here are some fun and easy fundraising ideas to get some cash flowing towards your fundraising page before the big day.

Classic Cash Raisers:

- **Lemonade Stand:** Who can resist these sweet (and refreshing) fundraising staples? Perfect for a family activity!
- **Garage Sale Declutter and Donate:** Turn unwanted items into valuable donations for Cure JM.
- **Dog Wash for a Cause:** Get your furry friends involved! Offer dog washes in your neighborhood for a small donation.

Kid-tastic Fundraising:

- **Coins for a Cure:** Encourage kids (and adults!) to collect spare change and donate it online on Giving Tuesday. Or they can drop off their coin jars at your house and you can donate!
- **Art Explosion:** Let your kids' creativity shine! Organize an "art sale" with their masterpieces as the stars.
- **Creations for Cure:** Get crafty! Have kids make bracelets, necklaces, or other handmade items to sell for donations.



Bonus Tip:

Fundraising Rockstar? Feeling inspired and ready to create your own fundraising masterpiece? We've got you covered! Visit our DIY Fundraising resource page at www.curejm.org/diy for tons of ideas and guidance. Still have questions? Reach out to shannon.malloy@curejm.org for support.

If you raise some funds through an event, we can add the funds to your Holiday Challenge fundraising page

Be a Hope Hero This Giving Tuesday!

Join the Giving Tuesday Holiday Challenge and make a real difference for families battling juvenile myositis. Every dollar you raise fuels Cure JM's critical work in:

- **Advancing research:** Leading the way towards better treatments and a cure for juvenile myositis.
- **Enhancing care:** Providing vital support and resources to families in need.
- **Building a stronger community:** Connecting patients and families for hope and encouragement.

Become a Hope Hero and be rewarded for your impact!

- **Start your fundraising page:** Spread awareness and inspire others to join the fight (all participants can do this!).
- **Become a Champion of Hope:** Raise \$150 and receive limited edition Hope shirts for your family, showcasing your support.
- **Ascend to Grand Champion of Hope:** Reach \$500 and have a \$500 Coffey Family Match put directly on your fundraising page!
- **Become an Elite Grand Champion of Hope:** Reach \$2,500 and choose your version of our exclusive new hat, a symbol of your dedication.



Visit www.curejm.org/hopehero to learn more
and unleash your inner Hope Hero!

Clinician Education



Global

Research and Clinician Network



20,000 hours

of clinician education, improving care for all patients



14 Educational Summits

educating thousands of clinicians



Fostering Collaboration

across institutions, creating collaborative research and information sharing



52 Clinician Education Publications

get the latest information to patients sooner



Funding Mental Health

support in rheumatology clinics, supporting patients, parents, and families

Messages to Share!

Social Media Post or Text

Imagine a child's laughter silenced, a simple hug impossible due to a relentless illness. Juvenile Myositis steals precious moments, but there's hope. You can be the hero who brings them back.

Join me in the fight! Donate to become a Hero of Hope and help fund research, better care, and the promise of a cure for these brave children. [\[Fundraising page URL in bio\]](#) ([Link in bio for Instagram](#))

#JuvenileMyositis #CureJM #HopeHero #GivingTuesday

Email

Email Subject: This Holiday Season, Help Bring Hope to Families

Dear Friends and Family,

Imagine a child robbed of the simple joys of movement, a teen unable to play sports, or a young adult struggling with daily tasks – all due to a debilitating illness called juvenile myositis.

But there is hope. This holiday season, your gift can make a real difference.

Click here to make your secure donation to help our family reach our fundraising goal: [\[fundraising page URL\]](#).

Every dollar you donate will be DOUBLED thanks to the Coffey Family Match!

With your support, we can:

- **Empower families:** Create a supportive community where families facing JM can connect and help each other navigate their journey.
- **Fuel breakthroughs:** Fund critical research for new treatments and ultimately, a cure.
- **Champion the best care:** Help all families access the best medical resources for children with this disease.
- **Spark hope:** Offer a beacon of optimism to everyone battling juvenile myositis.

