

*“It’s my*  
**BEST GIFT**  
*I’ve ever given to the world.”*  
*Toby Keith*



*The Toby Keith Foundation's*  
**OK KIDS KORRAL**



*There is a lantern  
in the lobby of*  
**OK Kids  
Korral**  
*with Toby's name on it.*

To The Toby Keith Foundation board, advisory council, staff and OK Kids Korral families, Toby is the big, bright light that got us going.

Toby Keith's legacy and love for the Korral shine through and keep us moving forward as we provide no-cost housing to pediatric cancer patients.

# *OK Kids Korral* **ENDOWMENT**



*Our investment  
in the future of  
OK Kids Korral*

## *What is an* **ENDOWMENT?**

An endowment is similar to a savings account that only spends the interest. Our endowment fund will grant us a small percentage of the income earned each year. The remaining funds will be reinvested to ensure indefinite support.

We don't often pause to think about what the future will be like beyond the span of our own lifetime. Toby Keith's first thoughts when he received a cancer diagnosis were, ***"Who's going to take care of the Korral? Who's going to fund the Korral? Who's going to raise the money? Who will carry the torch?"***

We have an answer to all of those questions. **WE ARE.** Together, we can carry the torch and keep the fire burning for decades to come.







Your contribution to an endowment fund will ensure there is a dependable, perpetual source of funding to operate OK Kids Korral. OK Kids Korral is a haven for families to stay with their child while he/she is battling cancer. A gift to our endowment is an investment in a home full of stories of hope, inspiration and friendships.



Our founder thought about the future of OK Kids Korral after his diagnosis. You can honor his memory by donating to our endowment fund and giving a gift for our future.

## *Case for* **SUPPORT**

The Toby Keith Foundation encourages the health and happiness of pediatric cancer patients through its support of OK Kids Korral, a cost-free home for children and their family members battling cancer. The Korral is the only cancer-specific, no-cost housing solution in the state of Oklahoma and in surrounding states.

OK Kids Korral opened its doors in January 2014 to children up to eighteen years of age who are receiving cancer treatment in Oklahoma. With Oklahoma's growing cancer treatment facilities and the lack of housing for patients, we recognized the need to open a home focusing on the specific needs of children with weakened immune systems. Our goals are to reduce the financial and physical strain put on families in treatment by providing them with a comfortable, safe place to call home, greatly reduce cancer-related healthcare costs for the hospitals we serve and to provide our Korral kids that extra “family medicine” to give them their best shot at beating their disease.

OK Kids Korral is a project of The Toby Keith Foundation and features 16 guest rooms for large and small families, as well as areas to play, relax, and have fun, including a gourmet kitchen, indoor and outdoor dining areas, comfortable living areas, laundry room, refrigerators in each suite, movie theater, game room, teen area, relaxation gardens, reflection room, as well as a neutropenic wing for children with weakened immune systems.



The Korral has welcomed people from 74 of Oklahoma’s 77 counties, Texas, California, Kansas, Arkansas, New Mexico, Wisconsin, Georgia, Iowa, Arizona, Washington, United Kingdom, Scotland and Egypt.

The Toby Keith Foundation program expenses are 89% of the budget. The cost to run OK Kids Korral each year is around \$700,000. Over the years, we have helped 1,302 families with lodging and welcomed our guests over 27,000 times. In addition, the savings to the families (and the hospital and insurance companies) has exceeded \$10,500,000.

# ENDOWMENT

*Naming Opportunities - Phrases Toby used during his last interview.*

**“Captain Your Own Ship”**                      **\$2,000,000**  
**CIRCULAR BENCH WALL**  
**BRONZE PLAQUE INSERT**

**“Torch Bearer”**                                **\$1,000,000**  
**ENGRAVED LARGE BOLDER**

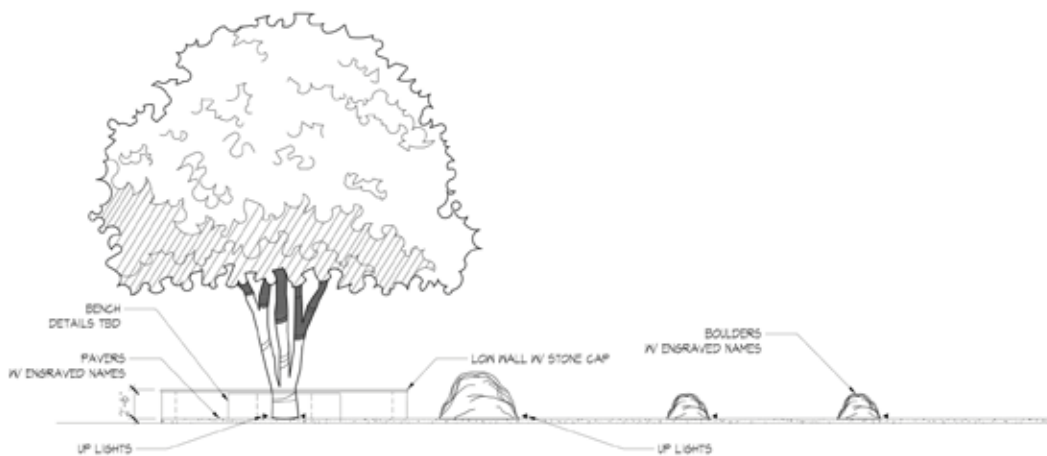
**“Warrior”**                                        **\$500,000**  
**ENGRAVED MEDIUM BOLDER**

