



The end of **CANCER** begins with **RESEARCH**



**Kure it**<sup>®</sup>  
cancer research



Charity<sup>™</sup>  
Storage

*Self-Storage Industry*

**ROUND UP**  
**For Research**

# What is Round Up For Research?

A funding campaign specifically designed to make it easy for your self-storage business to make a profound impact.

Tenants at participating storage facilities opt into rounding up their rent by 50 cents a month, or \$6 a year, as a small donation toward cancer research. It may not seem like much, but it adds up to make a huge impact. Donations of any amount are accepted!

We are grateful to our Storage Industry partners across the nation who participate in **Round Up For Research**. To date (Jan 2023), this campaign has raised over **\$3.7 million** dollars to support underfunded cancer research - finding hope and saving lives.

**FUND RESEARCH | FIND HOPE | SAVE LIVES**

## KURE IT AND CHARITY STORAGE WERE BORN IN THE STORAGE INDUSTRY!

Our founder and philanthropist, **Barry Hoeven** (1950–2016), was a self-storage visionary and real estate entrepreneur who made tremendous contributions to the industry. He built a successful self-storage company in Westport Properties and US Storage Centers. Diagnosed with kidney cancer in 1998, Barry realized the lack of funding for cancer research. One of the ways he fought back was to start Kure It in 2007 and directly fund innovative research programs through grants at world-class Comprehensive Cancer Centers and institutions such as USC, City of Hope, Vanderbilt, Harvard, and internationally. Barry was a leader in our industry and his mission has no doubt impacted countless lives across America and beyond.



**Barry Hoeven**  
(1950–2016)  
Kure It Founder  
& Charity Storage  
Co-Founder

## Industry Testimonials



**Pam Domingue** is Co-Owner of Storage Solution, LLC.: *"The Round up for research program allows our company to be a part of ground-breaking cancer research. My employees and I have all been impacted in some way by cancer, and this is our way as a company to make a difference."*



**Charles Byerly** is CEO and President of Westport Properties: *"Westport Properties and US Storage Centers has a long history supporting Kure It through the Round up for Research program. Our passion to support cancer research and broaden awareness has led to over \$8 million dollars raised through the Round Up program. We are committed to supporting Kure It by leading the way with an innovative approach to raise necessary funds."*



**Cleo Jauregui** is District Manager at US Storage Centers: *"Working with a passion and desire to help others within this program has been such a great experience because it's helped me establish meaningful relationships with others. It is giving me the opportunity to enable others to directly contribute to an excellent cause that helps others."*

