



Hyundai Hope On Wheels®



# Helping Kids Fight Cancer Since 1998

## A LEADING CHARITY

For 25 years, Hyundai Hope On Wheels has been on a quest to end childhood cancer and has become one of the nation's leading funders of pediatric cancer research. We fuel cutting-edge research, ignite public awareness, and work together with leading partners nationwide to help create a cancer-free future for kids!

## DRIVEN BY HOPE

Hyundai Hope On Wheels got its start in 1998 when a small group of New England-area Hyundai dealers joined together to support a local children's hospital.

Today, 820+ Hyundai dealers donate a portion of every vehicle purchase to the cause, paired with support from Hyundai Motor America. It is our goal to help kids grow in a world free of pediatric cancer.



## Life-Saving Mission

Our mission is to help kids fight cancer. We do this by:



**Funding innovative research** and therapy for cures to pediatric cancer



**Serving as a thought leader** with partners nationwide



**Creating public awareness** of this important cause

Childhood cancer is the leading cause of death by disease among children (ages 0 to 19) in the U.S. Due to major treatment advances, more than 84 percent of children diagnosed with cancer survive five years or more.

# \$25,000,000

## 25 years of Groundbreaking Research

To honor our 25th anniversary, Hyundai Hope On Wheels is awarding a record \$25 million in 2023. This brings our lifetime total to \$225 million to advance 1,300 research studies at over 175 medical institutions.

*"It takes both rain & sunshine to make a rainbow."*

Raynie, 10

*"My wish is that my story brings hope to other kids with cancer."*

Oliver, 11



## The Power of a Handprint

The handprint has become an enduring symbol of our history and progress. Each year, we capture kids' handprints on Hyundai vehicles and doctor lab coats to honor their stories of hope and courage.

## 2023 National Youth Ambassadors

To help spread awareness nationwide, Hyundai Hope On Wheels selects national youth ambassadors to travel the country and share their stories of hope and courage. Our youth ambassadors have battled cancer themselves, and they have become a powerful voice to inspire children everywhere.

## Highlights



### September is National Childhood Cancer Awareness Month

As September unfolds, it brings with it a wave of hope, love, and unity for National Childhood Cancer Awareness Month. It is a golden opportunity for the pediatric cancer community to join hands and envelop all the little warriors and their families in a warm embrace of support.



## Funding A Brighter Future

85% of children

with cancer now survive 5 years or more

### 1,300 RESEARCH STUDIES AND COUNTING

Hyundai Hope On Wheels awards grants in several categories to drive innovation, medical advances, and support.

#### RESEARCH GRANTS

Our research grants allow researchers at eligible Children's Oncology Group (COG) member institutions to apply for funding to support improving outcomes and treatments.

#### SUPPORT GRANTS

Our impact awards and community grants expand support in regions across the U.S. with engagement from local Hyundai dealers.



#### For more information visit:

General inquiries: [info@hopeonwheels.org](mailto:info@hopeonwheels.org)

Grants inquiries: [grants@hopeonwheels.org](mailto:grants@hopeonwheels.org)

[#EndChildhoodCancer](https://www.hopeonwheels.org)

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Hyundai Hope On Wheels is a 501c3 nonprofit organization established by Hyundai Motor America in 1998 to support pediatric cancer research and raise awareness of the disease.

[HyundaiHopeOnWheels.org](https://www.HyundaiHopeOnWheels.org)