**“There’s Our Calling”**                      **\$100,000**  
**ENGRAVED LARGE PAVER**  
**CENTER WALK**

**“Don’t Let the Old Man In”**                **\$50,000**  
**ENGRAVED LARGE PAVER**

**“Best Gift”**                                      **\$25,000**  
**ENGRAVED PAVER**

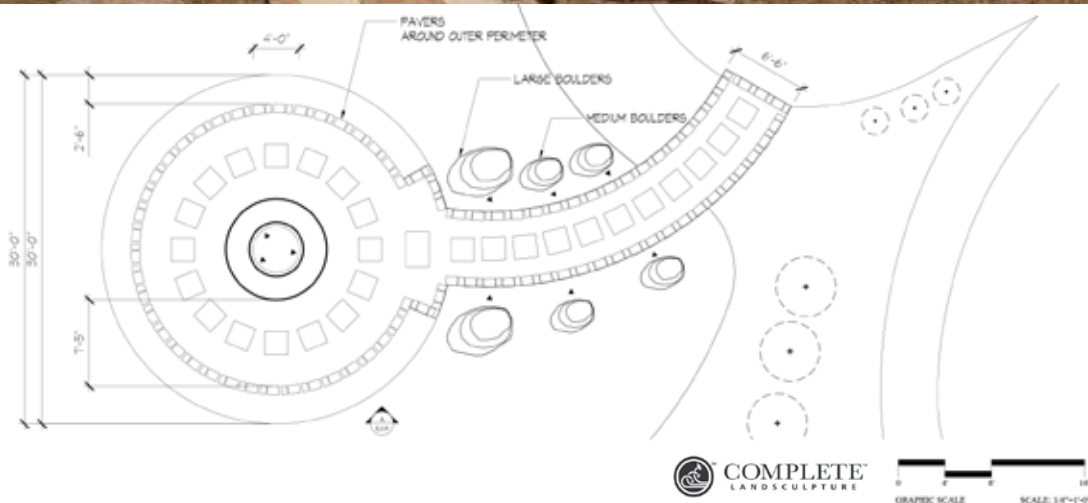




# TOBY'S TREE

Shumard Oak

Once established the oak can grow up to 60' tall and 36' wide.



***“Cancer is an island. You wake up one day and your shipwrecked on that island.”***

**TOBY KEITH**

Cancer can indeed feel like you are alone and no one understands what you are going through. On our island we use the same terminology, the children lose their hair and getting sick to your stomach is normal. Together we make it the best, most fun, safest island we can.

Please call Juliet Nees-Bright at 405.271.6552 if you would like more information.



# *The Toby Keith Foundation's* **ENDOWMENT**

**YES**, I want to honor Toby with a gift to the endowment.

Name: \_\_\_\_\_

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

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

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

Donation: \$\_\_\_\_\_ Installments: \_\_\_\_\_

Total Donation: \$\_\_\_\_\_

**Check** - Mail or Deliver To:

818 N.E. 8th Street, Oklahoma City, OK 73104

**Credit Card** - Fill out below, remove form & mail to above address  
or visit [www.tobykiethfoundation.org](http://www.tobykiethfoundation.org) to donate online

Name on card: \_\_\_\_\_

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

*(If different than above)*

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

Card number: \_\_\_\_\_

Exp. date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cash contributions may be in the form of cash, check, money order or cashier's check. Office hours are Monday – Friday, 8:30 a.m. – 5 p.m. Checks should list "The Toby Keith Foundation" as the payee, with a memo reading "Endowment".

**Mail or Deliver To: 818 N.E. 8th Street, Oklahoma City, OK 73104**

We process credit card gifts to your endowment funds through our secure online giving service. Click the donate button and then click endowment. All gifts made with a credit card are subject to a fee to offset the credit card banking charges. However, the full amount of the gift made online is tax-deductible.

