



EVENT PLANNER'S GUIDE

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THE V FOUNDATION



Jim Valvano was a successful basketball coach and an award winning television commentator who was diagnosed with terminal cancer in 1992. Upon receiving the Arthur Ashe Courage and Humanitarian Award, Jim announced at the inaugural ESPY Awards show that he and ESPN were creating The V Foundation for Cancer Research. The organization inspired by his courageous battle against cancer operates under his motto: “Don’t give up...Don’t ever give up!”®

Although Jim Valvano lost his battle with cancer on April 28, 1993, the Foundation continues to work towards his dream of finding a cure for the more than 100 diseases called cancer. Since 1993, The V Foundation has raised more than \$70 million and awarded cancer research grants in 37 states and the District of Columbia.

The Foundation’s Scientific Review Committee, comprised of some of the top physicians and research scientists from prominent universities and cancer centers nationwide, assures that only the cancer research projects with the most potential are funded.

The V Foundation also takes great pride in its fiscal responsibility and is proud to report that 100 percent of each direct cash donation and net proceeds of events is used to fund cancer research. Recognized for its prudent fiscal management, The V Foundation has earned a top four-star rating from Charity Navigator, America’s largest charity evaluator, for a fifth consecutive rating. Receiving a top rating from Charity Navigator indicates that The V Foundation has outperformed most of its peers in its efforts to manage and grow its finances.

Jim Valvano knew that the Foundation could not save his life, but he hoped that “it could save my children’s lives, or someone that you love”. His dream of a cure is one shared by millions.

Join us.

OUR MISSION

The V Foundation is a charitable organization dedicated to saving lives by helping to find a cure for cancer. The Foundation seeks to make a difference by generating broad-based support for cancer research and by creating an urgent awareness among all Americans of the importance of the war against cancer. The V Foundation performs these dual roles through advocacy, education, fundraising and philanthropy.

JIM VALVANO 1946-1993

- Born: March 10, 1946 in New York City
- Died: April 28, 1993
- 1963: Seaford High School
- 1964-67: Rutgers University, Degree in English
Senior Athlete of the Year-1967
Led Scarlet Knights to 3rd place finish in NIT
Rutgers' 21 highest scorer with 1,122 points
- 1968-69: Head Basketball Coach Johns Hopkins (10-9)
Led the school to its first winning season in
24 years
- 1972-75: Head Basketball Coach Bucknell University
(33-42)
- 1975-80: Head Basketball Coach Iona College
Finished with 99-47 record with two NCAA
appearances
- 1980-89: Head Men's Basketball Coach NC State
University (209-114)
- 1983: N.C. State won the ACC Tournament and the
NCAA
National Basketball Championship
- 1986: Named Athletic Director of N.C. State
University
- 1990: Signed with ABC/ESPN as Basketball
Commentator/Analyst
- 1992: January: Won Cable ACE Award for
Commentator/Analyst for NCAA Basketball
broadcasts
- 1992 June: Diagnosed with terminal cancer
- 1992 November: Returned to ESPN calling color commentary
during pre-season NIT.
- 1993 March: Received the Arthur Ashe Award for Courage
at ESPN's first American Sports Awards-the
ESPYS. Announced with the assistance of
ESPN the formation of The V Foundation for
Cancer Research.
- 1993: Died of metastatic cancer of unknown
primary origin.



THE GRANT FUNDING PROCESS

Did you know?

As of Oct. 1, 2006, 100 percent of all direct cash donations made to The V Foundation are used to fund cancer research and related programs.

The V Foundation has an excellent track record for finding and funding elite young scientists. Between 1994 -- when the first V Scholar grants were awarded -- and 2002, The V Foundation awarded 94 V Scholar grants to promising young researchers nationwide to help them establish their laboratories. Of those V Scholars, 93 percent have received additional funding and are still working in independent labs. An additional five percent are currently working in related research.

Grants have been awarded in 37 states and the District of Columbia.

