

# GIVING TUESDAY

Holiday Challenge

# 2025

FUNDRAISER INFORMATION



Cure JM<sup>®</sup>  
FOUNDATION



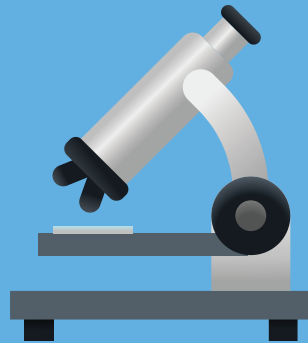
# 22 Years of Progress and IMPROVING LIVES

**\$30** million  
invested



Largest juvenile  
myositis funder  
on the planet

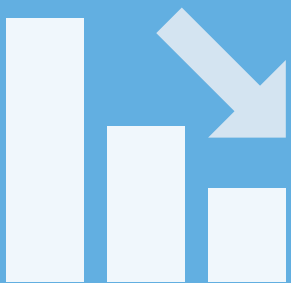
**10**  
CLINICAL TRIALS  
To find better  
treatments & cures



**219**  
RESEARCH  
PROJECTS  
FUNDED



**59**  
Clinical Care  
Network  
Partners



Reduced time  
to diagnosis by  
**75%**  
From 12 months to 3 months  
Early treatment leads  
to better outcomes



**3,000+**  
FAMILIES CONNECTED  
with other families  
and resources

# 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](mailto: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](http://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, 2025 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! 💙

## Summer Tasks: Ready, Set, Go!

- **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!
- **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).
- **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](mailto: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](http://www.curejm.org/DIYfundraising) for inspiration and guidance from Shannon).

## October: The Countdown Begins

- **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!

## November & December: Giving Tuesday & Beyond

- **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 make this Giving Tuesday our most successful yet!**

Sign up at  
[www.curejm.org/hopehero](http://www.curejm.org/hopehero)  
or text (512) 709-1905  
or email  
[shannon.malloy@curejm.org](mailto:shannon.malloy@curejm.org)  
today!



# 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](http://www.curejm.org/diy) for tons of ideas and guidance. Still have questions? Reach out to [shannon.malloy@curejm.org](mailto: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 \$250 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](http://www.curejm.org/hopehero) to learn more and unleash your inner Hope Hero!

# IMPROVING CARE FOR PATIENTS: CLINICIAN EDUCATION INITIATIVES

## Cure JM's physician education

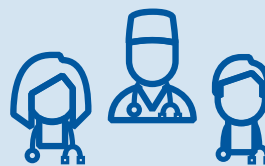
**program** equips healthcare providers with critical knowledge about juvenile myositis, leading to earlier diagnoses and improved patient care. By training clinicians across specialties, it helps ensure that more children receive timely, effective treatment, ultimately improving outcomes for JM patients.

## EXPANDING THE BEST CARE



**3**

Global JM Summits  
held annually



**500+**

Clinicians participated  
in our trainings  
last year



**30+**

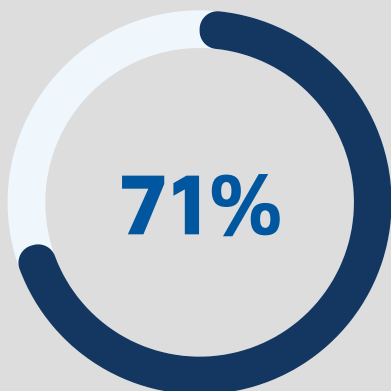
Countries  
represented



## CLINICIAN TESTIMONIALS:

Cure JM's Summits on juvenile myositis research and care are crucial to advance knowledge about juvenile myositis. The Summits bring together experts from around the world, fostering collaboration that directly improves patient care and accelerates research breakthroughs."

*Clinical Care Network Chair Stacey Tarvin, MD, MS, FAAP, FACR  
University of Indiana School of Medicine, Riley Children's Hospital, Indianapolis*



OF U.S. PEDIATRIC  
RHEUMATOLOGISTS  
PARTICIPATED  
LAST YEAR

## CLINICIAN EDUCATION PROGRAMS



**Three annual summits** bring together the world's foremost JM experts to share cutting-edge knowledge with adult & pediatric providers.



**Our quarterly clinician news** delivers a comprehensive library of the latest resources, giving clinicians easy access to the latest information to provide the best care.



**We foster collaboration among clinicians** through quarterly Clinical Care Network meetings to exchange knowledge, problem-solve, and enhance the quality of care for JM patients.