Thank you! Your contribution this holiday season will bring hope to families.



Peer Support



200,000 hours of parent mentoring



24:7 Peer Support



70 Peer support Representatives



20 Chapters Supporting Families



500+ Resources



100,000 hours of parent education



Emotional Health
resources for patients

Introducing the All-New Good Move App

Supercharge Your Giving Tuesday Fundraising!



Get ready to revolutionize your Giving Tuesday experience with the Good Move app! This powerful tool makes fundraising easier than ever, empowering you to raise crucial funds for juvenile myositis research and care.

Good Move™ Here's what awaits you:

- **Effortless Access:** No need for separate logins! Use the one-time passcode from your registration email to unlock your personalized fundraising page within the app.
- **Fundraising at Your Fingertips:** Spread the word in seconds! Simply copy your fundraising message directly from the app and share it with friends, family, and followers on your favorite social media platforms, emails, and texts.
- **Track Your Progress:** Witness the magic unfold! The app provides a clear view of your fundraising journey, allowing you to track your progress and celebrate every milestone.
- **Healthy Competition (Optional):** Feeling inspired? Check out the dynamic leaderboard and see how your team stacks up against others in a friendly fundraising competition! (Leaderboard access is optional within the app settings).

Download the Good Move app today and unleash your inner fundraising champion! Together, let's make this Giving Tuesday a resounding success for Cure JM!

Getting Started with the Good Move App

Ready to join the fundraising movement? Let's get you logged in to the Good Move app!

1. **Download the App:** Head over to your phone's app store and search for "Good Move." Download and install the app on your device.
2. **Access Your Event:** No need to create a separate login! To access your specific fundraising event, you'll need a one-time passcode.

Check your email: We sent a welcome email to the address you used to register for the event. This email includes your unique one-time passcode.

Open the Good Move app: Enter the one-time passcode you received in the email and tap "Next."

Having trouble?

Passcode not working? Double-check the passcode for typos and ensure it hasn't expired (one-time passcodes are usually valid for a limited time).

Didn't receive the email? Check your spam folder. If it's still missing, you can request a new passcode within the app.

3. **Stay Connected (Optional):**

Want to stay up-to-date on your fundraising progress? Enable push notifications from the Good Move app in your phone's notification settings. This will ensure you receive alerts about donations and event updates.

Now you're ready to log in and make a difference for our kids!

Accessing and Sharing Your Fundraising Power!

Ready to unleash your fundraising magic? Here's how to access your page and spread the word!

Viewing Your Fundraising Page:

1. Open the Good Move app.
2. Tap on "My Page." Here you'll see your personalized fundraising page in all its glory!

Sharing Your Fundraising Page:

1. On your "My Page," tap on "Fundraise."
2. Tap the "Copy" button. This will copy your fundraising message to your clipboard.
3. Open your preferred platform (text message, email, social media) and paste the copied message using "Paste."
4. Hit "Send" and watch the donations roll in!

Editing Your Fundraising Goal:

