

# THE VALERIE FUND WALK & 5K RUN

PRESENTED BY ED & SUE GOLDSTEIN  
& JAG PHYSICAL THERAPY

**ESSEX COUNTY'S  
VERONA PARK,  
VERONA, NJ  
June 6, 2026**



The Valerie Fund's mission is to provide individualized care to children at medical centers close to home, because we believe the most effective way to heal the children in our care is to treat them emotionally, socially and developmentally, as well as medically.



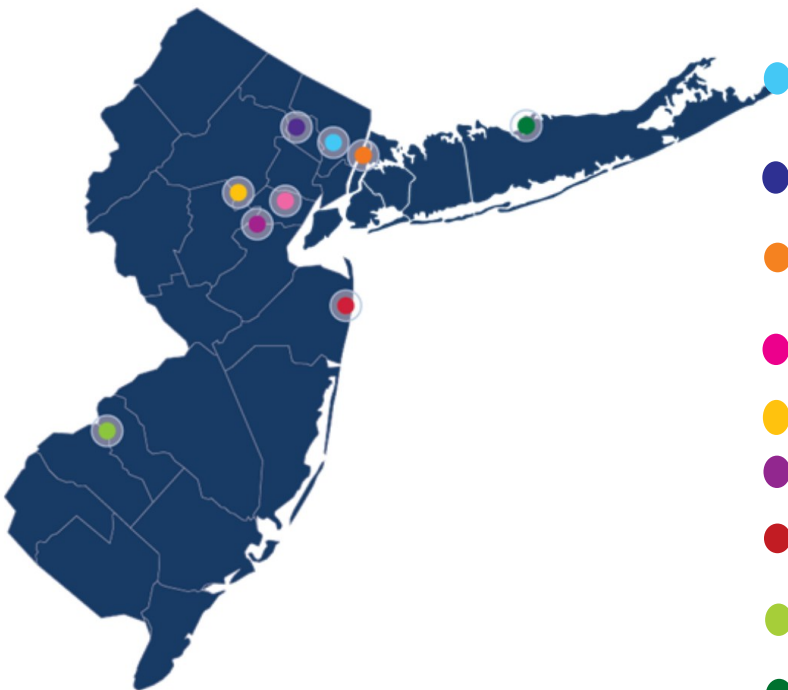
## **2026 Sponsorship Opportunities**



# Our Mission

***Provide support for the comprehensive health care of children with cancer and blood disorders.***

- The Valerie Fund is a non-profit organization established by Ed and Sue Goldstein in 1976 in memory of their nine-year-old daughter, Valerie Goldstein.
- Each year, The Valerie Fund supports over 6,500 children and their families dealing with the social, emotional, developmental and physical challenges of pediatric cancer and blood disorders. We are one of the largest networks of specialized outpatient healthcare facilities in the nation.
- Eight Valerie Fund Children's Centers and our new Pediatric Pain and Palliative Care Program at the Joseph M. Sanzari Children's Hospital in Hackensack are located in major hospitals in New Jersey, New York, and the Philadelphia area. Children battling life-threatening diseases receive top-notch medical care close to their homes.



The Valerie Fund Pediatric Pain and Palliative Care Program at Joseph M. Sanzari Children's Hospital at Hackensack University Medical Center.

- St. Joseph's Children's Hospital
- New York Presbyterian — Morgan Stanley Children's Hospital
- Children's Hospital of New Jersey at Newark Beth Israel Medical Center
- Goryeb Children's Hospital, Morristown Medical Center
- Overlook Medical Center
- The Unterberg Children's Hospital at Monmouth Medical Center
- Children's Hospital of Philadelphia NJ Section of Hematology/Oncology Specialty Care Center
- Stony Brook Children's Hospital

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**WALK & 5K RUN**  
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& **JAG PHYSICAL THERAPY**

Bunny Flanders

2101 Millburn Ave. Maplewood, NJ 07040

[bflanders@thevaleriefund.org](mailto:bflanders@thevaleriefund.org) or 973-761-0422





# Why We Walk

- **The Valerie Fund Walk & 5K Run presented by Ed and Sue Goldstein & JAG Physical Therapy** promotes awareness of pediatric cancer and blood disorders and raises funds to support our core services, which include child life specialists, social work services, psychologists, integrative medicine, educational liaisons and more.
- Since breaking the million dollar mark in 2012, the event has raised over **\$14 million** for our Valerie Fund kids. Thousands attend each year to celebrate the courage and resilience of children in our area being treated for cancer and blood disorders.

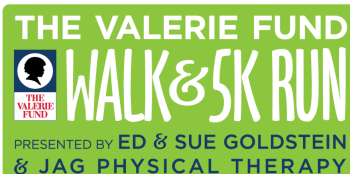


## Meet Myles

Diagnosed with sickle cell disease at birth

*"I was cared for at the Valerie Fund Center at St. Joseph's Hospital in Paterson since I was 2 months old. The Valerie Fund has been such an integral part of my life and healing. My social worker and child life specialist provided activities and gifts, and every time I visited the center, I played Xbox. I loved those much-needed massages, and more. I feel so incredibly lucky to have had their support through it all! I wouldn't be here without them and my doctors."*

Myles is a Valerie Fund Scholarship recipient, attending Montclair State University.



