



The Anal Cancer Foundation
Fundraising Toolkit for Individuals
Participating in Athletic Events

Welcome

The Anal Cancer Foundation would like to thank you for your interest in participating in a fundraising event on our behalf. 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 de-stigmatizing 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 strategy. 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 are here to support you as you plan and implement your event.

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 website: www.analcancerfoundation.org

Letter from the Founders

Dear Foundation Friend,

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

After our mother, Paulette Isabel Crowther, passed away from anal cancer, we vowed we would not rest until we eliminate anal cancer and the carcinogen, human papillomavirus (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 Anal Cancer Foundation

The Anal Cancer Foundation was founded 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 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 intimate skin-to-skin contact. HPV causes 5% of cancers worldwide and is responsible for over 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 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 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 Anal Cancer Foundation led a coalition to advocate for the vaccination of males against HPV.
- 2012-The Anal Cancer Foundation provides seed funding for the first anal cancer medical society: International Anal Neoplasia Society (IANS).
- 2013-The 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 at: www.analcancerfoundation.org. Don't forget to "like" us on [facebook.com/analcancerfoundation](https://www.facebook.com/analcancerfoundation) and follow us on [twitter@HPVAnalCancer](https://twitter.com/HPVAnalCancer).

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. Please feel free to access and utilize the resources we provide on our website as needed.

No two events or fundraisers are the same, so please use your personal discretion when utilizing the tools and resources in this kit. What might be right for one fundraiser may not be right for another.

We require that all fundraisers **officially register** their event and fundraising goals with the Foundation. 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. When you register with a fundraising goal of \$1,000 or more, we will send you a Foundation t-shirt. After reaching your \$1,000 goal, you will be eligible for an invitation to our special events!

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**, **Promote**, **Perform** 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. Check out our sample timeline in Appendix A of this toolkit to help you decide when you should begin to fundraise.
- Register.** It is important that you register your event at www.analcancerfoundation.org or by calling the Foundation. This will allow your donors to directly contribute to the Foundation.
- 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.

- 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. However, when you register your event with a fundraising goal of \$1,000 we will provide you with a Foundation t-shirt!
- Make it Personal.** If you or someone you love has been impacted by HPV or anal cancer, a fundraising event allows your community to become a part of your story, as well as our grassroots effort to help others with this disease. Anal cancer can be extremely isolating, and letting others know how individuals are 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. Also reach out to local businesses for support, sponsorship or auction items.
- Ways to Reach Out.** Sending out e-mails allows fundraisers to reach many people at once and has low overhead. Templates for e-mails and letters can be found in Appendix B of this toolkit. Make sure people understand 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 D. 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, instagram and google+ as your own personal fundraising platform. Registering your event with the Foundation allows you to post about your event on The Anal Cancer Foundation facebook page and twitter! If you make a video about why you are doing the event, we will share it on our social media pages and youtube channel.
- 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 to donate earlier. We have a template in Appendix ...
- Donations.** Your donors will be able to directly contribute to the Foundation online for your event by simply selecting your name in the drop-down key on 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 should be received by the Foundation within 30 days of the event date.

All checks should be mailed to:

In the United States:

The Anal Cancer Foundation

PO Box 232
New York, NY 10272

In the United Kingdom:

The Anal Cancer Foundation

3 Albert Mews, Albert Road
London, UK N4 3RD

- Matching Gift.** Some companies encourage employees to make charitable contributions and will offer an incentive of matching contributions! Don't forget to have your donors ask their employers to match what they donate. Check with HR departments for details. If you have a friend that is willing to donate funds as a matching gift, you can tell other donors that their gifts will be matched. This is a great way to increase donations.
- Participate in Your Event.** Now is your time to shine. After all the preparation and promotion, now is the time to show everyone how hard you've worked by making today as fun as possible.
- Thank You!** After your event, it is important to thank all of your donors with a nice thank you letter (Appendix C). 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.

Want to Make It a Team Effort?

Forming a team will give you extra support and resources during your fundraising and event. It will also allow for you to raise more funds and reach a wider audience and donor base. If you are considering forming a team, here are some points to ponder:

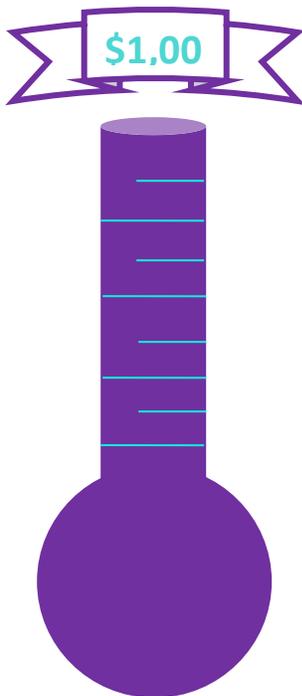
Team Captain. You will need a team captain to serve as the primary contact for all team members and serve as a liaison between the team and the Foundation.

Fundraising Goals. Consider setting a standard minimum fundraising goal that each member of the team must achieve. This will help to ensure each team member is equally invested in the event. You may also want to determine an overall fundraising goal for your team and/or event that should be decided by all participating members.

Delegate. Do you want a team treasurer to collect all donations? Do you think having a communications officer to be responsible for all donor emails is necessary? Allowing each team member to participate in his/her own way will promote a cohesive and productive team environment.

