



Embrace Kids and Rutgers University

Rutgers University Dance Marathon (RUDM) is the largest student-run philanthropic event in New Jersey. Each year, students dedicate themselves to providing emotional and financial support to the patient families of Embrace Kids Foundation. These families come to New Brunswick to receive treatment for serious health challenges and quickly discover they have thousands of students joining their fight.

In 2024, RUDM raised \$560,045.49 for Embrace Kids patient families, adding to the \$11.5 million total since 1999. A year of fundraising efforts culminates to a weekend of fun as thousands of students and patient families celebrate together at the Rutgers Jersey Mike's Arena.

Dance Marathon provides a transformational philanthropic experience for students and incredible memories for everyone involved!



Families First

Students make it their mission to uplift families. During the RUDM Family Hour, the children walk down the stage and into the crowd where the event turns into a giant dance party.

At Dance Marathon and numerous events throughout the year, the students connect with patient families to provide social support and fun. They go above and beyond For The Kids (FTK).



Everything Counts

RUDM provides significant funding for Embrace Kids' core programs. These programs are vital to maintain normalcy and improve the quality of life for our patient families.

These core programs include:

- Emergency Financial Assistance
- RU4Kids Program
- Inspirational Events
- Education Program
- Scholarship Fund
- Tackle Sickle Cell
- Building of Hope
- Social Services and Counseling
- Pediatric Palliative Care Program



Surrender Yourself

Rutgers students surrender themselves to the cause and become immersed in the Embrace Kids community.

By pairing Rutgers student groups with Embrace Kids patient families throughout the year, students have the unique opportunity to form long-lasting connections and bring joy to families.

Embrace Kids and our families are endlessly appreciative of the Rutgers students' commitment to our cause and the profound impact they have on the lives of over 200 patient families.



RUDM 2025 is taking place on April 5th.

The Embrace Kids patient families and Rutgers students are looking forward to another year of fundraising and fun!

