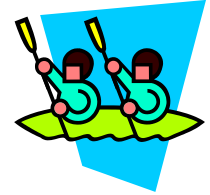


CAMP RONALD MCDONALD FOR GOOD TIMES CHARITABLE DONATION FACT SHEET



The Valley Wide Kayak Club, Soboba Band of Luiseno Indians, The Bank of Hemet and Lake Hemet Municipal Water District present the 9th Annual Women's "and some guys too"

Charity Paddle at Lake Hemet

Saturday, August 21, 2010 – 9:00 am to 3:00 pm

EVENT DESCRIPTION

The Valley Wide Kayak Club is holding its 9th Annual Women's Charity Paddle and Kayak Event at Lake Hemet on August 21, 2010. Please join our supporters, which include The Bank of Hemet, the Soboba Band of Luiseno Indians, and Lake Hemet Municipal Water District as the 2010 Title Sponsors. 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 the Ronald McDonald House Charities of Southern California. It provides a year-round, cost-free sleep away camp for children who have, or have had, cancer. 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 or \$1,000 for a Family Camp session.

REGIONAL COMMUNITY BENEFIT

Founded in 1982, Camp Ronald McDonald for Good Times serves over 1000 regional children and their families annually. In 2009, over 1800 campers attended. There were 27 regional Valley children who attended Camp sessions in 2009. 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, 9,200 children under the age of 15 in the United States will be diagnosed with cancer in 2004. In 2001, the National Cancer Institute found that 8,600 children and adolescents under the age of twenty were newly diagnosed with cancer. In graphic terms, enough children to fill 2 classrooms are diagnosed with cancer each school day. Today, the cure rate is nearly 70%, but new incidences of pediatric cancers continue to grow at 1% a year. Cancer is the leading cause of death from disease in children younger than 15 years old, second only to accidents in most age groups (an estimated 1,510 cancer deaths in 2004). Although survival rates are improving, one out of every 330 young people will develop cancer by age 20, and 35 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 including their siblings..

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! Please make checks payable to:
Camp Ronald McDonald for Good Times
and send to:

Sally Sanders
Camp Ronald McDonald for Good Times
1954 Cotner Ave.
Los Angeles, CA 90025-5602