



**The HPV and Anal Cancer Foundation**  
**Fundraising Toolkit for Coordinators of**  
**Athletic Events**

## Welcome

The HPV and Anal Cancer Foundation would like to take this opportunity to thank you for your interest in developing a fundraising event. Preventing HPV and anal cancer takes the efforts of many, and this is why we encourage a grassroots approach to our fundraising program. Your participation in such an effort is instrumental in raising awareness and funds, while destigmatizing this isolating cancer. The funds you raise will go directly to accelerating research, campaigning for gender-neutral vaccination and our patient support programs.

The Fundraising Toolkit was designed as a road map for your fundraising events. The tools and resources we provide will help to make your event a success. We encourage you to thoroughly read this packet and consider all key components of your event before you begin.

We wish you the best of luck!

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Please use this toolkit as a guide for your fundraising events. This kit will answer some basic questions and concerns. However, it is important to remember that you are responsible for your event, and this toolkit will not cover everything needed for your event. For more information on HPV and anal cancer, please visit our Web site: [www.analcancerfoundation.org](http://www.analcancerfoundation.org)

## Letter from the Founders

Dear HPV and Anal Cancer Foundation Friend,

Thank you for taking the time and effort to fundraise for The HPV and Anal Cancer Foundation. We are incredibly touched by your dedication and appreciate you raising funds on behalf of the Foundation.

After our mother, Paulette Isabel Crowther, passed away from anal cancer, we vowed that we would eliminate anal cancer and the carcinogen, HPV, which causes the majority of cases. This carcinogen also causes 5 other cancers and is responsible for 5% of cancers worldwide. Our mother's strength, love, and memory continue to be the driving force behind all that we do.

Over the past three years we have experienced a number of victories in the fight against HPV and anal cancer. While we are proud of the achievements and progress made towards eradicating HPV, there is still work to be done. By participating in our grassroots fundraising, you will directly impact the shape and future of HPV and anal cancer research, treatment, and patient support.

The Fundraising Toolkit was developed to enhance your fundraising experience and guide you towards making the best possible decisions when it comes to your fundraising strategy. We thank you for your participation and support. Your efforts are making the difference!

Thrive On!

Justine, Tristan and Camille Almada  
Co-Founders

## About The HPV and Anal Cancer Foundation

The HPV and Anal Cancer Foundation was created in 2010 after the passing of Paulette Isabel Crowther from anal cancer. Paulette’s three children, Justine, Tristan and Camille, started the foundation to ensure that no other family would ever have to experience the loss of a loved one from anal cancer or HPV-related cancer. The Foundation is the only of its kind that is dedicated to anal cancer and HPV.

Almost all sexually active adults will develop at least one type of sexually transmitted HPV at some point in their lifetime. 79 million people in the U.S. currently have an HPV infection. HPV does not discriminate based on gender, sexual orientation, race, ethnicity, religion, or socioeconomic status. HPV is a skin virus that is transmitted through skin-to-skin contact. HPV causes 5% of cancers worldwide and is responsible for 90% of anal cancer cases.

Since the Foundation’s inception, over \$1 million has been raised in the fight against HPV and anal cancer. With the help of donors, advocates, researchers, caregivers, and thrivers, our word for survivors, we have forged new ground in accelerating vaccination and treatment.

Our commitment to this cause continues to guide our efforts to fund research and provide support to thrivers and caregivers. As our community grows, so does our impact!

### Mission

The HPV and Anal Cancer Foundation is dedicated to empowering anal cancer patients and accelerating prevention and research methods that eliminate anal cancer and the virus that causes the majority of cases, HPV.

We specifically...

- Highlight the relevance of HPV in contracting cancer.
- Advocate for prevention measures including gender neutral vaccination.
- Work to accelerate a cure for the 5% of cancers caused by HPV, including anal cancer.
- Provide support to thrivers, caregivers and researchers connected to anal cancer.

### Impact

- 2010- The HPV and Anal Cancer Foundation was created! FDA approves Gardasil for the prevention of anal cancer with the urging of the Foundation.
- 2011- The CDC voted in favor of routine HPV vaccination for boys after The HPV and Anal Cancer Foundation led a coalition to advocate for the vaccination of males against HPV.
- 2012-The HPV and Anal Cancer Foundation provides seed funding for the first anal cancer medical society: International Anal Neoplasia Society (IANS).
- 2013-The HPV and Anal Cancer Foundation community votes for purple and green as the colors of anal cancer. July 22 the Noman is an Island: Row to End HPV held its inaugural event and surpassed fundraising goals!
- 2014-Provided a \$2.5 million grant with the Farrah Fawcett Foundation for research into new therapies for HPV-related anal, cervical and oral cancers.
- 2014-Foundation launches Peer to Peer Support Program for individuals diagnosed with anal cancer and caregivers.