Fast Track to Raising \$1,000

Interested in getting a Foundation t-shirt by raising \$1,000? Here are some quick ways to reach your goal:



- 1** Donate \$100 Yourself! Show your commitment to your potential donors by being the first to donate. **\$100**
- 2** Ask someone to match your \$100 donation. **\$100**
- 3** Send a letter or e-mail to 10 friends asking them to donate \$10 each. **\$100**
- 4** Ask the 10 friends that each donated \$10 to forward your e-mail/letter to 10 of their friends asking for \$5 donations each. **\$500**
- 5** Ask 10 coworkers (or classmates) to donate \$10 each. **\$100**
- 6** Ask 5 family members for a \$20 donation. **\$100**

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 event was aimed at ending HPV and campaigned for gender neutral vaccination in the U.K., as we helped achieve in the U.S.

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.

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: www.nomancampaign.org.

*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)*

Appendix A: Race/Athletic Challenge Timeline

3 Months Before Event Date: _____

- Register for your event and register your event with the Foundation.
- Begin training!

9 Weeks Before Event Date: _____

- Draft e-mails for donors.
- Create a signature in your e-mail that includes information about your event.
- Set fundraising goal and register it with the Foundation.

7 Weeks Before Event Date: _____

- Send out first round of e-mails to potential donors letting them know about the event, the Foundation and your fundraising goals.
- Start planning any supplemental events, like a dinner/party, to raise extra funds for your athletic event.
- Inform your co-workers, boss and HR about your charitable endeavors. Great time to ask about your company's matching gift program.

6 Weeks Before Event Date: _____

- Invite friends and family to your dinner or other supplemental event to get support and donations.

4 Weeks Before Event Date: _____

- Send second round of e-mails asking for donations.

2 Weeks Before Event Date: _____

- Host dinner/party/supplemental event for family and friends to raise extra funds.

1 Week Before Event Date: _____

- Send out another e-mail letting people know they have one week left to donate and include an update on your fundraising and training progress.

Day Before Date: _____

- Send day before the event e-mail. Let people know they have 24 hours to help you meet your fundraising goal.

Day Of Date: _____

- Good luck and congratulate yourself on a job well done!

Week After Date: _____

- Submit all donations to the Foundation.
- Send thank you letters to all those who helped you achieve your fundraising goals!

Appendix B: Sample Fundraising E-mail/Letter

Dear _____,

HPV (human papillomavirus) is responsible for 5% of cancers worldwide, and over 90% of anal cancer cases. Almost all sexually active individuals will be exposed to and contract at least one sexually transmitted strain of HPV at some point in their lifetime. Though most HPV infections are cleared by an individual's immune system, some are not and may become cancerous or cause warts.

In an effort to combat HPV and anal cancer, I am participating in [Event name here]. The money raised will go to The Anal Cancer Foundation in an effort to accelerate research, campaign for gender neutral vaccination, and provide patients with support programs. For more information on the Foundation, please visit: www.analcancerfoundation.org

[Brief description of your event and fundraising goal here. If you have been personally affected by the cause, you may opt to discuss your personal story here as well.]

Please support my event by attending or making a donation online at: www.analcancerfoundation.org/donate_/donate-online. If you know anyone who would be interested in this event or finding out more about HPV and anal cancer, please pass this along.

Thank you for your support!

Thrive on!

[Your name here]

Appendix C: Sample Thank You E-mail/Letter

Dear _____,

Thank you for supporting [Your event name here]! Your donation of [\$] to The Anal Cancer Foundation will go directly to efforts to accelerate research, advocate for gender-neutral vaccination, and patient support programs.

[Personal story here if desired and post-event wrap-up]

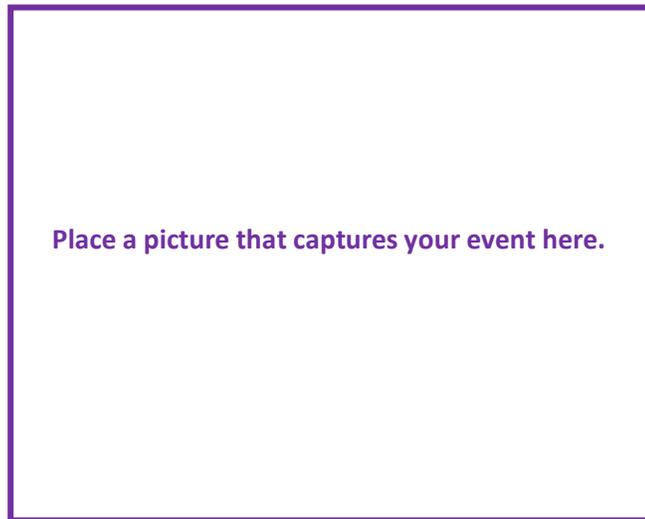
The Anal Cancer Foundation is dedicated to bringing this stigmatized and isolating disease to light. Your contribution enables the Foundation to fund necessary programs to help reduce cancer rates.

Thanks to your participation, I was able to raise [\$] for The Anal Cancer Foundation. Both I and the Foundation are thankful for your support, contribution, and participation.

Thrive on!

[Your name here]

Appendix D: Flyer Template



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

