

There's perhaps nothing more frightening and heartbreaking than to hear the word "cancer." It's especially difficult when the disease strikes a child. Despite enormous advances in treatment, childhood cancer remains the major cause of death from disease for children in our nation.

Phoenix Children's Hospital is the regional leader in pediatric oncology and hematology. Each year, physicians from our Center for Cancer and Blood Disorders treat about 500 young patients. And that number that is expected to increase to more than 700 patients annually over the next four years.

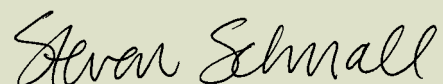
The 2009 Holiday Art Project was created to not only help support the Center, but involve children in art and craft projects that help them cope with their illness. Each card is designed by one of our patients battling cancer, and can be selected by businesses and organizations who want to send unique holiday wishes while supporting Phoenix Children's.

Your support is invaluable and we hope you will consider taking part in this worthwhile program. A tax-deductible donation has a direct impact on our patients and families. And each card designed by a patient fighting this terrible disease serves as a precious reminder of our important mission.

Enclosed is information about how your support of the Holiday Art Project provides hope and healing for our patients, and how this wonderful program can work for your business this holiday season.

If you have not yet had a chance to visit the Hospital to see firsthand how the funds raised through programs like this benefit Arizona's ill and injured children, please don't hesitate to call so we can schedule a tour of Phoenix Children's.

Sincerely,



Steve Schnall  
Senior Vice President  
Chief Development Officer  
Phoenix Children's Hospital Foundation



## CENTER FOR CANCER AND BLOOD DISORDERS

All of the proceeds from the Holiday Art Project benefit the Center for Cancer and Blood Disorders, the largest provider of hematology and oncology for children in Arizona and the entire western region. Each card is designed by a patient of the Center and is a reflection of their own personal story. In fact, just being involved in the art project provides a much-needed positive emotional outlet for these kids.

Your participation in the Holiday Art Projects helps maintain these vital programs:

### ONCOLOGY PROGRAM

The largest pediatric cancer program in Arizona, and one of two institutions in Arizona (and the only one in Phoenix) conducting Phase 1 clinical trials.

### BONE MARROW TRANSPLANT PROGRAM

Provided in cooperation with Mayo Clinic, it's the only pediatric blood and marrow transplant program in the Valley. State-of-the-art rooms are dedicated to the care of our immuno-compromised patients.

### HEMOPHILIA CENTER

One of the only two federally funded hemophilia centers in Arizona and the largest program of its kind in the state.

### ONGOING MEDICAL AND FAMILY SUPPORT

- Cutting edge research
- State-of-the-art diagnostic equipment and lab services
- Psychological and social support services
- Financial hardship assistance
- Lodging assistance in partnership with Ronald McDonald House
- School re-entry programs
- College scholarships
- Camp rainbow summer getaway for kids with cancer
- Bi-monthly events
- Teen retreats



## HOLIDAY CARD AND GIFT-IN-ONE

By selecting artwork designed by a patient at Phoenix Children's Hospital for your company's holiday cards, you are also giving a tax-deductible donation that directly impacts children and families in the fight of their lives.

When you add your own holiday message inside that reads "a donation has been made in your honor to Phoenix Children's Hospital" you have the perfect card and gift that gives back this holiday season.

We've made it easy for you to select one of the following options by visiting our website at [www.phoenixchildrensartproject.com](http://www.phoenixchildrensartproject.com). If you don't see exactly what you need, please call (602) 546-2659 or e-mail [efalkner@phoenixchildrens.org](mailto:efalkner@phoenixchildrens.org) and we will find a solution for you.



### Red Holiday Wishes package: \$2,000

Custom Holiday Card & Honor Gift Commission specially-designed artwork created by a patient for your company's exclusive use with a \$2,000 donation to Phoenix Children's Hospital. The artwork can be used in a greeting card or e-card. Deadline for custom artwork is Sept. 1, 2009.



### Green Holiday Wishes package: \$1,000

Holiday Card & Honor Gift Select patient-designed artwork from our online gallery that your company will own exclusively for the season with a \$1,000 donation to Phoenix Children's Hospital. The artwork can be used in a greeting card or e-card.

### SPECIAL OPTIONS

Once you select your cover artwork and decide on your inside greeting, you may choose to use your own printer for the cards. We can also connect you with our preferred partners and have your cards printed at a special discount.

We can make it even easier for you during the busy holiday season. Simply provide us with your mailing list and we will take care of the rest, adding your message inscription to your cards and having them printed and mailed – all at a special price.