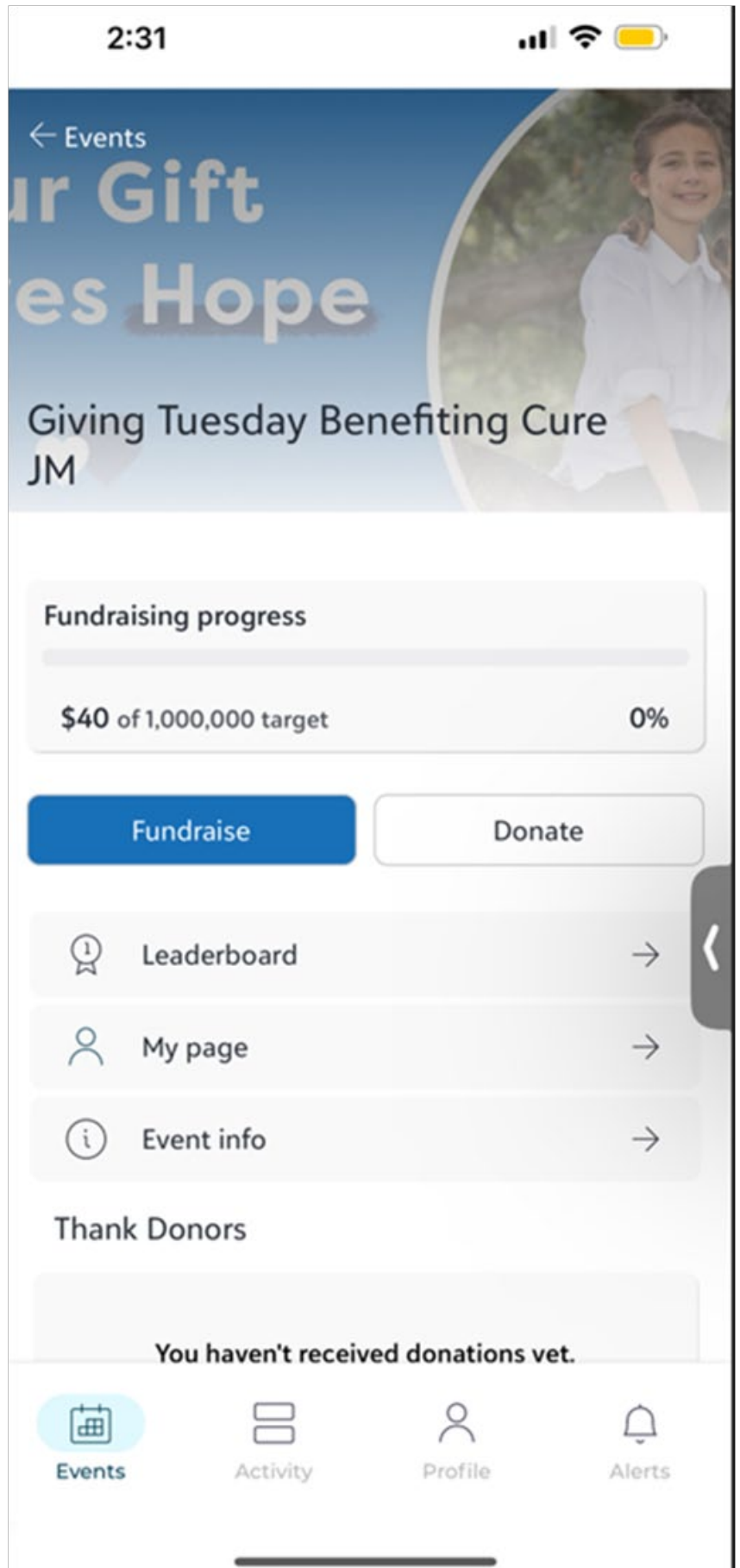
We encourage you to set ambitious goals!

If you need to adjust your target amount, text Shannon at (512) 709-1905.

Witness the Fundraising Frenzy!

Curious to see how your team stacks up against others? It's easy! Within the Good Move app, simply click on the "Leaderboard" tab. Here, you'll get a thrilling view of all participating teams and their fundraising progress.

Remember, every dollar counts in the fight against juvenile myositis! Let's make this Giving Tuesday a success!



THEN
2003

vs.

NOW
2024

12
months to diagnosis

TOOLS

3
months to diagnosis
This is important because early treatment improves outcomes

Small Body of Research
Much unknown about the disease

CARE

\$23 Million
Invested in 200
Research Projects
to understand the disease and how to treat it

Treatment Largely Relied on Steroids and Chemotherapy
Both of which can cause devastating long-term complications

DRUGS

Wide variety of second-line treatments
Including immunoglobulin (IVIG), hydroxychloroquine, rituximab, MMF, abatacept, JAK inhibitors

Long-Term Issues Prevalent

THRIVE

Living their Best Lives!