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# Sponsorship Benefits

The Valerie Fund Walk & JAG Physical Therapy 5k Run Sponsorship Benefits	Presenting \$100,000	Kids' Entertainment \$50,000	Major \$25,000	Support- ing \$10,000	Golf Cart \$7,500	Water Station \$5,000	Kids' Spirit \$3,000	T-Shirt \$1,500
<b>Pre-Event Benefits</b>								
Logo on all marketing materials	✓	✓	✓	✓				
Hotlink from campaign website to your corporate website and logo recognition on walk page	✓	✓	✓	✓	✓	✓	✓	✓
Logo on outdoor and print advertising	✓	✓	✓	✓				
Logo on email marketing to our proprietary database (of 40,000+ people)	✓	✓	✓	✓				
Press release announcing partnership	✓	✓	✓					
<b>Day of Event Benefits</b>								
16 x 16 tent in primary location at event to promote your company/organization	✓							
Exclusive sponsor of Walk Mascot	✓							
Exclusive sponsor of patient t-shirt	✓							
Exclusive sponsor recognition in Children's Entertainment area of park		✓						
VIP Parking Pass	✓	✓	✓					
10 x 10 tent in primary location at event to promote your company/organization		✓	✓	✓				
Company banner at finish line of race	✓							
Interviews conducted on Step & Repeat Platform	✓							
Interviews to be featured in professionally produced walk video	✓							
Recognition during event awards ceremony and announcements	✓	✓	✓	✓				
Sign displayed in live video press area where patients will be interviewed	✓							
Featured on Social Networking sites	✓	✓						
Signage at tables for water distribution							✓	✓
Signage attached to the golf carts used throughout the park on day of event					✓			
Logo displayed on 2' x 3' photo signage positioned along race and walk course designed to cheer on participants					✓		✓	
Company logo on participant t-shirt and signage at event	✓	✓	✓	✓	✓	✓	✓	✓



# How Your Support Helps

- You will be ensuring most patients can travel to a Valerie Fund Children's Center within 30 minutes of their home.
- The money raised at the Walk helps The Valerie Fund continue to support the social, emotional, developmental, as well as medical needs for over 6,500 patients each year.
- Commitment to a sponsorship gives The Valerie Fund the ability to expand programs, services and staff.
- Because of your support, The Valerie Fund began has just began funding our first special program, The Valerie Fund Pediatric Pain and Palliative Care Program at the Joseph M. Sanzari Children's Hospital in Hackensack, NJ.
- Eighty-six cents from every dollar donated goes directly to support our Valerie Fund children and their families.

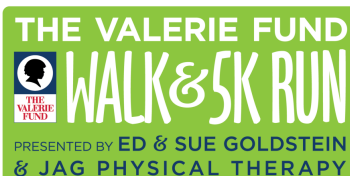
Because children can't fight cancer and blood disorders **without you!**



## Meet Logan

Diagnosed with pancytopenia at birth

Logan was born with pancytopenia, a condition leaving his blood marrow unable to produce new cells. After leaving the NICU, Logan was discharged to The Valerie Fund Children's Center for treatment. The endless support and compassion from Dr. Gregory and the entire team at the Children's Center help allay their fears. In 2017, Logan received a stem cell transplant at the Children's Hospital of Pennsylvania and is thriving. His mother shared, "It is because of the care support and dedication of the staff at The Valerie Fund Children's Center that Logan is able to do all he does."



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I would like to support children with cancer and blood disorders by sponsoring

## The 2026 Valerie Fund Walk & 5K Run

presented by Ed and Sue Goldstein & JAG Physical Therapy

With my gift of:

- |                                         |                                  |
|-----------------------------------------|----------------------------------|
| ___\$100,000 Presenting Sponsor         | ___\$7,500 Golf Cart Sponsor     |
| ___\$50,000 Kids' Entertainment Sponsor | ___\$5,000 Water Station Sponsor |
| ___\$25,000 Major Sponsor               | ___\$3,000 Kids' Spirit Sponsor  |
| ___\$15,000 Family Game Sponsor         | ___\$1,500 T-Shirt Sponsor       |
| ___\$10,000 Supporting Sponsor          | ___Gift-in-Kind Sponsor          |

**Please include hi-res JPG logo or camera ready artwork**

Organization: \_\_\_\_\_

Name: \_\_\_\_\_  
(position)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_  
*Business Cell Home*

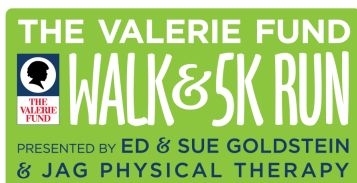
Email: \_\_\_\_\_

For Gift-in-Kind sponsorship please list item and value: \_\_\_\_\_

\_\_\_ Enclosed is a check \_\_\_ Please charge: Amex MC Visa

Name on card \_\_\_\_\_ CVV \_\_\_\_\_

Card number \_\_\_\_\_ Expiration date: \_\_\_\_\_



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