The V Foundation is dedicated to finding a cure to cancer through funding essential cancer research. Since awarding our first grants in 1994, the Foundation has awarded more than 300 grants nationwide.

Proposals are solicited from the 60 National Cancer Institute (NCI) Designated Cancer Centers, and from other prominent cancer centers across the country. These proposals go through a peer review process conducted by The V Foundation's Scientific Review Committee. Each grant recipient is required to send a project status report at the end of each year funded.

The V Foundation Research Grants

V Scholar Grant

Designed to identify, retain and further the careers of talented young investigators. Provides funds directly to young scientists who are developing their own independent laboratory research projects. These grants enable talented young scientists to establish their laboratories and gain a competitive edge necessary to earn additional funding from other sources. The V Scholars determine how to best use the funds in their research projects. The grants, \$100,000 two-year commitments, are chosen through a competitive process.

Grants in Translational Cancer Research

Facilitate the transition of projects from the laboratory to the clinic. Translational researchers seek to apply basic knowledge to cancer and bring the benefits of the new basic-level understandings to patients more quickly and efficiently. These grants are \$600,000, three-year commitments. The grants are chosen through a competitive process.

The Designated Grant

Funds projects in communities or regions local to the fund-raising area. Fund-raisers and donors work with the Foundation to identify a specific project, facility or awareness program for review and approval by the Scientific Review Committee.

EVENT GUIDELINES & PROCEDURES

Thank you for choosing to hold an event to benefit The V Foundation for Cancer Research. As we well know, cancer does not discriminate – it strikes people in all walks of life: rich and poor; men, women and children; all races and ethnicities.

“Grassroots” events, those events held across the country by people like you, are very important to The V Foundation. The events are as diverse as a golf tournament that involves hundreds of volunteers, to a triathlon effort by a single person. We have grassroots events in every state – in large cities and small towns. Some events raise thousands of dollars – some bring in a few hundred dollars. All are important in our eyes.

How do I get approval to hold an event to benefit The V Foundation?

To hold an event to benefit The V Foundation, you will need to first go through the approval process. Please complete and return the **Event Registration form, Sample Budget, and License Agreement**.

The Event Registration form provides the Foundation with the information necessary to learn more about your event. This form leaves room to include your committee of helpers. All events – large or small – need support. Recruit friends and family members to assist you in the planning process. Having a few people will increase your network of business and friends who you can approach for sponsorship or involvement.

The License Agreement states that you will use the V Foundation logo according to the guidelines included in this guide. You may not use the logo, service mark, or Foundation name until your event has been approved.

A sample budget is requested from you to determine that you have considered how much will be involved to hold your event. The V Foundation does not reimburse event expenses. Try to get food items, auction items, and gifts donated to your event.

Please return the Event Registration form, Sample Budget, and License Agreement to The V Foundation either by mail or fax to 919-380-0025.

You will be notified by the Foundation whether your event is approved.

How to Contact The V Foundation

By mail: The V Foundation
106 Towerview Ct
Cary, NC 27513

By phone: 1-800-4JimmyV
919-380-9505

By email: events@jimmyv.org

Online: www.jimmyv.org

Fax: 919-380-0025

GOALS & OBJECTIVES OF GRASSROOTS EVENTS

While our mission states specifically that our goal is to raise money to fund researchers that conduct cancer research, a dollar total is not the only measure of “success” at The V Foundation. Success in any effort is judged by three objectives: **fundraising**, **awareness** and **additional opportunities**.

| | |
|---|--|
| <p style="text-align: center;"><u>Fundraising</u></p> | <p>Fundraising is the bottom line donation given back to The Foundation for cancer research.</p> |
| <p style="text-align: center;"><u>Awareness</u></p> | <p>Did the effort bring more awareness to The V Foundation and our mission? Did it draw attention to our cause and the reality of cancer in everyone’s lives? Did it touch an audience of people with whom we’ve never before been involved?</p> |
| <p style="text-align: center;"><u>Additional Opportunities</u></p> | <p>Did an event motivate others to take action? Did an event provide a positive experience for a business or corporate sponsor who would now like to be involved with The Foundation on a larger level? It may be as simple as gathering a mailing list of volunteers so that they can receive The V Foundation’s holiday <i>Giving V</i>, or volunteer to help with other initiatives in your area. It might be as large as introducing The Foundation to a future major individual or corporate donor.</p> |

Keeping in mind our three objectives your event will help The V Foundation and our mission on a variety of levels.

