

Callie Rohr Memorial Canoe and Kayak Race

benefiting

Pediatric Brain Cancer Research

April 22, 2022

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!**

We are passionate about fundraising to finding a cure for pediatric brain tumors and could not do this without our volunteers, sponsors, participants and community support. We thank everyone for all their hard work helping us raise money to find a cure thru the Callie Rohr Memorial Canoe and Kayak Race, disc golf tournaments, Facebook fundraising, donation jugs, corporate sponsorships, our wonderful local businesses, raffle supporters and private donors. All these wonderful people have helped us over the years to raise just over \$208,000.00. This year we donated \$11,000.00 to Dr. Michael DeCuyper's research program at Ann and Robert Lurie Children's Hospital. And \$3700.00, our raffle proceeds, to Children's Wisconsin. We donated 94% of all monies raised in 2021. Not many charities can give you this confidence in their commitment to their mission.

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 currently living today with a primary or central nervous system tumor in the US. 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 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 outdoor tourist industry. We see new boats, paddles, lifejackets, and clothes bought by our loyal paddlers, who return each year to help make a difference. In our local area, they support restaurants, grocery, gas stations, and more!

Our plans for our eighteenth year are underway. We greatly appreciate any past sponsorship and support you have given. And hope again you can help us achieve our high goals. Your support will go a long way in making this goal a reality. The race, June 25, 2022, takes place in Northern Wisconsin on the Headwaters of the Wisconsin River. The race offers a place from beginners to pros. 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. The race is listed as a Wisconsin sanctioned premier canoe and kayak race.

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. We look forward to your help for this great cause!

You can find more information on the Callie Rohr Memorial Canoe and Kayak Race at our website - www.RWTCanoes.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

Callie Rohr Foundation Inc

5230 Razorback Road * Conover, WI 54519 * 715-547-3639

www.RWTCanoe.com