



## RED CUP COIN CHALLENGE

The Toby Keith Foundation/OK Kids Korral  
School Partnership Program

### WHO WE ARE

The Toby Keith Foundation has been helping children with cancer since 2006. Our mission is to encourage the health and happiness of pediatric cancer patients and to support OK Kids Korral. OK Kids Korral provides a cost-free, convenient and comfortable home for pediatric cancer patients receiving treatment in Oklahoma City. Many of these patients must travel hours each day to receive treatment, leaving families feeling overwhelmed, both emotionally and financially. The Korral addresses those needs and so much more.

## RED CUP COIN CHALLENGE

Schools are invited to participate in a coin drive to benefit OK Kids Korral. Individual classes, grades, or the entire school can participate! The Toby Keith Foundation will provide each participating student with a flyer to send home to parents explaining the challenge and a cup to collect change. The top fundraising class or grade will receive a pizza party and certificate. This flexible program allows schools to customize a fundraiser to best fit their individual needs.

### HOW IT WORKS

- School representative contacts The Toby Keith Foundation to sign up
- Pick a date to host fundraiser (typically 2-3 weeks long)
- Send a letter home with students sharing the fundraiser with parents and legal guardians
- Kick off Red Cup Challenge! Send each student off with their red cup to collect change
- Students collectively dump change in class bucket
- Teachers/coordinators/students work together to count change (weekly is best)
- Announce total and winning class to The Toby Keith Foundation
- Foundation employee will coordinate class prize with school

Please email Shelby Bonsall at [shelby@tobykeithfoundation.org](mailto:shelby@tobykeithfoundation.org) or call 405-271-6552 to set up your Red Cup Challenge