All three objectives play vital roles in helping us raise money to fund cancer research. We appreciate every effort on every level. We look forward to working with you.

FUNDRAISING IDEAS

Many of the grassroots fundraising events involve a sporting activity. It is up to you to determine what kind of fundraiser will be the most successful among your network of friends.

Here are some ideas of past events:

- Basketball Tournament
- Bocce Ball
- Car Wash
- Chili Cook-off
- Concert
- Cycling event
- Fishing Competition
- Food Sales
- Free Throw Contest
- Golf Tournament
- Lemonade Stand
- Limited gift box or balloon raffle
- Live auction
- Parties during professional sports championship games
- Raffle
- Run
- Silent auction
- Singles party
- Softball Tournament
- Swim Meet
- Three on Three Tournament
- Treasure Hunt
- Volleyball
- Wing eating competition

SHOW YOUR SPIRIT

Each March the V Foundation hosts Show Your Spirit. This is one of the many ways you can get involved.

Celebrate your love of college basketball in March by wearing your favorite teams' apparel and making a \$5 donation to fight cancer by supporting research.

Come play for The V Foundation team and join us for Show Your Spirit next March 2008.

How it works? Donate a minimum of \$5 to The V Foundation and wear your favorite teams' apparel and jeans to work or school. It is as simple as wearing your teams' favorite colors or your team's jersey. You can enroll as an individual or as a group.

Why participate? In the fight against cancer, we all play for the same team. One of every two men and one out of three women will get cancer in their lifetimes. Research discoveries lead to better treatments and better understanding of the more than 100 diseases called cancer.

Enroll online by visiting www.jimmyv.org/showspirit

HOW THE V FOUNDATION SUPPORTS AN EVENT

The V Foundation appreciates your support and time involved in creating an event to benefit the Foundation. It is passionate people like you and your community members that will help The V Foundation win the fight against cancer.

The V Foundation will provide the following (pending availability):

- **Palm cards** can be provided to an event for sharing with participants, sponsors, and volunteers the mission and work of The V Foundation. Please have all requests for palm cards in *at least four weeks* in advance of when needed.
- A **banner** with The V Foundation logo can be provided for an event's use. Please have all banner requests in *at least four weeks* in advance of when needed. Please return banners within one week after the conclusion of the event.
- The event will be **publicized on the website**, www.jimmyv.org under the Events Calendar.

The V Foundation regrets it *is limited in the following areas*:

- The V Foundation does not have the capacity to provide high dollar items for auctions, silent or live.
- The V Foundation does not solicit celebrity appearances from its board members. If you would like a celebrity to appear at your event, you will have to approach the individual.
- The V Foundation will make every attempt to have a representative present at the event's check ceremony/presentation. Depending on where the event is located and when it takes place will determine if a member of The V Foundation will be able to attend.
- The V Foundation does not keep a volunteer database for event's use.



Share the V Foundation Message with Your Audience

- Show the ESPY speech.
- Provide people with a copy of the ESPY words.
- Use quotes from the ESPY speech to inspire people to fight this disease.
- Inspire those around you to embrace the “Don’t Give Up...Don’t Ever Give Up”® spirit

ADHERING TO BETTER BUSINESS BUREAU GUIDELINES

Proper Disclosure of How the Funds Benefit the Foundation

When hosting a fundraising event, please be clear about what portion will benefit the Foundation. In accordance with the Better Business Bureau's guidelines for charities Standard 19:

Clearly disclose how the charity benefits from the sale of products or services that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:

- a. the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to The V Foundation for every item sold)
- b. the duration of the campaign (e.g., the month of October, on Sept. 19, or from June 13-17),
- c. any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000, a minimum of \$500).

