



RED CUP COIN CHALLENGE

The Toby Keith Foundation/OK Kids Korral
School Partnership Program

Who We Are

The Toby Keith Foundation has been helping children with cancer since 2006. Our mission is to encourage the health and happiness of pediatric cancer patients and to support OK Kids Korral. OK Kids Korral provides a cost-free, convenient and comfortable home for pediatric cancer patients receiving treatment in Oklahoma City. Many of these patients must travel hours to a day to receive treatment, leaving families feeling overwhelmed, both emotionally and financially. The Korral addresses those needs and so much more.

Red Cup Coin Challenge

Schools are invited to participate in a coin drive to benefit OK Kids Korral. Individual classes, grades, or the entire school can participate! Participating students will receive a red “solo” cup to fill up with change they collect during a customized fundraising period. All materials are provided, including classroom buckets and flyers to send home! All participants will receive a thank you certificate and the top fundraising class will receive an autographed cup by Toby Keith. This flexible program allows schools to customize a fundraiser to best fit their individual needs.

How it works

- School representative contact The Toby Keith Foundation to sign up!
- Pick a date to host fundraiser (typically 2-3 weeks long)
- Send letter home with students sharing the fundraiser with parents and legal guardians
- Kick off Red Solo Cup Challenge! Send each student off with their red cup to collect change
- Students collectively dump change and in class bucket.
- Teachers/coordinators/or students work together to count change (weekly is best)
- Announce total and winning class



There is no greater gift than keeping families strong and together during a difficult time. If we can alleviate stress on a family, encourage a sibling and comfort a sick child, then we will make a difference in the fight against cancer.



For more information, please contact **Lauren Polchinski, development associate**
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