



The Anal Cancer Foundation

Fundraising Toolkit for Non-Athletic Events

www.analcancerfoundation.org

Welcome

The Anal Cancer Foundation would like to take this opportunity to thank you for your interest in organizing 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 programs. 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 events. The tools and resources we provide you will help to make your event a success. We encourage you to thoroughly read this packet and consider all key components of 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. Should you have more questions, please visit our Web site: www.analcancerfoundation.org

Letter from the Founders

Dear Anal Cancer 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 appreciative of your enthusiasm for hosting a fundraising event.

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, HPV, which causes the majority of cases. This carcinogen also causes 5 other cancers. 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 particular event. The most successful fundraisers stem from passion, personal interests and sense of determination. We encourage you to utilize your own personal resources and ideas when developing your fundraiser.

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 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. The Foundation is the only of its kind that is solely dedicated to anal cancer and HPV.

Almost all sexually active adults will develop some type of sexually transmitted HPV at one 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, number of sexual partners or socioeconomic status. HPV is a skin virus that is transmitted through skin-to-skin contact. The carcinogen 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 treatments.

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

Mission

The Anal Cancer Foundation is dedicated to empowering anal cancer survivors 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.
- 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 as: 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 without controlling your event. 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-associated cancers. These fact sheets are available at www.analcancerfoundation.org. Please feel free to access and utilize these 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 answer questions and provide a point of contact for you. When you register a fundraising goal of \$1,000 or more, we will provide you with a Foundation t-shirt. After reaching your \$1,000 goal, you will be eligible for an invitation to our special events!

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. Should any questions or concerns arise please feel free to contact the Foundation.

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

The 4 P's of Fundraising

The 4 P's of Fundraising will serve as a simple reminder of fundraising tasks and objectives: **Prepare**, **Plan**, **Promote** and **Praise**. The 4 P's 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 P's can help you create a checklist of your own!

Fundraising Checklist

- Choose a Fundraising Event.** Decide on an event that fits you. There are many ways to flex your fundraising muscle other than a physical excursion. For the social butterflies, hosting a cocktail party might be a better option. The best fundraisers often evolve from the coordinator's personal interests and hobbies.

Here are some examples of fundraisers:

- A party in your home or at a venue- This could be a tea party, movie night, elegant gala, ugly-sweater party or pool party. Ask for a donation at the door and let people know how much of their donation will go to the Foundation!
- Bake Sale
- Car Wash
- HPV and Anal Cancer Awareness Day- Talk to your boss about picking a day when you and all of your coworkers can wear purple and green (the colors of anal cancer) to work for a donation to the Foundation. Typically a minimum donation of \$5-\$10 is appropriate. This day will raise money and awareness at the same time.
- Office/Organization cookbook- Ask coworkers to contribute a recipe for a special dish they make. Put all the recipes into book format and get a local printer to donate their services to print the book. Sell the book for \$5-\$10 and see how quickly you take orders.
- Lemonade Stand-Get the kids involved! Children often want to help and don't know how. This is a great option for the kid in your life.
- Benefit Concert

Pick a Date! You want to give yourself ample time to prepare for your chosen event. Providing your potential donors with adequate time to consider and make a donation is imperative to reach your fundraising goals. Check out our sample timeline in Appendix A of this toolkit to help you decide when your event should be held.

Register. It is important that you register your event at www.analcancerfoundation.org. This will allow your donors to directly contribute to the Foundation and gives you direct contact information to 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 and 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 anal cancer, a fundraising event allows for their story to be told. Anal cancer can be extremely isolating and letting others know how individuals can be affected by anal cancer can create community ties and 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.

- Matching Gift.** Don't forget to have your donors ask their bosses to match what they donate. Some companies encourage employees to make charitable contributions and will offer an incentive of matching contributions! Check with your HR department 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 so you can see 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 E 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 under 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 for use of name and logo. Typically this is done when registering your event with the Foundation.
- 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 for 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 Anal Cancer Foundation 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 to donate earlier.
- Donations.** 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 redeemed for a cashier's check and sent to the Foundation. Please submit all donors' names, addresses, emails and amount of donation so we can directly send them receipts. Checks should be sent via a 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 Anal Cancer Foundation USA

PO Box 232
New York, NY 10272

In the United Kingdom:

The Anal Cancer Foundation UK

3 Albert Mews, Albert Road
London, N4 3RD

Thank You! After your event, it is important to thank all of your donors, sponsors and volunteers with a nice thank you letter (Appendix C). Everyone who donated funds, time, work and resources deserve 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 Group 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:

Coordinator. You will need a group coordinator or captain, someone to serve as the primary point of contact for all team members. The team captain will also serve as a liaison between the team and the Foundation.

Fundraising Goals. Consider a standard minimum fundraising goal that each member of the group 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.



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.

NOMAN 2013 was a row across the Mediterranean. The row was 200 miles over a span of 4 days and charted 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 Nomen, the rowers participating in the challenge, 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: <http://www.nomanisanisland.co.uk/>

*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)*

Fundraising Guidelines

Thank you for choosing to raise funds for The Anal Cancer Foundation! The guidelines below were created to establish a defined understanding of the function of the fundraiser/coordinator (you) and The 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 to ensure that your event will go off without a hitch.

