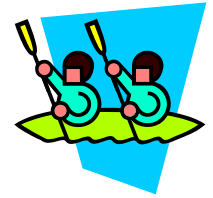




CAMP RONALD MCDONALD FOR GOOD TIMES CHARITABLE DONATION FACT SHEET



The Valley Wide Kayak Club *presents the*
10th Annual Women's "and some guys too"
Charity Paddle at Lake Hemet
Saturday, August 13, 2011 – 9:00 am to 3:00 pm

EVENT DESCRIPTION

The Valley Wide Kayak Club is holding its 10th Annual Women's Charity Paddle and Kayak Event at Lake Hemet on August 13, 2011. In this event, the Valley Wide Kayak Club seeks Charitable Donations from regional benefactors to support Camp Ronald McDonald for Good Times. The Valley Wide Kayak Club was formed in 1999 to promote safe sea kayaking on Southern California's inland valley waterways. The Club has 200 active members throughout Southern California with most residing in the San Jacinto Valley.

CHARITABLE MISSION

Camp Ronald McDonald for Good Times is a 501(c)(3) / Federal Tax ID 95-3167869. The Camp is a program of Ronald McDonald House Charities of Southern California. They provide year-round, cost-free camping programs for children with cancer and their families. Children under age 9 attend a 3 day Weekend Camp session with their families. These sessions are offered in English and Spanish. Charitable donations apply to the cost of \$1,500 per child to attend a week of Summer Camp, \$600 per camper for a Winter Camp session or \$1,000 for a Family Camp session.

REGIONAL COMMUNITY BENEFIT

Founded in 1982, Camp Ronald McDonald for Good Times serves nearly 2,000 children and their families annually. In 2010, over 1,900 campers attended camp sessions. There were 24 regional Valley children who attended Camp sessions in 2010. The Camp is locally situated near Idyllwild at Apple Canyon Center, a 60-acre panoramic site overlooking the Hemet / San Jacinto Valley region.

STATISTICAL SIGNIFICANCE

According to the American Cancer Society, an estimated 10,700 children under the age of 14 in the United States will be diagnosed with cancer in 2011. Cancer is still the second leading cause of death in children, exceeded only by accidents. Today, the cure rate is nearly 80% however rates vary considerably due to cancer type. Although survival rates are improving, one out of every 330 young people will develop cancer by age 20, and 25 percent of children with cancer will die from the disease.

FUNDS

All Charitable donations enable any child affected by cancer to attend Camp Ronald McDonald for Good Times at no cost to them or their families.

PROMOTIONAL CONSIDERATIONS

Camp Ronald McDonald for Good Times recognizes Charitable donations of \$500 or more in its Camp Newsletter (Distribution to 9,000 regional households). The Valley Wide Kayak Club offers recognition through the Club website, at Club Meetings, and in Club newsletters subject to the donation amounts.

PAYMENT DETAILS:

Thank you so much for your support. Please make checks payable to:

Camp Ronald McDonald for Good Times
and send it along with your completed sponsor form to:

Kari Roberts, Special Events Manager
Camp Ronald McDonald for Good Times
1954 Cotner Ave.
Los Angeles, CA 90025-5602