**HOLIDAY CARD & GIFT GIVING MADE EASY!**

- 1** Go to our website at [www.phoenixchildrensartproject.com](http://www.phoenixchildrensartproject.com)
- 2** Select your package
- 3** Choose your holiday artwork
- 4** Complete the online form
- 5** Call (602) 546-2659 or e-mail [efalkner@phoenixchildrens.org](mailto:efalkner@phoenixchildrens.org) with any questions or concerns.



Visit [www.phoenixchildrensartproject.com](http://www.phoenixchildrensartproject.com)

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Permit No. 961

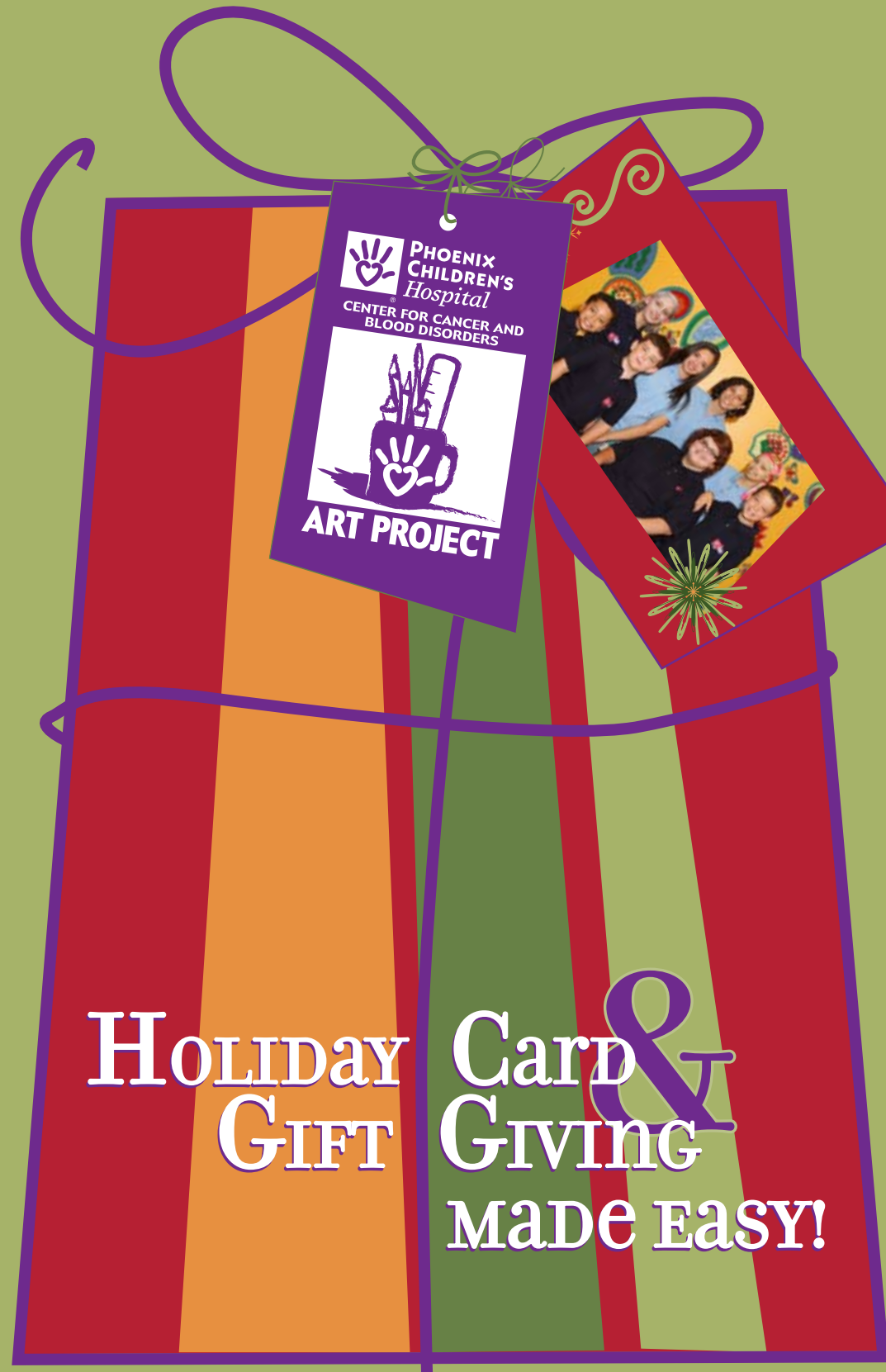


**1919 East Thomas Road  
Phoenix, AZ 85016**

**SPECIAL THANKS**  
to the FOLLOWING SPONSORS:



Alice and Kurt Meyer of Southwest Rubber and Supply, proudly display their art project "Thank You" plaques



**HOLIDAY GIFT CARD & GIVING MADE EASY!**