For more information, please visit us as: [www.analcancerfoundation.org](http://www.analcancerfoundation.org). Don’t forget to “like” us on facebook and follow us on twitter.

## How to Fundraise

### Our Promise to You

The Foundation wants to help you, the fundraiser, as much as possible while fostering your independence. Aside from providing you with this fundraising toolkit, we have developed fact sheets for you to use to educate your peers, friends, and family about HPV and HPV-associated cancers. These fact sheets are available at [www.analcancerfoundation.org](http://www.analcancerfoundation.org). Please feel free to access and utilize the resources we provide on our Web site as needed.

No two events or fundraisers are the same, so please use your personal discretion when utilizing the tools and resources we provide you. What might be right for one fundraiser may not be right for another. Please keep us in the loop as you plan your event.

We require that all events be **officially registered** with the Foundation and all fundraisers must complete the Fundraising Guidelines form provided in this packet at the time of registration. When registering your event with us, you have access to our staff and logo images. We will also provide a point of contact to you should you have any questions.

If you feel as though you need extra support and guidance, we will attempt to put you in contact with either a former or current event fundraiser, like yourself.

We want your event to be as much of a success as you do!

### The 4 Ps of Fundraising

The 4 Ps of Fundraising will serve as a simple reminder of fundraising tasks and objectives: **Prepare**, **Plan**, **Promote** and **Praise**. The 4 Ps will help you complete the checklist below and allow you to easily develop events and fundraisers in the future. You may also find that the below checklist is not exactly what you need for your particular event and the 4 Ps can help you create a checklist of your own!

### Fundraising Checklist

- Choose a Fundraising Event.** Decide on an event that fits you. Do you like to run? Think you're an ironman? Whatever you choose, make sure it is something you can realistically handle given your budget and time frame.
- Pick a Date!** You want to give yourself ample time to prepare for your chosen event. Providing your potential donors with adequate opportunity to consider and make a donation is imperative to reaching your fundraising goals.
- Register.** It is important that you register your event at [www.analcancerfoundation.org](http://www.analcancerfoundation.org). This will allow your donors to directly contribute to the Foundation and gives you contact information for a Foundation employee should you have any additional questions not covered in this kit.

- Set a Goal.** How much money do you want to raise? How much money do you think you can raise in the amount of time you have given yourself? These are important questions to ask. Remember: No amount is insignificant, but this is a fundraiser so you want to maximize your fundraising potential!
- Register Goals with the Foundation.** We do not have an obligatory minimum for funds raised at events, but do require that fundraisers set a goal and register the goal with the foundation.
- Make it Personal.** If you or someone you love has been impacted by anal cancer, a fundraising event allows for this story to be told. Anal cancer can be extremely isolating and letting others know how individuals can be affected by anal cancer can establish community ties and increase awareness. Take this opportunity to honor someone in your life who has been affected by anal cancer.
- Develop a Donor List.** Who do you think is likely to donate? Family and friends are usually a great place to start. You might also want to reach out to co-workers, your congregation, and various organizations to which you belong.
- Reach Out to Potential Participants.** To make your event a success, you will need athletes to sign-up for your event. Contact schools, businesses, offices and other organizations to let them know about your event. We have created a “Participant Toolkit” for individuals participating in your event to use after registering their personal fundraising goals with the Foundation.
- Matching Gift.** Don’t forget to have your donors ask their employers to match what they donate. Some companies encourage employees to make charitable contributions and will offer an incentive of matching contributions! Check with HR departments for details.
- List Your Resources.** Be it t-shirts, food, lemonade, or volunteers, figure out what you need to run your event.
- Budget.** It is important to develop an itemized budget list to determine how much money you will need to spend for your event. Is it adding up to be too much? See if you can get local vendors to donate goods and services. In Appendix B of this toolkit, you will find a Sponsor Form for this express purpose.
- Zoning and Permits.** It is important to make sure you are following all local, state and federal zoning guidelines when planning your event. Make sure you have secured all permits required for your event.
- Bingo and Other Games of Chance.** These events and monetary exchanges through such means are not considered charitable by law. Please consult IRS guidelines and codes if considering an event like these.
- Gain Use of Logo and Foundation Name.** It is necessary to get permission from the Foundation to use our name and logo. Typically this is done when registering your event with the Foundation.
- Ways to Reach Out.** Sending e-mails allows fundraisers to reach many people at once and has low overhead. Make sure your audience understands your personal connection/reason for wanting to eliminate anal cancer. Identify locations that will allow you to flyer. Not only will flyers attract potential donors, but they will raise general awareness and interest in your event and HPV and anal cancer. A flyer template can be found in Appendix A. Placing inserts in newsletters of organizations you belong to is also a great way to reach out to some individuals you may not otherwise have the opportunity to



directly contact. Don't forget to use your social media accounts such as facebook, twitter, and google+ as your own personal fundraising platform. Registering your event with the Foundation allows you to post about your event on The HPV and Anal Cancer Foundation's facebook page and twitter!

