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**G9** is a childhood cancer non-profit dedicated to increasing funding for childhood cancer research and initiatives by growing awareness that inspires action to help every child, everywhere. G9 directly funds Early Phase Trials, bringing the newest, most promising treatments to kids faster. Utilizing a noble model of turning the world gold to raise awareness and meet the mission, G9 directly benefits the entire childhood cancer community with gold alliance, resulting in increased funding and support for all childhood cancer initiatives. Childhood cancer is an urgent health crisis, and through global research, strategic partners, and an altruistic and innovative approach, G9 is the catalyst for change. G9 stands for *Gold In September*. Gold is the national color for pediatric cancer and September is the recognized National Childhood Cancer Awareness month; together they make G9.

### **Global Research**

- Because NCI only allocates approximately 4% of their annual budget towards pediatric cancer research, G9 recognizes that private funding for global research is the path to cures.
- The G9 Centers of Excellence, made up of certified leading hospitals that qualify through objective standards and metrics, are the only centers in North America that can direct Early Phase Trials.
- In partnership with the Children's Oncology Group and their more than 200 experts at over 200 leading children's hospital, universities, and cancer centers worldwide, every type of childhood cancer, no matter how rare, is studied and targeted therapeutics developed through *Project: Every Child* and *Pediatric MATCH*.

### **Strategic Partners**

- In collaboration with national advisors and partners with marketing, healthcare, culinary, sports, and entertainment expertise, G9 aims to create unique opportunities in markets across the country providing awareness and philanthropic support.
- Fundraising programs activate children's cancer support within communities and schools, allowing every child, everywhere to learn entrepreneurship, leadership, and philanthropy to be a part of the solution.
- G9 believes that every person, everywhere is a strategic partner in the investment of the future of our children.

### **Altruistic and innovative approach**

- G9 invests in bringing the newest, most promising treatments and trials to kids faster.
- Objective funding model to allow for faster response and implementation.
- The altruistic model of branding and philanthropy unites childhood cancer community.
- G9 maximizes the benefit of every dollar, across a broad spectrum of hospitals, to impact a larger pool of kids.

***"You can't win the fight against this awful disease with just the people who are trying to fight it, that's like trying to win a war with only the wounded."***

-G9 Founder, Annie Bartosz from Hartland, Wisconsin

**HELPING EVERY CHILD, EVERYWHERE**