



salood

MEDIA KIT

2025

Salood is dedicated to providing immediate financial relief for families impacted by childhood cancer.

We are driven by a sense of urgency to ensure that families do not have to make impossible choices between caring for their child and meeting their basic needs.

We partner with children's hospitals to identify families in need. Once referred by our caseworkers, families receive immediate direct financial support with no application barriers or restrictions. This can cover anything from rent and utilities to groceries, transportation, or unexpected medical costs.



Financial Aid Program

We support families with a child undergoing cancer treatment. Once referred by our caseworkers, families receive immediate financial relief to ease the strain of income loss and mounting expenses.

Salood funds help cover essentials like rent or mortgage, utilities, groceries, and travel.

Donations & Fundraisers

Funds are raised for Salood's Financial Aid Program through direct donations and other initiatives like fundraisers or corporate partnerships.

Recent fundraiser examples include the Miles to Miracles campaign and the Dallas Stars Annual Hockey Fights Cancer Night.

Our Recent Features



"Salood gives 100 percent of any money it receives directly to families, usually single parents, with kids battling cancer.

'The need for financial assistance is more now than we've seen in the whole six years that we've run Salood,' " (2025)



"Having a loved one in the hospital, particularly a child, it impacts so many different people. It has so many challenges. Not only just the fear associated with that, but the financial impact. And it's wonderful to have organizations like yours to come alongside and to ease some of that stress." (2025)



"'We're essentially strategic partners," Denson said. "We're doing the races. We're doing the climbing. We're doing the fundraising. And Salood is our supportive partner getting us opportunities but also connecting us with these families, to ensure that we can do the most help possible.'" (2025)

featured on:

*The Dallas
Morning News*



Salood's Impact:



600+ families

impacted by childhood cancer have received our support.



\$300,000+

in direct financial aid has been distributed.

Get in Touch

For article features, interview requests, and other media inquiries, please contact us:

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 [@saloodinc](https://www.instagram.com/saloodinc)





**Supporting the Families Facing Pediatric Cancer
Through Immediate Financial Relief**

www.salood.org