



**MACC
FUND**

Hope for Kids

West Allis Foundation
7525 W. Greenfield Ave.
West Allis, WI 53214

September 12, 2019

Dear Friends,

The community pride and spirit of West Allis is uniquely displayed in the tradition of "Sharing Christmas on Candy Cane Lane." This wonderful holiday display of lights and decorations throughout the month of December helps to give hope to the children fighting cancer. The area is bounded on the south by Oklahoma Avenue, on the north by Montana Street and is between 92nd and 96th Street. The event is free for anyone to enjoy, however, visitors are encouraged to make a donation.

This spectacular neighborhood tradition was started thirty-four years ago with the intention of supporting childhood cancer research and related blood disorders. With the generosity of thousands of people, over \$2,883,486 has been raised! The ultimate goal is to find a cure and offer many more holiday celebrations for children and their families who are fighting this dreaded disease. Your donation in response to this letter is ultimately responsible for allowing their dreams to live on.

The MACC Fund is leading the fight against childhood cancer and related blood disorders but we need your help to insure that research will continue and the gift of hope will endure. If you are able to make a donation, your company name will be acknowledged in the MACC Fund newsletter mailed to more than 31,000 homes! Significant advancements in treatments and cures have occurred over the past few decades but much more needs to be achieved to reach a 100% cure rate for all cancers.

The 34th Annual Candy Cane Lane program begins on Friday, November 29 and runs through December 28. Your endorsement translates into a perpetual gift of hope and life for children with cancer, which embraces families beyond the holiday season. For donation or volunteer information, please contact me at ceomoran@maccfund.org

Warmest Regards,

Colleen O'Neil Moran

Senior Development Officer, **UNITED STATES AGAINST CHILDHOOD CANCER, INC.**

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