

VIP Marketing and Children's Cancer Partners of the Carolinas to Support Local Families Through Fundraising Campaign

Through "Going Gold Together," VIP Marketing is dedicating its 16th anniversary to families across the Carolinas facing childhood cancer.

CHARLESTON, SC, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- VIP Marketing, a Charleston, SC-based digital marketing agency serving growth-minded law firms for more than 16 years, has partnered with Children's Cancer Partners of the Carolinas to launch Going Gold Together, a fundraising campaign running throughout September, with a goal of raising \$16,000, a number commemorating VIP Marketing's 16th year in business, for families across North and South Carolina facing childhood cancer.



VIP Marketing and Children's Cancer Partners of the Carolinas invite the community to Go Gold Together this September in support of Childhood Cancer Awareness Month.

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For Sawyer, my son, for other survivors, and for the warriors still fighting, let's stand together.”

Eric Elliott

The campaign carries deep personal meaning for the agency: VIP Marketing Founder and CEO Eric Elliott's son, Sawyer, is a childhood cancer survivor whose family relied on Children's Cancer Partners of the Carolinas for support during his treatment. Community members can [consider helping a family today](#) by supporting the campaign now.

On August 21, Sawyer threw the ceremonial first pitch at the Charleston RiverDogs' Stand Up To Cancer Night,

joined by the Elliott family in a public celebration of his journey. More photos from the night are available on Children's Cancer Partners of the Carolinas' Facebook page.

Elliott shared the following reflection on his family's connection to the organization and why VIP

Marketing chose to dedicate its 16th anniversary to this cause:

"September is Childhood Cancer Awareness Month, a time that carries a weight and a hope that my family knows all too well. One of the organizations that stood with us and continues to stand with so many families is Children's Cancer Partners of the Carolinas. They help with the expenses that insurance does not cover: travel to treatment, meals, lodging, and essentials that no family fighting for their child's life should ever have to worry about.

"I'm asking you to join me in honoring these children and families. Pray for them. Support them. And if you are able, please consider helping by giving to Children's Cancer Partners of the Carolinas. Your gift will help bring relief to local families in the hardest moments of their lives.

"Because this fight does not end when September does. For Sawyer, my son, for other survivors, and for the warriors still fighting, let's stand together. Sawyer is a reminder that miracles happen, that prayers are heard, and that hope is something we should never let go of. While I celebrate Sawyer's story, I cannot forget the countless families who are still in the middle of their fight, or those who have had to say goodbye far too soon. These families need us. They need to know they are not alone."

A childhood cancer diagnosis changes everything for a family. Frequent travel, hotel stays, meals away from home, missed work, and other unexpected expenses can pile up quickly, and childhood cancer affects the entire family, not just the child receiving treatment. Children's Cancer Partners of the Carolinas will serve more than 2,800 children battling cancer throughout North and South Carolina this year, and last year alone the organization reimbursed families more than \$432,000 in meals and 2.24 million miles of travel to and from treatment.

Children's Cancer Partners of the Carolinas addresses the practical needs that follow a diagnosis, including transportation assistance, lodging, meals, and emergency financial support, so families can focus on their child's treatment rather than the financial strain it creates. The organization's Family Navigators provide guidance and emotional support to families from diagnosis through age 21. No family should have to choose between paying bills and getting their child to treatment, and community support is what makes every mile traveled and every night away from home possible.

Every gift brings Going Gold Together closer to its \$16,000 goal and closer to making sure no family navigates childhood cancer without support. Community members, clients, and partners are invited to consider [giving to Going Gold Together](#).

VIP Marketing is a connected team of strategists, creators, analysts, and problem-solvers that has helped growth-minded law firms attract qualified cases for more than 16 years, guided by a human-to-human approach to marketing. Craft Creative, the company's dedicated creative production studio, turns that strategy into stories, campaigns, and visual experiences.

As a proud business partner of Children's Cancer Partners of the Carolinas, VIP Marketing is bringing that same human-to-human commitment to families across the Carolinas facing childhood cancer.

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