



KNEAD FOR KNOWLEDGE

Scholarship Program benefitting
Children's Cancer Center



Ellie, Age 7

Future Scholarship Applicant

Acute Lymphoblastic Leukemia

Dear Friend,



We are asking you to consider making a donation to the Panera Bread Knead for Knowledge Scholarship Program benefitting the Children's Cancer Center. Your support will help us provide financial and educational support for children in the Tampa Bay area who have been diagnosed with a childhood cancer or a chronic blood disorder.

Extended hospital stays and grueling treatments often result in missed days of school and exorbitant medical bills. This unfortunate reality makes the dream of attending college unattainable for many. At Panera Bread, we believe in the importance of education and wanted to do something to address the immense strains placed upon these children and their families.

The Panera Bread Knead for Knowledge Scholarship Program is comprised of two components: College Scholarship Fund and S.A.I.L. (Students Achieving through Interactive Learning). Over the past six years, close to \$400,000.00 in college scholarships has been awarded to local children battling cancer or a chronic blood disorder. S.A.I.L. is a weekly hands-on program designed to help bridge any educational and emotional gaps. It is available to children serviced by the Children's Cancer Center and their siblings.

"You always hear stories of kids getting cancer, but never in a million years imagine that it could happen to you. In

one moment, I was a senior, trying to get a lead role in a play, doing calculus homework, and studying for upcoming test, and the next...I was being rushed into surgeries, getting a port placed in my chest, and starting my first round of chemo. It all happened so fast. As much as I couldn't believe it, I was a cancer patient. I had stage three cancer, and I had no idea what was going to happen next"
Isabella, 2017 Top Scholarship Recipient.

Unfortunately, stories like Isabella's are all too common. Despite battling anaplastic large cell lymphoma, enduring an unfortunate relapse, and receiving a bone marrow transplant, Isabella is doing well on active treatment and is a thriving full time student at the University of South Florida. She vows to fulfill her dream of becoming a nurse so she can help a lot of kids and spread awareness about pediatric cancer. This type of pay it forward outlook on life is priceless. We invite you to help us pay it forward for these courageous children so they can become the doctors, teachers and leaders of tomorrow.

Please support the Panera Bread Knead for Knowledge Scholarship Program by making a donation to either help fund one of our scholarships or to donate an entire scholarship named after you or your business. The sponsorship packet outlines suggested levels of giving, although any amount will be appreciated. Please consider joining our efforts in making a positive difference in the lives of children who have already undergone significant challenges. Feel free to reach out to Vikki Kaiser with any additional questions at vikki.kaiser@covelli.com or (813) 877-7533.

Warm Regards,

Kevin & Kerry Ricci

Owners of Covelli Family Limited Partnership, a franchisee of Panera, LLC