A few points of clarification:

- Disclosures solely stating that the charity will receive "proceeds," "profits," "net proceeds," or some other general financial benefit as a result of sales will not meet this standard.
- The disclosure needs to include only elements applicable to that specific promotion. For example:
"5 cents will go to The V Foundation for every ticket sold in October up to a maximum of \$200,000."
- The disclosure of the amount that goes to the charity might be expressed in monetary amounts or as a percentage of the purchase price. For example:
25 cents from each item sold will go to The V Foundation
3% of the purchase price will go to The V Foundation
- Disclose this information at the point of solicitation. Placement of the disclosure might be, for example, within the product advertisement that features the charity benefit, on the product packaging, on the hangtag attached to the product, or on the catalog order form.

Please try to follow these guidelines because they help the donor understand how much of their donation will benefit The V Foundation.

USING THE V FOUNDATION LOGO

By signing the License Agreement, the Event Planner agrees to use The V Foundation logo in the correct manner. Please follow these guidelines:

- Only use the logo sent via e-mail or mail by The V Foundation for Cancer Research.
- Make sure you are using the correct, up-to-date version of the logo.
- A copy of any materials including The V Foundation logo, service marks, or Jim Valvano's name must be submitted to the Foundation for *approval* prior to its production and distribution. This includes, but is not limited to, flyers, brochures, press releases, etc.
- The logo may not be redrawn or modified in ANY way.
- Leave space around the logo. Do not crowd it with other graphics.
- Do not repeat the logo as part of a design or pattern.
- Reproduce the logo in the correct PMS Colors (Blue-PMS 8183C, Cool Gray PMS 10)
- Use in accordance with the Better Business Bureau's guidelines, **on page 10**.

The Bob Smith Golf Tournament proudly donates a minimum of \$2,000 on June 30 to



The Jimmy V Soccer Cup to benefit



\$1 from each ticket sold will be donated to The V Foundation on June 20

If you have any other questions regarding the use of our logo, please contact The V Foundation at 1-800-4JimmyV or events@jimmyv.org.

USING THE V FOUNDATION SERVICE MARK

“DON’T GIVE UP ...DON’T EVER GIVE UP!”®

“Don’t give up ...Don’t ever give up!”® is a registered trademark of The V Foundation. It is important to follow these guidelines when using this service mark.

- When using the trademark, it should always be accompanied by the ® symbol, or the legend “Registered, US Patent and Trademark Office” or “Reg. U.S. Pat. & TM Off.” You can easily make the ® symbol by typing CTRL + ALT + r or by typing open parenthesis r closed parenthesis.
- The phrase must always be written with quotation marks.
- The mark must be written with the (...) between each portion of the phrase and an exclamation point at the end.
- The mark should be used distinctively and away from surrounding text. For example, the phrase may be capitalized, underlined, italicized, depicted in bold face lettering, etc.

“DON’T GIVE UP ...DON’T EVER GIVE UP!”®

“Don’t give up ...Don’t ever give up!”®

“DON’T GIVE UP ...DON’T EVER GIVE UP!”®

- The mark should be written in fonts such as:
 - Garamond
 - Times New Roman
 - Arial
 - Century
- Remember, when using The V Foundation logos, service marks, or name on anything, **it must be approved before production and distribution.**

If you have any other questions regarding the use of our service mark, please contact The V Foundation at 1-800-4JimmyV or events@jimmyv.org.

CREDIT CARD DONATION FORM



BILLING INFORMATION

Name (as it appears on your credit card): _____

Street Address: _____

Street Address Cont.: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: _____

Your phone number is required in the event it is necessary to contact you concerning your donation/credit card information.

Email: _____

Your e-mail address will not be shared or used for other purposes.