**Follow-Up.** Make sure that you reach out and send follow-up emails and letters to people who you contacted at the beginning. It is always good to send a gentle reminder to those who may have forgotten.

**Donations.** Your donors will be able to directly contribute to the Foundation online for your event by simply filling in your name on the donation page. This is the easiest way for donations to be collected!

All cash contributions should be sent in the form of a check by redeeming all cash for a cashier's check. Please submit all donors' names, addresses, emails, and donation amounts so we can directly send them receipts. Checks should be sent via tracked delivery system such as: FedEx, UPS, or registered mail. All donations must be received by the Foundation within 30 days of the event date.

All checks should be mailed to:

In the United States:

**The HPV and Anal Cancer Foundation USA**  
PO Box 232  
New York, NY 10272

In the United Kingdom:

**The HPV and Anal Cancer Foundation UK**  
4th Floor, 13 Charles II St  
London, UK SW1Y 4QU

**Thank You!** After your event, it is important to thank all of your donors, sponsors and volunteers with a nice thank you letter. Everyone who donated funds, time, work, and resources deserves to be thanked for all of their hard work. After all, your event would not have been a success without them.

# NOMAN IS AN ISLAND

**BARCA - IBIZA 2013**  
ROW TO END HPV

## NOMAN is an Island: Call to End HPV

Raising awareness is instrumental in the fight against HPV and anal cancer. Noman is an Island: Call to End HPV (NOMAN) is an annual event that requires its participants to engage in extreme physical challenges. Tristan Almada, a co-founder of the organization, created the event in honor of his mother, Paulette Isabel Crowther, who passed away from HPV-associated anal cancer in 2010. The row was aimed at ending HPV and campaigning for gender neutral vaccination in the U.K.

NOMAN 2013 was a row across the Mediterranean. The row was 200 miles over a span of 4 days, and navigated a course from Barcelona to Ibiza. The 10 men participating were all novice ocean rowers, and all but one was new to rowing. During their time out at sea, the participants, the NOMEN, were faced with many obstacles. Despite the numerous obstacles that lay before the Nomen, they were able to successfully complete their challenge.

*No man is an island,  
Entire of itself.  
Each is a piece of the continent,  
A part of the main...  
For I am involved in mankind.  
-- John Donne (1630)*

In its first year, NOMAN surpassed its fundraising goal of \$750,000! NOMAN will remain a staple in the Foundation's array of fundraising events. We encourage individuals inspired by the experiences of anal cancer patients to volunteer to participate in the event. For more information on the next NOMAN event, please visit: <http://www.nomanisanisland.co.uk/>



## Fundraising Guidelines

Thank you for choosing to raise funds for The HPV and Anal Cancer Foundation! These guidelines were created to establish a defined understanding of the function of the fundraiser/coordinator (you) and The HPV and Anal Cancer Foundation (the Foundation).

The fundraiser/coordinator must adhere to all local, State, and Federal laws pertaining to charitable funds and zoning. Before planning your event, research all municipal codes and acquire necessary permits.

It is important to keep in mind that when approaching potential donors you want to do so in an appropriate manner. You would not want to compromise a potential donation or your or the Foundation's reputations. Though this is a grassroots endeavor, remember that all fundraisers are a representation of The HPV and Anal Cancer Foundation.

All event expenses are the sole responsibility of you, the fundraiser/coordinator. The Foundation will not pay for any portion of your event, nor will we reimburse you for the expenses of the event. Likewise, it is the responsibility of the event host and/or coordinator to obtain licenses, permits, and insurance necessary for the event. The HPV and Anal Cancer Foundation is in no way liable for any aspect of the event.

Any and all use of the Foundation name, logo, literature, Web site, and materials are subject to the approval of the Foundation. Please contact the Foundation for said approval.

Utilizing the Foundation's name, logo, and 501(c) 3 status requires that all funds raised are the property of the Foundation and should be returned to the Foundation within 30 days of the event. Details on how to return said funds are outlined in the packet provided. Likewise, no less than 75% of donations should go to the Foundation, with a maximum of 25% going to costs incurred by the event. If this is the situation in your event, it must be made explicit to all donors, participants, and volunteers.

Tax receipts will be provided to all donors by the Foundation ONLY. You must make all donors aware of what portion of their contribution to the event is tax exempt.

You understand that the Foundation is not responsible for your event, and you are the sole responsible actor for this event and will take all necessary and proper precautions during the planning and execution of the event.

