

Callie Rohr Memorial Canoe and Kayak Race

benefiting

Pediatric Brain Cancer Research

February 28, 2020

We are Jeff and Marcia Rohr, the parents of Callie Rohr who 5 days before her 10th birthday lost her 2 1/2-year battle with brain cancer in 1999. We established the Callie Rohr Foundation Inc, a 501c3 charity, with a goal of finding a cure for Pediatric Brain Tumors. **This devastating cancer is the number one cause of cancer related deaths of our children!** This will be our sixteenth year sponsoring the Callie Rohr Memorial Canoe and Kayak Race. In our first fifteen years, we have raised over \$185,000.00 dollars with our funds going to four different research programs. Dr. Amanda Saratsis is a neurosurgeon at Ann & Robert H. Lurie Children's Hospital in Chicago and an Assistant Professor of Neurological Surgery at Northwestern University Feinberg School of Medicine. Her research program is our current recipient. We toured Dr. Saratsis's research center and met with some of her team last October. We can tell everyone who has supported our effort, that our hard-earned monies are going to the right place and we are making a difference! Not many charities can give you this confidence in their commitment to their mission. In 2019 \$13,000.00 was donated to Dr. Amanda Saratsis research program. We were able to donate 89% of all monies raised due to the generous support of all our wonderful sponsors! Callie was a normal healthy child and never in our wildest dreams did we envision losing her to a brain tumor. Sadly, over 3500 parents this year will make this same statement when a child in their family is diagnosed with a primary brain tumor. There are over 28,000 children and 700,000 adults and children combined currently living today with a primary or central nervous system tumor. A brain tumor does not discriminate - it can affect anyone, anytime, anywhere.

All of us working in the paddling, recreation, and tourism industries benefit from events like ours, with many of our race participants coming back to paddle, bike, hike, ski, and fish at other times of the year. The race draws many new paddlers; including young first time participants, bringing important new young blood to an aging tourist, paddle, and outdoor industry. We see new boats, paddles, lifejackets, and clothes bought by our core of loyal paddlers who return each year to help us make a difference. In our local area, they support restaurants, grocery, gas stations, and shop owners making purchases as they come into and leave town from this event. By being a part of this event, you are promoting your business and its services to these new consumers. We generate lots of media coverage with television, newspapers, radio, and magazines doing lead stories on the event.

Our plans for our sixteenth year are underway and again we look to you for help in making this event even more successful. We greatly appreciate any past sponsorship and support you have given. Now, in 2020, we have set our goals high and your donation and support will go a long way in making this goal a reality. The race, June 27, 2020, takes place in Northern Wisconsin on the Headwaters of the Wisconsin River. There is a place in the race for everybody from beginners to pros to help us in this wonderful cause. Get your family, get your buddies, get your co-workers and come have a blast while helping us find a cure. After all the racers are in we celebrate with a pig roast, awards ceremony, music and a live auction. This race, with eleven different classes, has a place for everyone, and is one of Wisconsin's sanctioned premier canoe and kayak races.

We would welcome any part you and your organization can help in this great cause. We believe that alone we can do a little, but if we come together with a common goal and purpose we can truly "Make a Difference". We sincerely believe Callie has a smile and prayer for everyone who has lent a hand in this important fight. Please join us and be part of this worthy event!

You can find more information on the Callie Rohr Memorial Canoe and Kayak Race at our website - www.RWTCanoe.com. Our resort, Rohr's Wilderness Tours hosts this worthy event on the Historic Headwaters of the Wisconsin River.

Sincerely,

Jeff and Marcia Rohr
Callie Rohr Foundation Inc

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