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 reputation. Though this is a grassroots endeavor, remember that all fundraisers are a representation of The 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 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, 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 with 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/Date: _____

Address: _____

City, State Zip: _____

Phone: _____ E-mail: _____

Fundraiser/Coordinator Signature: _____ Date: _____

Appendix A: Dinner or Party at Home Timeline

8 Weeks Until Event

- Decide what type of event you will hold.
- Create invite list.
- Reach out to caterers and/or develop menu and itemized list of supplies.
- Register event with the Foundation.
- Set Fundraising goal and register it with the foundation.

5 Weeks Until Event

- Send out invites.
- Determine what informational and educational materials you would like to provide at your event.

3 Weeks Until Event

- E-mail a reminder to your invite list about your event.
- Start collecting RSVPs.

1 Week Until Event

- Reach out to those who you invited and have not received a response from to see if they will be joining you.
- Solidify plans with vendors for the day of your event.

Day Of

- Congratulations! Today is the day you have been working hard to plan.

Week After

- 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 approximately 90% of anal cancer cases and 5% of cancers worldwide. Almost all sexually active individuals will be exposed to and contract a sexually transmitted strain of HPV at some point in their lifetime. Though most HPV infections clear up, some do not and may become cancerous or cause warts.

In an effort to combat HPV and anal cancer, I am hosting a [\[your event here\]](#). The money raised from this event will go to The Anal Cancer Foundation in an effort to accelerate research, campaign for gender neutral vaccination and provide patient support programs.

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

Please support my event by attending or making a donation online at [\[URL here\]](#). 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 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]

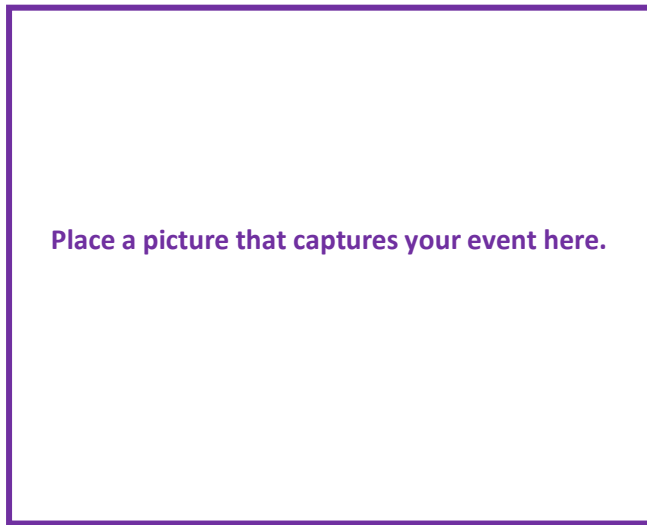
The Anal Cancer Foundation is dedicated to bringing this stigmatized and isolating disease to light. Your contribution enables the Foundation to fund necessary programs to help reduce cancer rates.

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!

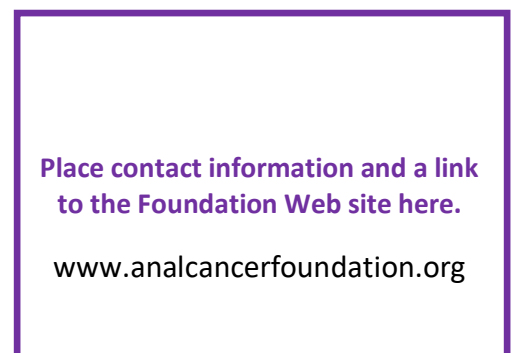
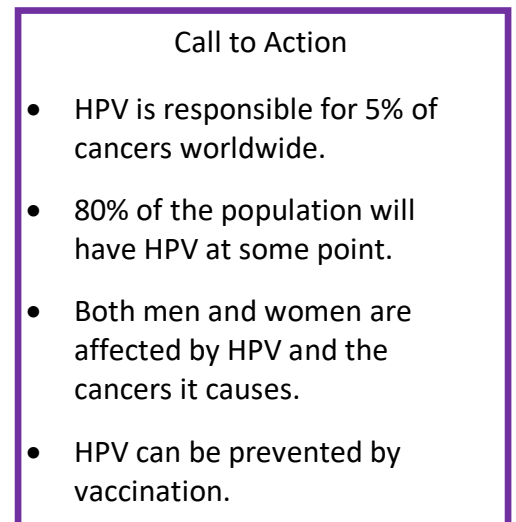
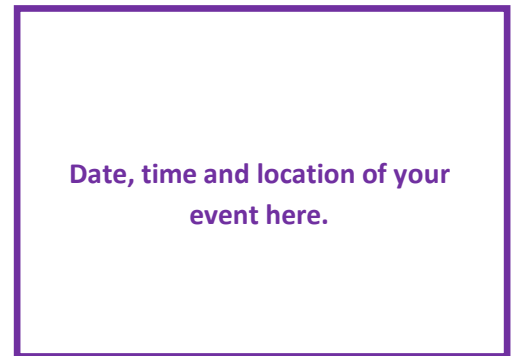
[Your name here]

Appendix D: Flyer Template



EVENT NAME HERE.

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



Appendix E: Sponsor Form

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