FAQ: Good To Know!

Q: Can I donate by check?

Absolutely! Checks can be made payable to "Cure JM" and mailed to:

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

Please include "Coffey Match" and honoree name in the memo line of your check. This ensures the donation is properly credited to your fundraising page.

Q: How can I see the collective impact we're making?

Stay inspired by the collective effort! Visit our website at www.curejm.org/give to track our overall Giving Tuesday progress as we work together to reach our goal. Every contribution counts!

Q: Why do families fundraise for research?

Great question! Juvenile myositis research, like many rare diseases, relies heavily on support from families and friends. For many researchers, Cure JM is the only source of funding available for JM research, care, support, and education.

Q: Does my contribution really make a difference?

The answer is a resounding yes! Every dollar makes a difference. Thanks to the incredible efforts of Cure JM families, over \$25 million dollars have been invested in juvenile myositis research. This makes Cure JM a global leader in the fight against this disease.

Together, we can make a significant impact!

Q: What will the funds raised be used for?

With your support, we can:

- **Empower families:** Create a supportive community where families facing JM can connect and help each other navigate their journey.
- **Fuel breakthroughs:** Fund critical research for new treatments and ultimately, a cure.
- **Champion the best care:** Help all families access the best medical resources for children with this disease.
- **Spark hope:** Offer a beacon of optimism to everyone battling juvenile myositis.

View more about your impact 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?

Totally understandable! Here's why you can confidently share Cure JM with your network:

- **Impactful Focus:** Since 2003, more than 91% of donations have directly funded vital juvenile myositis research, care, and educational programs.
- **Highly Rated:** Cure JM has been consistently recognized as a "Top Rated" nonprofit by Great Nonprofits since 2011, highlighting our commitment to responsible giving.
- **Exceptional Standards:** We've earned the Independent Charities "Best in America" Seal of Excellence, awarded to only 0.2% of US nonprofits. This distinction emphasizes our transparency, program effectiveness, and responsible spending.

For more information, including financials and in-depth details about our work, visit our website at www.curejm.org.



*Since inception in 2003



Q: How do I thank my amazing supporters?

We appreciate you wanting to show gratitude! Here's how to thank your donors:

- **Automatic Thank You Emails:** You will receive an email notification for each donation, including the donor's name and amount. This email will have a button to easily thank them directly.
- **Cure JM Thank You Cards:** In addition to your personalized message, each donor receives a handwritten thank you card from Cure JM. ❤️
- **Supporter Lists:** If you'd like a complete list of your donors at any time, simply contact Shannon.Malloy@curejm.org.

Q: How can I track donations to my fundraising page?

Staying informed is easy! Here are a few ways to track your fundraising progress:

- **Real-time Donation Notifications:** Receive an email for each contribution, detailing the donor's name and amount.
- **Visual Fundraising Thermometer:** Watch your fundraising thermometer on your page fill up as donations come in, offering a fun way to visualize your progress.
- **Scrolling Donor Recognition:** The names of your generous supporters will scroll across your fundraising page.

Q: Where can I find my fundraising page?

Your fundraising page is already set up for you!

Here are two ways to access it:

- **Contact Shannon:** Reach out to Shannon.Malloy@curejm.org and she'll provide your unique URL.
- **Search by Name:** Visit the Cure JM Giving Tuesday website at www.curejm.org/give and search for your page using your name.

Q: How do donations work?

Donations made through your page go directly to Cure JM to support juvenile myositis care, research, education, and support. Each donor receives an automatic email receipt for tax purposes.



Reach out to
Shannon.Malloy@curejm.org
 or **(512) 709-1905** with
 any additional questions!







F O U N D A T I O N

19309 Winmeade Dr., Suite 204, Leesburg, VA 20176
(202) 596-6267 | info@curejm.org
www.curejm.org

