JOIN THE FIGHT
5 FOR THE FIGHT
THIS IS WHO WE’RE FIGHTING FOR
THE FIGHT IS PERSONAL

We all have someone whose name is written in our hearts and on our hands.

Layton5fortheFight.com
THE CONCEPT IS INCREDIBLY SIMPLE

5 For The Fight is a global campaign inviting individuals to donate $5 to cancer research in honor of someone who has been touched by cancer.

Employees of sponsoring companies are invited to donate $5 per pay period.

Layton5fortheFight.com
100% OF YOUR DONATION GOES TO CANCER RESEARCH

Every single donated dollar goes directly to cancer research centers in your area. All overhead costs of 5 for the Fight are funded by Qualtrics and Layton Construction.
WHY LAYTON IS INVOLVED

5 For The Fight was started by Ryan Smith, CEO of Qualtrics and a good friend of Layton President and CEO David S. Layton.

When David heard about the cause, he decided that he and Layton Construction would not only support 5 for the Fight, but that Layton would go ALL IN.

Qualtrics, an official corporate sponsor of the Utah Jazz, chose to have the team feature the 5 for the Fight logo on their uniforms instead of the Qualtrics corporate logo.
Layton decided to engage all of its employees, subcontractors, architects, engineers and suppliers in the fight.

Our employees stepped up and in the first month committed over $120,000 to the 5 for the Fight Campaign for 2018.
When Layton clients, subcontractor partners and suppliers heard about the cause, they decided to join the 5 for the Fight campaign.

Their participation ranges from a simple one-time donation from the company owners to regular voluntary payroll deduction participation by their employees.
3 SIMPLE WAYS YOU CAN JOIN THE FIGHT TODAY

1. Launch Your Own Employee Giving Campaign

Go to Layton5fortheFight.com and click on the gold button that says “Layton Associates Donate.” Just answer a few questions, and a 5 for the Fight representative will quickly respond to help you launch your campaign.

Qualtrics has volunteered its online software platform to make enrolling employees in a payroll deduction program simple and painless.
2

Make a Donation Right Now, Then Invite Employees to Donate

Go to Layton5fortheFight.com and click on the gold button that says “Layton Associates Donate.” You’ll be directed to Qualtrics where you can make a quick donation on behalf of your company.

Then, take a photo of you raising your hand in honor of someone who has been touched by cancer. Send this photo to all of your employees in an email, telling them your story and inviting them to donate.
Host a golf tournament, company barbecue, 5K fun run, fashion show, bake sale, board game tournament, etc. The ideas are endless, and your whole company can have fun and support 5 for the Fight. Donate the proceeds to 5 for the Fight.

Go to Layton5fortheFight.com and click on the gold LAYTON ASSOCIATES DONATE button to become an official fundraising partner.

Whatever approach you choose, THANK YOU for stepping up and joining the fight.

We know a lot is asked of you. But we believe everyone can give $5, and we need everyone – because we’ve got to find a cure.
PLEASE JOIN US

Layton5fortheFight.com