



“You have cancer.”

My Truth in 365 was formed to do our part so that no parent ever has to tell his or her child this terrible news. By joining with other grassroots organizations we hope to use our small project for a big impact.

### **And we need your help to do it.**

My Truth in 365 is a unique video journaling project created to combat childhood cancer in two ways. The first is to create video voices to raise global awareness about the need for specific funding for childhood cancer research. The second is to provide an outlet or safe place for survivors, warriors, families, and caregivers to share and document their experiences.

With financial support from friends like you, each year My Truth in 365 will hand-select 12-16 participants who agree to submit weekly video journals around topics such as their diagnosis, fear, friendship, and hope.

These videos are edited for context and quality but left as raw as possible. It is our belief that real voices matter and they can make a difference.

Our partners then use the My Truth in 365 videos to create new media campaigns and videos to influence national legislation and policies. **Our goal is to increase funding specifically for childhood cancer until a cure is found.** Right now 4,000 children die each year from cancer – that’s 11 children a day.

Our project grew out of the struggles we personally experienced as we watched several precious children in our community and their families fight cancer. This is just one small way we hope to keep our promise to them – to keep fighting until we find a cure.

### **Our Partners**

Our project is a part of a larger collaborative campaign led by *The Truth 365*. One of the main supporters of our project and *The Truth 365* mission is Arms Wide Open Childhood Cancer Foundation (AWOCCF). AWOCCF has made a name for itself in the Childhood Cancer Community as a small 501(c)(3) charity that thinks big and gets even bigger results. This also allows for all gifts or monetary support to be eligible for tax deductions.

Our project is inline with the overall mission of our parent, The Truth 365, which is an Emmy Award-Winning grass-roots documentary film and social media campaign that gives a voice to all children fighting all forms of cancer.

@mytruthin365 on [f](#) [t](#) [i](#) [v](#)  
<http://mytruthin365.wix.com/mytruthin365>  
 My Truth in 365 Proposal for Funding

Together, our mission is to shine a light on the state of childhood cancer research funding by uniting the childhood cancer community, members of Congress, top pediatric oncologists and several of the country's most influential celebrities.

### **How My Truth in 365 will work**

Using virtual journaling, this project will work with four groups of participants to provide a unique 360 degrees view of pediatric cancer each week or 365 days a year.

Group 1: Consists of children in treatment for cancer

Group 2: Consists of parents, grandparents and/or siblings of a child in treatment

Group 3: Consists of doctors, nurses, therapists, researchers, and advocates working with pediatric patients

Group 4: Consists of parents/siblings/close friends that have lost a child to cancer.

Through Vimeo (a social media channel used to host video), each group will provide their own unique answer on a monthly provided topic. We will piece together the videos weekly – only editing for context and quality. These short snippets will paint a very real and vivid picture of childhood cancer and will be used as part of a social media campaign through The Truth 365.

### **Project Status**

Over the last few months, we have been working with our pilot group of volunteers as they filmed short segments (three topics) using their personal iPads. This helped us strengthen our process for the project, aided us in technical assistance and advice, and helped us reach our decision to use GoPro kits instead of iPads.

We are currently developing storyboards for upcoming promotional spots using the footage from these pilot. We hope our promos will generate interest and the rest of the funding necessary for this project.

### **Funding**

We are seeking \$7,500 to launch the first year of our project. Our budget will be used to cover the cost of 12-15 GoPro black edition Hero 3+ video kits (\$499 per kit). Each kit includes the Hero 3+ GoPro video camera, an extra battery, case, mounts, tripod and an extra SD Card.

No funds will be used for overhead. We are run completely by volunteers and have no overhead costs. To date we have raised over \$1,500 through grassroots efforts online through direct donations, [www.causes.com](http://www.causes.com), and [www.gofundme.com](http://www.gofundme.com).

Corporations and others interested in sponsorship should contact Donna Speckhard at [mytruthin365@gmail.com](mailto:mytruthin365@gmail.com) or 571.233.8450 for tax ID information and receipt.