GRASSROOTS EVENT PARTICIPATING IN OR SUPPORTING:

Name: _____

CREDIT CARD INFORMATION

Payment method:

? Visa ? Mastercard ? American Express

Donation Amount: \$ _____ Credit Card Verification # _____

Credit Card Number: _____

(EX: XXXXXXXXXXXXXXXXXXXX)

Expiration Date: _____

(Month/Year)

PLEASE MAIL YOUR CONTRIBUTION TO:

The V Foundation for Cancer Research
106 Towerview Court
Cary, NC 27513

Please note: The V Foundation does not share or supply personal information of our donors to anyone for any reason of solicitation or other purposes.

CASH DONATION FORM



DONOR INFORMATION

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Your e-mail address will not be shared or used for other purposes.

GRASSROOTS EVENT PARTICIPATING IN OR SUPPORTING:

Name: _____

Donation Amount: \$ _____

PLEASE MAIL YOUR CONTRIBUTION TO:

The V Foundation for Cancer Research, 106 Towerview Court, Cary, NC 27513

Please note: The V Foundation does not share or supply personal information of our donors to anyone for any reason of solicitation or other purposes.

CASH DONATION FORM



DONOR INFORMATION

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Your e-mail address will not be shared or used for other purposes.

GRASSROOTS EVENT PARTICIPATING IN OR SUPPORTING:

Name: _____

Donation Amount: \$ _____

PLEASE MAIL YOUR CONTRIBUTION TO:

The V Foundation for Cancer Research, 106 Towerview Court, Cary, NC 27513

Please note: The V Foundation does not share or supply personal information of our donors to anyone for any reason of solicitation or other purposes.



EVENT DONATION FORM

Thank you for hosting an event to benefit The V Foundation.
We hope that you had a fun and successful event.

Name of Event: _____

Date of Event: _____

Location of Event (including City & State): _____

Contact Person: _____

Contact Person Telephone: (Daytime) _____

Total Donation to The V Foundation: _____

Comments: _____

Please complete and send your completed form back to:

The V Foundation

Attn: Events

106 Towerview Ct.

Cary, NC 27513

If you have any questions, please contact
The V Foundation at 1-800-4JimmyV or events@jimmyv.org

CANCER FACTS

In the time it takes you to read this short page of information, another five people were diagnosed with cancer and two more people will have died from cancer. Cancer kills about one American every minute of every day, or about 1,500 people every 24 hours.

- More than 1.4 million new cancer cases are expected to be diagnosed in 2007. More than 20 million new cancer cases have been diagnosed since 1990.
- One of every two men and one out of three women will get cancer in their lifetimes.
- Three out of every four American families will have at least one family member diagnosed with cancer.
- About 560,000 Americans are expected to die of cancer in 2007. In the U.S., cancer is the second leading cause of death, responsible for 1 in 4 deaths.
- According to the National Institutes of Health, overall costs for cancer in 2006 were nearly \$206.3 billion, including medical costs, the cost of lost productivity due to illness and the cost of lost productivity due to premature death.
- Approximately 77 percent of all cancers are diagnosed in people aged 55 and older.
- An estimated 10,400 new cases of cancer are anticipated among children aged 14 and younger in 2007. Other than accidents, cancer is the leading cause of death among children.

The Good News

Cancer researchers have a clear understanding of how cancer evolves, from the initial disruption of genetic material, and the signals that drive and nourish this growth and cause it to spread. We are at a crossroads in the history of cancer research and we are poised to make exponential gains, to even reduce it to a chronic disease, like diabetes. Early indicators include:

- For the first time in more than 70 years, annual cancer deaths in the United States have fallen. The number of cancer deaths in the U.S. fell between 2002 and 2003, the first annual decrease in total cancer deaths since the 1930s, when nationwide data began to be compiled.
- As of January 2003, it is estimated that there are 10.5 million cancer survivors in the U.S. Approximately 14 percent of the 10.5 million estimated survivors were diagnosed more than 20 years ago.
- People can reduce their risk of getting cancer through diet, exercise, weight loss and the practice of other healthy lifestyle factors.
- Today, 64 percent of adults diagnosed with cancer will be alive in five years. Among children, nearly 75 percent of childhood cancer survivors will be alive after 10 years.