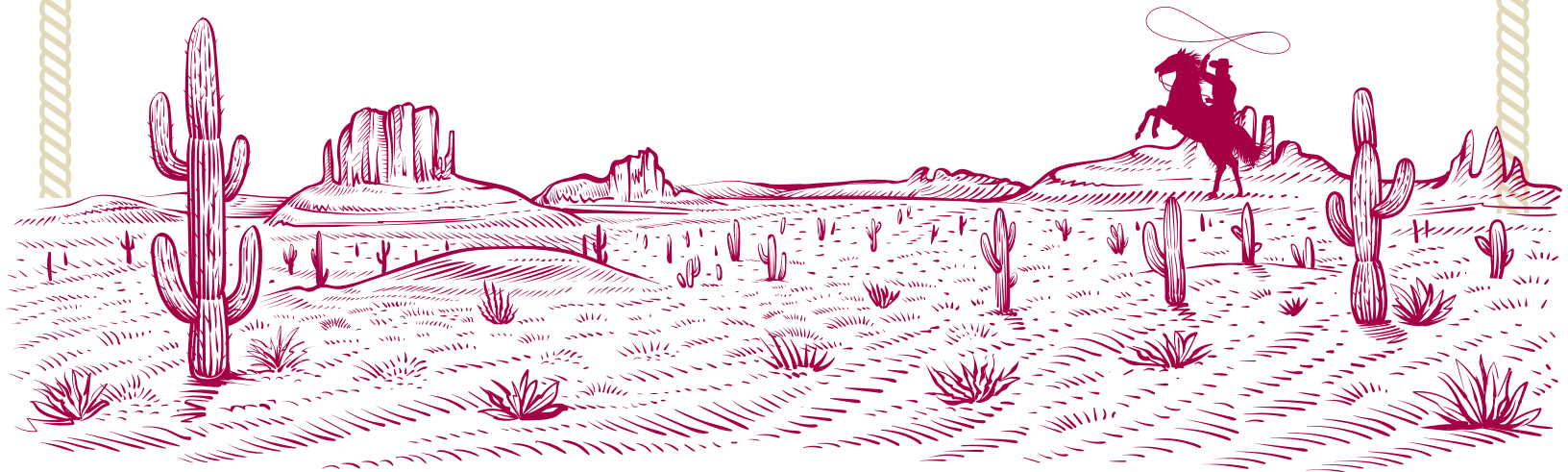
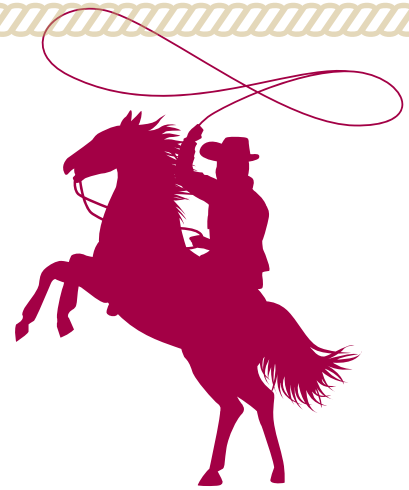




# Mission Packet



# Paddle Raise Restricted Gift



The mission of the American Cancer Society is to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

This years **“Fund the Mission” campaign** at the Tyler Cattle Baron’s Ball event during the “Paddle Raise” will go towards a **Transportation and Lodging Grant for East Texas and Pediatric Cancer Research**. Every dollar donated is **100% tax deductible**.

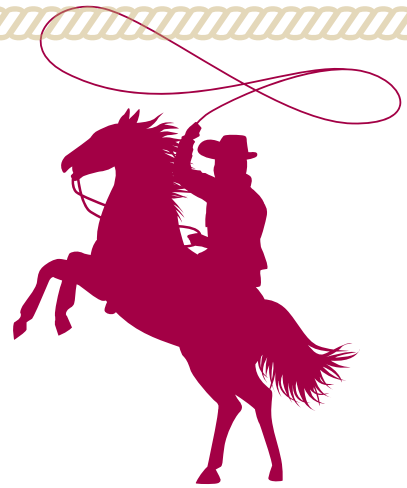
**The American Cancer Society is deeply committed** to finding new answers that will help every child and family affected by cancer. Cancer is the second most common cause of death among children ages 1 to 14. However, cancer death rates in children have declined 71% since 1970. These reductions are largely due to improvements in treatment and more children taking part in clinical trials.

**Help us continue to fund these life-saving treatments.**

Any **pre-committed donations by March 17, 2024, will be recognized** in the invitation, Tyler TODAY Magazine & on screen the night of the Ball prior to the paddle raise.



# Paddle Raise Restricted Gift



ACS awarded \$19,000 to three East Texas Health Systems in 2023 through patient transportation grants. Over 2,000 rides have been provided to patients from Smith County and beyond.

Every dollar donated will go directly to fund  
**Pediatric Cancer or the Patient Transportation and Lodging  
Grant Program**

**Pediatric Cancer Research**

**Access to Care**  
*(Patient Transportation and Lodging Grant Program of East Texas)*

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

\$5000     \$2500     \$1000     \$500     \$250     Other \_\_\_\_\_

American Cancer Society, P.O. Box 140069, Dallas, TX 75214  
4ZZ84R (must be in the check memo)  
ACS Tax ID# 12-1788491





A decorative graphic for the 2024 event. It features a large, ornate, gold-colored frame with intricate scrollwork. Inside the frame, a cowboy boot is depicted in a vibrant, multi-colored pattern (red, yellow, green, and black). The text "2024 GIVE CANCER the BOOT!" is written in a bold, serif font. Below the boot, the text "CATTLE BARON'S BALL" is written in a stylized, cursive font, with "TYLER" and "AMERICAN CANCER SOCIETY" underneath. To the right of the boot, the American Cancer Society logo is repeated in a smaller size.

