



## About Lendmark Climb to Cure

Lendmark Climb to Cure (C2C) is the signature cause-related initiative of Lendmark Financial Services. Each year, Lendmark employees, their family and friends, and business partners commit to raising money and awareness for pediatric cancer, research, and financial support of families with children and teens battling cancer.

Lendmark launched its first fundraising and awareness effort in 2016, partnering with CURE Childhood Cancer. Originally called Climb to a Million, the company rebranded the initiative to Climb to Cure once the original goal of attaining five million steps and raising \$1M was achieved in 2018. To date, Lendmark and its partners have raised \$3.5M for CURE Childhood Cancer. Founded in 1996, Lendmark committed to raising \$1M in a single year for the first time to mark the company's 25th anniversary in 2021 and exceeded the goal by raising \$1.1M.

## The Inspiration

Lendmark president & CEO Bobby Aiken has held a close bond with the Madren family for years. At age 13, Chip Madren was diagnosed with Stage IV brain cancer (Metastatic Anaplastic Medulloblastoma) and was given a slim chance of survival. With the help of Children's Healthcare of Atlanta, years of treatments, and the support of loved ones, Chip beat the odds and defeated his cancer!

Inspired by Chip's endurance and the small army of dedicated people and resources who helped, Bobby was motivated to find a way to give back. How could Lendmark make a difference in financially supporting affected families and helping to fund pediatric cancer research?

Bobby had been running stadium steps as a form of exercise for years. Every time he went through this strenuous workout, he thought of the children facing the challenges of cancer. Lendmark Climb to Cure emerged from the idea of using stair climbing as both metaphor and catalyst for change.

“The ‘climb’ portion of Lendmark Climb to Cure is representative of the challenges children battling cancer face -- it's hard, it hurts, and it takes determination to fight through it.”  
– Bobby Aiken, president & CEO

Today, Chip Madren's personal battle and victory over childhood cancer continues to inspire Lendmark employees and partners.

## Quick Facts about Pediatric Cancer

- *Pediatric cancer is defined as cancer in a person younger than 20 years old. Many different types of cancer can occur in young people, including cancers that are often seen in adults as well as cancers that are unique to children. (Source: CDC)*
- *More than 15,000 pediatric cancer cases are diagnosed annually in the United States. The most common types are leukemia, lymphoma, and brain cancer. (Source: CDC)*
- *After accidents, cancer is the second leading cause of death in children ages 1 to 14. (Source: American Cancer Society)*
- *About 1,190 children under the age of 15 are expected to die from cancer in 2020. (Source: American Cancer Society)*
- *Targeted cancer therapies are drugs or other substances that block the growth and spread of cancer by interfering with specific molecules (“molecular targets”) that are involved in the growth, progression, and spread of cancer. (Source: National Cancer Institute)*
- *The average cost of a stay in a hospital for a child with cancer is a staggering \$40,000 per stay, plus out of pocket non-medical expenses. (Source: Forbes)*
- *Less than 4% of Federal funding for cancer research is allocated toward finding a cure for childhood cancers. (Source: Healthcare Business Today)*



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Bobby Aiken  
Lendmark Financial Services president & CEO



## About Lendmark Financial Services

Lendmark Financial Services provides personal and household credit, as well as loan solutions to consumers. Founded in 1996, Lendmark strives to be the lender, employer, and community partner of choice by protecting household wealth, offering stability, and helping consumers meet both planned and unplanned life events through affordable loan offerings. Today, Lendmark operates more than 400 branches in 19 states across the country, providing personalized services to customers and retail business partners with every transaction. Lendmark is headquartered in Lawrenceville, Ga. For more information, visit [www.lendmark.info](http://www.lendmark.info).

## About CURE Childhood Cancer

Founded in 1975, Atlanta, Georgia-based CURE Childhood Cancer is dedicated to conquering childhood cancer through funding targeted research while supporting patients and their families. With cancer as the second leading cause of death in children, CURE dedicates more than \$4.3 million annually to specific research projects aimed at curing cancers which affect children. Through innovative programming, CURE Childhood Cancer also provides crisis-oriented support to patients and their families, addressing their most critical and urgent needs. For more information, visit [www.curechildhoodcancer.org](http://www.curechildhoodcancer.org).

### Quick Facts about Lendmark Climb to Cure

- Due to the Covid-19 pandemic, Lendmark had to pivot and adjust the Climb to Cure campaign, replacing traditional in-person activities with virtual events and other creative adaptations. Remarkably, the results have exceeded goals set in both impacted years, 2020 and 2021 – a testament to the commitment of the company’s employees, partners and other supporters.
- To date, Lendmark and its partners have raised \$3.5M for CURE Childhood Cancer and its research and programs.
- 100% of the money raised goes to CURE, an organization dedicated to funding the testing of innovative therapies and drugs at a multitude of hospitals.
- Examples of activities: Lendmark branch and office locations use softball tournaments, candy and bake sales, trivia competitions, and many other ways to participate in our local markets.
- Lendmark proudly supports CURE Childhood Cancer, rated a 4-star nonprofit by Charity Navigator 14 consecutive years. Approximately 86% of the funds raised each year go directly to research, fellowship programs, and support for patients and their families.

## Giving Timeline