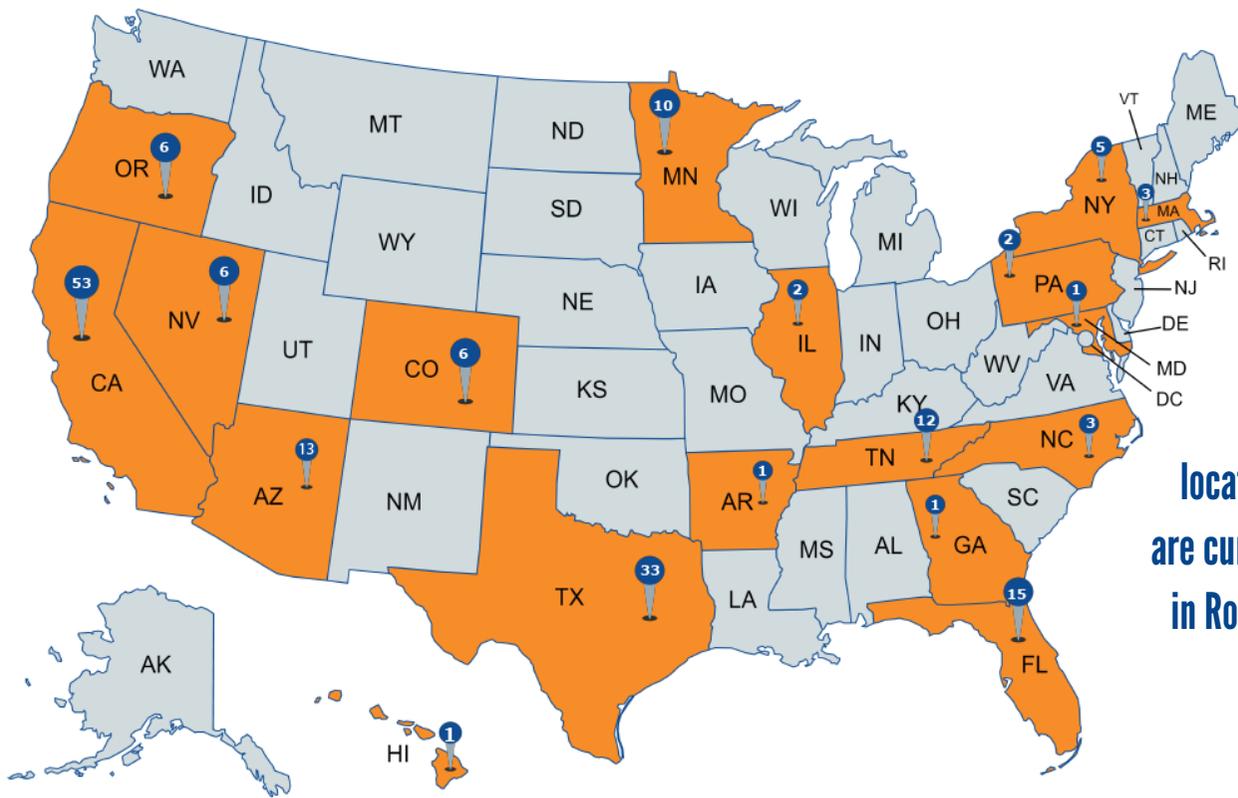


**Round Up For Research  
Campaign 2023**

As of January 2023,  
Kure It has raised over  
**\$3.7 Million**  
donated through  
**Round Up For Research**



**TO GET INVOLVED**  
visit [kureit.org](https://kureit.org) or contact  
Brooke Adams at  
[Brooke@kureit.org](mailto:Brooke@kureit.org)  
or (949)395-5139



Approximately 173 locations across the U.S. are currently participating in Round Up For Research



## How does it work?

Your customers are asked to "round up" their total purchases and donate that difference to Kure It.

**THERE ARE TWO SIMPLE OPTIONS!** Easily solicit convenient donations from your customers, or your business can set a fixed amount to donate monthly or quarterly. See the options to the right.

At the end of the month or quarter, your business writes a check to "Kure It, Inc." as a 501(c)(3) charitable donation, which may be tax-deductible (consult your accountant).

### Option 1

#### ONE-TIME OR RECURRING DONATIONS:

*Each customer is asked to round up their rent by 50 cents to make a small donation to Kure It.*

### Option 2

#### SET A FIXED AMOUNT THAT YOU WANT TO DONATE MONTHLY OR QUARTERLY:

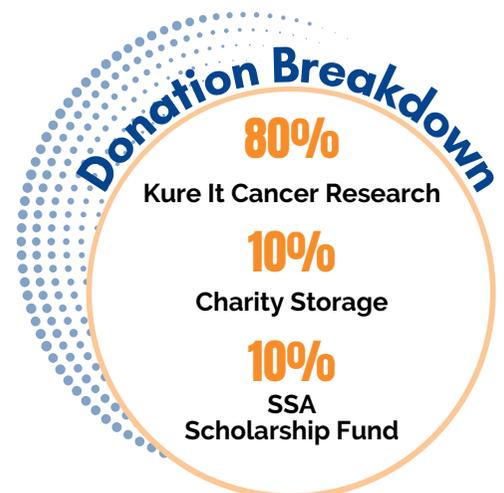
*At the end of each quarter a donation is made based on the approximate number of tenants that are currently renting.*

## How do you get involved?

We make it easy to partner with Kure It and Charity Storage by providing assistance with set up, administration, and supplies.

We will provide you with the following resources:

- A Starter Kit with training materials and hats for staff
- Updates on the latest cancer research grants and money donated to the SSA Scholarship Fund.
- A fundraising plan that best fits your business model



# Who is Kure It?



A 501(c)(3) non-profit that raises money and awareness to directly fund innovative research for cancers that are currently underfunded.

**TOGETHER WE CAN SAVE LIVES!** Kure It continues its quest to raise awareness and fight cancer. Impactful events and groundbreaking initiatives help grow community partnerships, foster donor relations, and provide funds for vital research grants awarded to Comprehensive Cancer Centers and institutions. Funds from Kure It begin the cancer research cycle that can lead to new discoveries, clinical trials, and breakthroughs in cancer detection, prevention, and treatments.

# Who is Charity Storage?



A 501(c)(3) non-profit that utilizes self storage auctions to raise money for charitable causes.

Charity Storage collects funds from donated and abandoned items placed into vacant units and auctioned off on StorageTreasures.com to support charities throughout the United States. Co-founded by Barry Hoeven and Lance Watkins, who have spurred this creative approach to philanthropy. Charity Storage is the official charity of the Self Storage Association and managed out of the OpenTech Alliance corporate office in Phoenix, Arizona.

Some other current participating businesses include:



WESTPORT PROPERTIES



# Join the Fight for a Kure!

Cancer is the second leading cause of death in the U.S., second only to heart disease.

1 in 3 Americans will develop cancer.

Every minute, one person dies from cancer in the U.S.

Cancer is the second leading cause of death among children ages 1-14 years.



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Kure It Cancer Research is the trademark of Kure It, Inc. Kure It Cancer Research is registered as a 501(c)(3) nonprofit organization.

Contributions to Kure It Cancer Research are tax-deductible to the extent permitted by law. Kure It Cancer Research's tax identification number is #26-4343040.

Learn more about Kure It's mission, efforts, and grants at [Kureit.org](https://www.kureit.org).

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