



Brand Ambassadors 1:0:1

Thank you for your interest in the WCF's 'Brand Ambassador Program'.

Our goal is to provide a central destination point offering support and information in order to assist those who are tackling this terrible disease on a daily basis (children, families and healthcare professionals/ organizations).

Being a Brand Ambassador means a lot of different things, to a lot of different people, but ultimately, it's about compassion and the ability to help those less fortunate than ourselves.

The program occupies a central position within our operational strategy and is essential to enabling the WCF to generate greater awareness of Wilms within the public arena; locally, regionally and nationally and beyond.

Please take a moment to read the attached program outline and consider joining us in order that we can continue making a real difference in the lives who need it most.

Primary Goal...

To relieve the financial and emotional burden of those tackling Wilms on a daily basis by:

- Generate brand and disease awareness
- Drive new donors and returning donors to donate

What are the benefits...

Being a brand ambassador provides numerous benefits at a local, regional and national level with consumers and the business community alike:

- National exposure;
- Consumer and media recognition;
- Expanded peer to peer networking opportunities/ potential;
- Positive personal brand reinforcement through alignment with children's cancer charity;
- Unique URL (www.WilmsFoundation.org/YourName);
- Low lift > high impact return for minimal workload

What are the deliverables...

Being a brand ambassador is all about adopting a 'low lift approach in order to create a high-impact outcome'. We don't need you to do much in order to gain the benefits of your involvement:

- Media engagement (when requested)
- Soft promotion (wearing of WCF merchandize: www.WilmsFoundation.org/Merchandise)
- Collateral Participation (involvement in the creation photographic, video, digital, etc.)
- Share all content with followers

What's the message...

www.WilmsFoundation.org

Wilms Cancer Foundation: USA: Qualified 501(c)(3) Tax-Exempt Organization
| EIN:98-1563988 Canada: Registered Charity: 756261939 BC0001

Telephone: +1 (778) 514 5000 | email: info@wilmsfoundation.org

Address: 2486 Gammon Road, Naramata, British Columbia, Canada, V0H 1N1.

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“Wilms is the #1 Childhood Kidney Cancer and the #4th Most Common Childhood Cancer Overall”

“Yet it’s the disease you’ve never heard of”

“The Wilms Cancer Foundation (WCF), is a charitable organization, that seeks to support and represent the needs of children, families and healthcare organizations affected by the childhood kidney cancer nephroblastoma or as it is more commonly know; Wilms”

“The WCF’s mission is to establish a national program of awareness, education, advocacy, early detection and treatment to tackle the spread of this devastating disease. In addition, they look to support children, families and healthcare organizations directly to relieve the emotional and financial burden they face”

“Through various programs and initiatives, the Foundation is a leading information resource and destination in support of those suffering or tackling the disease”

The do’s and don’ts...

Do’s:

- Emphasize the support the WCF provides to children, families and healthcare organizations;
- Direct individuals and businesses to:
 - make a direct donation on the website or;
 - to contact the organization directly to provide support;
 - Purchase merchandize as a way to donate
- Mention:
 - the website: www.WilmsFoundation.org;
 - the Foundations phone number: +1 (250) 809 8556
 - the brand name ‘Wilms Warriors’
- Wear or point to branding where ever possible;
- Be authentic;
- Mention personal experiences regarding cancer or childhood cancer generally (not just ‘Wilms’);
- Ask your colleagues if they would like to represent the WCF as a Brand Ambassador.

Don’ts:

- Specifically target underage or vulnerable people with messaging;
- Mention the specific details of any children or families connected to the WCF unless directed;
- Negatively compare alternate organizations within the charitable sector.

What’s the legal...

WCF ‘Brand Ambassadors’ are actively engaged promotional representatives of the Wilms Cancer Foundation. Although ‘Brand Ambassadors’ may express a personal opinion about the Wilms Cancer Foundation and its strategies, they do not necessarily reflect the view(s) of the Wilms Cancer Foundation. Brand Ambassadors may deploy differing messaging and operational strategies than suggested by the Wilms Cancer Foundation. WCF Brand Ambassadors are not employees of the Wilms Cancer Foundation and do not have access to any non-public information.”

www.WilmsFoundation.org

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