By signing this contract, you understand and agree to all of the terms stated above and in the fundraising toolkit provided to you. Any changes to said event must be reviewed and approved by the Foundation.

Fundraiser/Coordinator: \_\_\_\_\_

Event Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

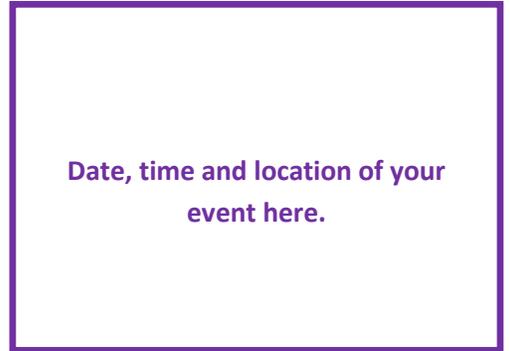
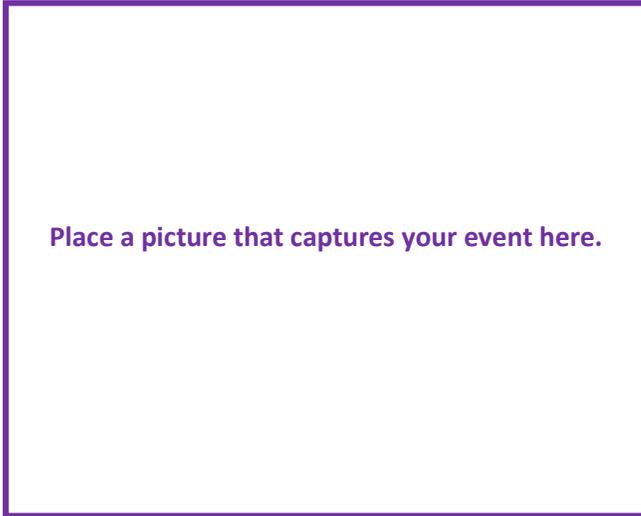
Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

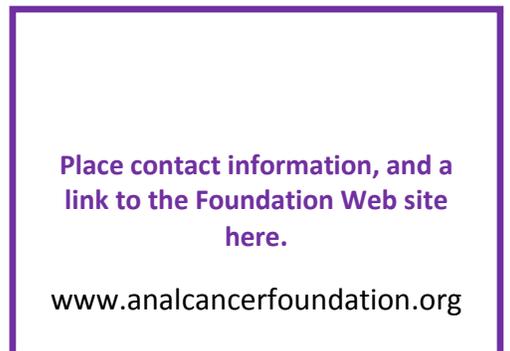
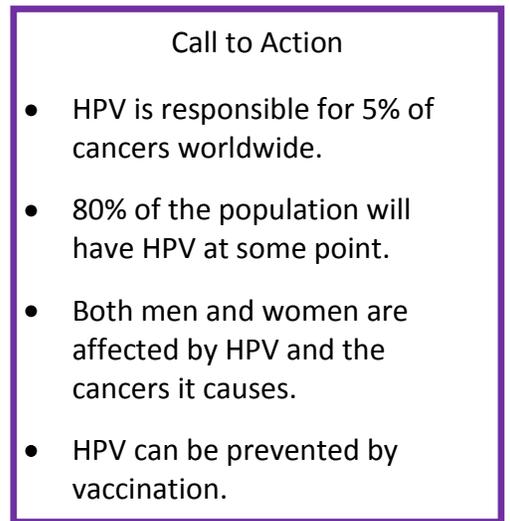
Fundraiser/Coordinator Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Appendix A: Flyer Template



**EVENT NAME HERE.**

Please provide a description of your event, and why you are fundraising here.





## Appendix B: Sponsor Form

Thank you so much for sponsoring my fundraising event for The HPV and Anal Cancer Foundation! Your generosity is vital to the success of the event and mission of the Foundation. Your time, effort, and participation are greatly appreciated. The HPV and Anal Cancer Foundation is a non-profit that works to accelerate research and treatment of anal cancer and HPV, advocate for awareness, and provide patient support programs. Events like the one you are sponsoring are instrumental in the fight to end HPV and anal cancer. For more information on HPV and anal cancer, I encourage you to visit their Web site: [www.analcancerfoundation.org](http://www.analcancerfoundation.org)

The event you are sponsoring, [Event title here], will occur on [Date of event here] at [Time of event here]. The goods and services you are providing for the event, of no charge to myself, the event, or The HPV and Anal Cancer Foundation, should be dropped off at [Time of drop-off] at [Location of event].

Goods/Services Provided by

Sponsor: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

By signing this contract you are agreeing to the details and terms mentioned above, and understand that The HPV and Anal Cancer Foundation is in no way responsible for this event and any costs accrued by you and your organization.

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_