



FORK CHILDHOOD CANCER
20 23
Challenge





About MaxLove Project

MaxLove Project is a 501c3 nonprofit organization dedicated to improving the quality of life of families facing childhood cancers, pediatric rare diseases, and chronic hospitalizations with evidence-based culinary medicine, integrative care, and emotional health.

MaxLove Project is the only nonprofit organization that supports families facing childhood cancer, rare diseases, chronic hospitalizations, and medical trauma with evidence-based quality of life care.

Learn more about our approach, programs and impact at www.maxloveproject.org



What is the Fork Childhood Cancer Challenge?

The Fork Childhood Cancer Challenge is an innovative, invitation-only, team-based, fundraising and culinary challenge where our donor champions team up with our Gold Apron Society chefs to raise money, friends, and partners for MaxLove Project. The challenge consists of both a fundraising goal and a judged culinary competition finale event.

The Challenge Structure

The FCC Challenge begins with team formation, fundraising planning, and MLP program adoption. Each team chooses a MaxLove Project program to represent and fund for the following year. The theme is to “be exponential” and empower MaxLove Project to grow to fully serve the need nationwide.

There are 40,000 children in treatment for cancer each year and 500,000 survivors of childhood cancer alive in the US today. In order to reach 10% of this population and rise to meet 10% of the need, MaxLove Project must grow. The only way for us to grow to meet the needs of our community is to become exponential. Thanks to our amazing teams for stepping up to make such a tremendous impact with us!

Teams are required to raise a minimum of \$25,000. Many choose a goal that represents the full cost of their adopted program. The teams have from the date of their inception through the evening of the finale event (9/16/2023) to fundraise.

The “App-Off” Finale

The FCC Challenge culminates in our Finale event – the “App-Off” – on September 16th, 2023 at Tanaka Farms. The event will host 550 guests on the hillside at sunset. Each team will have a custom booth where they’ll serve appetizer tastings paired with a special beverage while they share about their MLP program and auction items. Fundraising continues throughout the evening and guests will have the opportunity to vote on their favorite team and dish as well as bid on their favorite team auction items. The event concludes with our celebrity judging decisions and awards ceremony.

* Meet our Fundraising Teams *

Our MaxLove Project Gold Apron Society Chefs will be preparing and serving unique and delicious appetizer tastings. There will also be wine tastings delicately paired with each team's appetizers.

Team Green

Led by Chef Cathy McKnight with Chef Andrew Johnson, supporting the Fierce Foods Academy culinary medicine program!

www.forkchildhoodcancer.org/team-green



Cathy McKnight
MaxLove Project | Orange, CA



Azmin Ghahreman
Sapphire Culinary Group | Orange, CA

Team Hope

Led by the Klein, Balhki & Song families with Chef Azmin Ghahreman supporting our wellness retreats!

www.forkchildhoodcancer.org/team-hope



Team Love

Led by fierce Maxlove Momma, Sophy Singer, supporting our Parents Rising emotional health & wellness programs!

www.forkchildhoodcancer.org/team-love



Shachi Mehra
ADYA | Anaheim, CA



Michael Puglisi
Electric City Butcher | Southern California - online

Team Ohana

Led by DeArmey and Adzich families with Chef Michael Puglisi supporting our Ohana local family programs.

www.forkchildhoodcancer.org/team-ohana

What's a competition without judges? Meet the judges!

We're thrilled to welcome our judging dream team to the Fork Childhood Cancer Challenge! Judges will be responsible for reviewing and rating each team at the App-Off Finale event. The judges' combined ratings will determine the FCC Challenge winner.



Tembi Locke



Tembi Locke

Actor, Author, Advocate & More!
(Did you see Netflix's "From Scratch"??)



Chef Jet Tila & Family

THE Chef Jet and his amazing fam!



The Tila Family



Chef Zov Karamardian

Legendary OC Chef, Author & Restaurateur



Mike Pyle

HGTV Host & Designer



Mike Pyle



Chef Zov

Partnership Opportunities

Join us as a valued partner in the 2023 Fork Childhood Cancer Challenge and make a difference for families facing childhood cancer and rare diseases while bringing fantastic attention and premium visibility to your company.





Platinum * \$25,000

- Presenting Partner: lead event sponsor!
- Business name and logo featured most prominently on all event signs, materials, and MLP website
- Logo inclusion on the main FCC Challenge fundraising campaign page and auction page
- Business name featured in all press materials
- Targeted PR effort featuring Presenting Partner
- Dedicated email blast and 3 social media post by MaxLove Project
- One spot on the event judging panel
- VIP event access for 10

Gold * \$15,000

- Sponsor one of our four amazing teams!
- Logo featured on custom team booth and team fundraising page
- Business name displayed on team VIP table
- Logo prominently featured in team promotional video
- Dedicated social media post by MaxLove Project
- Dedicated email blast highlighting team and sponsor
- Inclusion in all MLP event emails
- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- VIP event access for 4
- **All participating chef/restaurant team leaders are placed at this level for an in-kind donation partnership which includes an in-kind donation receipt.**



Silver * \$10,000

- Dedicated social media post by MaxLove Project, inclusion in MLP event emails
- Business name inclusion in all press release materials
- Logo inclusion within team fundraising video
- Logo inclusion on team fundraising page
- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- VIP event access for 2

Bronze * \$5,000

- Business name inclusion in all press release materials
- Logo inclusion on team fundraising page
- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- General admission event tickets for 6

Fierce Advocate * \$2,500 (cash or in-kind)

- Business name inclusion in all press release materials
- Inclusion in all-partner recognition on social media and MLP email blasts
- Logo inclusion on team fundraising page
- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- General admission event tickets for 4

Fierce Friend * \$1,000 (cash or in-kind)

- Logo inclusion on all overall MLP campaign materials and dedicated signage at the finale event
- Inclusion in all-partner recognition on social media and MLP email blasts
- General admission event tickets for 2



Join the Thrive Revolution

MaxLove Project's mission is to increase the quality of life and reduce health risks for families surviving childhood cancer, related pediatric rare diseases, and chronic hospitalizations. We support families with evidence-based integrative healthcare with a focus on culinary medicine, whole-body wellness, emotional health, therapeutic social support, and expert-designed educational resources. Our programs are available nationwide online through our private app platform and also in-person at our office locations in California & Georgia. We believe that true health starts when families are empowered to be active partners in their child's healing.

Learn more at maxloveproject.org





Parent Testimonials

“I love being part of the MaxLove Project community where everyone understands what we are going through. We all feel appreciated.”

– **Mother of a child with a brain tumor**

“The knowledge and support I get from MaxLove are irreplaceable.”

– **Father of a child with brain tumor**

“MaxLove Project has been our saving grace! Being recently diagnosed, they helped bring us out of our DARK place.”

– **Mother of a child with a brain tumor**



Contact Information

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MaxLove Project is a 501(c)(3) nonprofit organization,
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