# 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.**

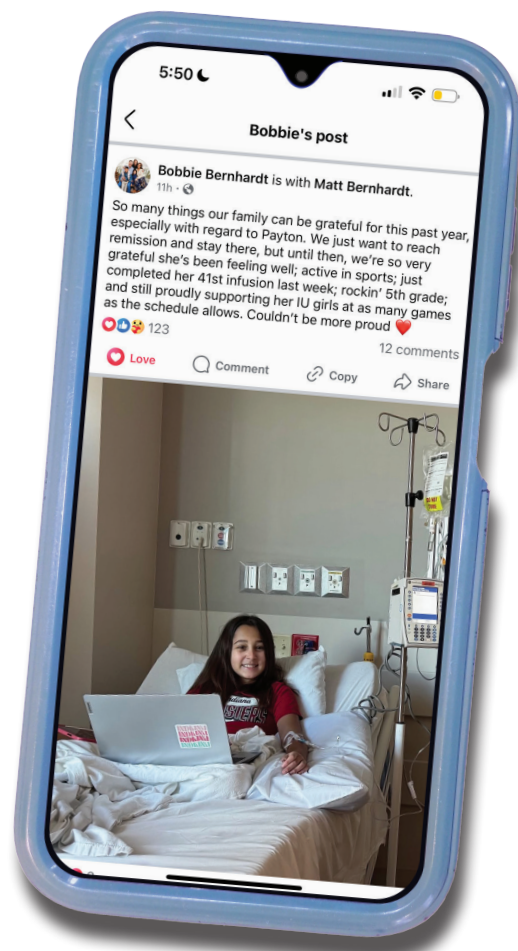
Click here to make your secure donation to help our family reach our fundraising goal: [\[fundraising page URL\]](#).

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.





# SUPPORTING FAMILIES: EMOTIONAL HEALTH INITIATIVES



**1 million**  
minutes of peer support  
from those who have been  
down this road before.



**70** trained peer support  
representatives  
Our trained teens support fellow teens,  
young adults mentor other young adults,  
and parents offer guidance to other parents,  
creating a strong network of mutual support.

## 24:7 support

Get the support you need 24 hours a day, 7 days a week  
by phone, text, or through our online support groups. This  
support is crucial for managing the physical and emotional  
aspects of a complex and hard-to-treat disease.



## Emotional check ups at your rheumatologist

Cure JM has launched a groundbreaking new program to offer emotional health  
screenings and support as part of routine JM care at your rheumatologist. This program  
has been implemented in a handful of clinics and will be expanded as resources allow.

## Life-changing information

Browse hundreds of free resources on treatments, exercise, nutrition,  
and social support. Resources are available in English and Spanish on  
our website.

**100+**  
**Free**  
**Resources**  
for Families



## 20 chapters to educate and support families

Our chapters unite families and local medical professionals to foster  
learning, sharing, and growth. Together, we create stronger, more  
connected communities.

## Studying inflammation in the brain

Understanding how inflammation affects the brain is the first step to  
developing strategies to address and reduce its impact.



Visit [www.curejm.org/support](http://www.curejm.org/support) or contact [info@curejm.org](mailto:info@curejm.org) to learn more

**THEN**  
2003

**vs.**

**NOW**  
2025

**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**

**\$30 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**

**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](http://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.

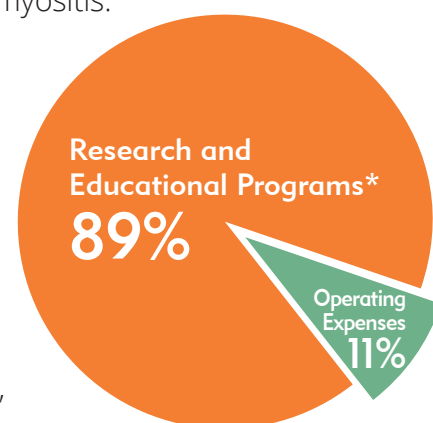
View more about your impact at [www.curejm.org/impact](http://www.curejm.org/impact)

## 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 89% 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. This distinction emphasizes our transparency, program effectiveness, responsible spending.

For more information, including financials and in-depth details about our work, website at [www.curejm.org](http://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](mailto: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](mailto: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](http://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](mailto:Shannon.Malloy@curejm.org)**  
 or (512) 709-1905 with  
 any additional questions!







19309 Winmeade Dr., Suite 204, Leesburg, VA 20176  
(202) 596-6267 | [info@curejm.org](mailto:info@curejm.org)  
[www.curejm.org](http://www.curejm.org)

