



SUPPORTER HOSTED FUNDRAISING

TOOL KIT



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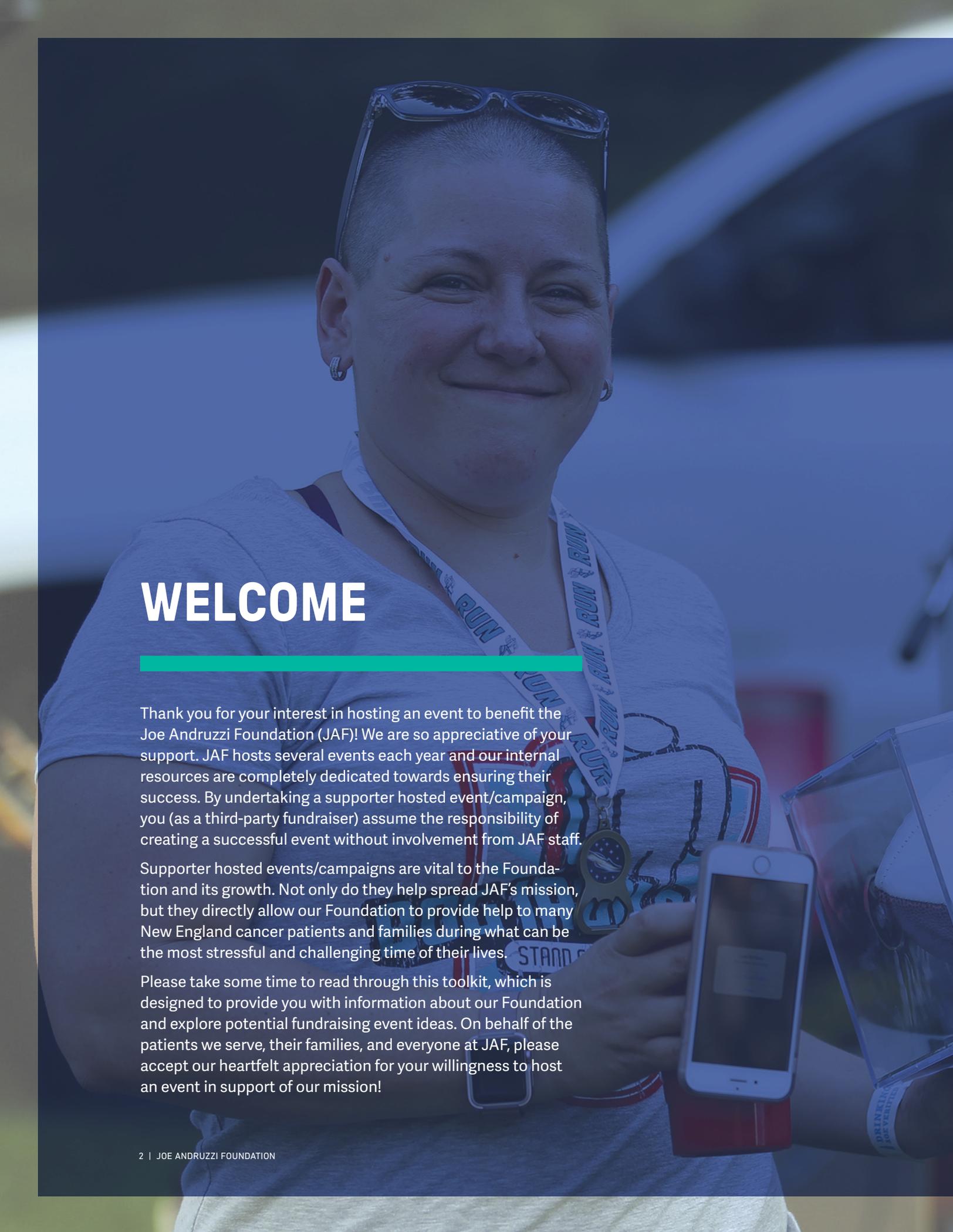
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WELCOME

Thank you for your interest in hosting an event to benefit the Joe Andruzzi Foundation (JAF)! We are so appreciative of your support. JAF hosts several events each year and our internal resources are completely dedicated towards ensuring their success. By undertaking a supporter hosted event/campaign, you (as a third-party fundraiser) assume the responsibility of creating a successful event without involvement from JAF staff.

Supporter hosted events/campaigns are vital to the Foundation and its growth. Not only do they help spread JAF's mission, but they directly allow our Foundation to provide help to many New England cancer patients and families during what can be the most stressful and challenging time of their lives.

Please take some time to read through this toolkit, which is designed to provide you with information about our Foundation and explore potential fundraising event ideas. On behalf of the patients we serve, their families, and everyone at JAF, please accept our heartfelt appreciation for your willingness to host an event in support of our mission!

ABOUT THE JOE ANDRUZZI FOUNDATION (JAF)

Founded by former New England Patriots offensive guard Joe Andruzzi and his wife Jen in 2008, JAF grew out of Joe's own successful battle with cancer and the couple's ongoing work with young cancer patients.

In 2007, Joe was diagnosed with non-Hodgkin's Burkitt's lymphoma, ending his football career. Joe remains cancer free today, but a new passion grew from his own cancer experience: helping other patients and their families. After witnessing first-hand the stress cancer can cause, Joe and Jen created a foundation to help cancer patients and their families meet life's day-to-day challenges.

The Joe Andruzzi Foundation provides financial assistance to patients and families residing in New England, helping them focus on recovery – not bills. The Foundation has also funded research at Boston Children's Hospital in memory of a young friend C.J. Buckley, who courageously battled a brain tumor.

MISSION

The Joe Andruzzi Foundation is committed to providing help, hope, and a reason to smile, for New England cancer patients and their families by contributing financial support when it is needed most.

WHO JAF FUNDS

Cancer patients and families in active treatment:

- 1 Patients living in New England
- 2 Patients battling any type of cancer
- 3 Patients of any age

JAF BY THE NUMBERS

Since inception through January 31, 2019



FINANCIAL ASSISTANCE PROGRAM FUNDS DISBURSED

2016

\$978,000

2017

\$1,060,571



TOP 10 HOSPITALS WHERE JAF ASSISTED PATIENTS IN 2017

- 1 Dana Farber Cancer Institute (all locations)
- 2 Dartmouth-Hitchcock Medical Center (all locations)
- 3 Beth Israel Deaconess (Plymouth & Boston)
- 4 Smilow Cancer Hospital at Yale-New Haven
- 5 Massachusetts General Hospital (all locations)
- 6 The Cancer Institute at St. Francis Hospital
- 7 New England Cancer Specialists
- 8 University of Vermont Medical Center
- 9 Payson Center for Cancer Care at Concord Hospital
- 10 St. Anne's Hospital



NEW ENGLAND FINANCIAL ASSISTANCE GRANTS AWARDED

Massachusetts

4,017

totaling **\$2,580,114**

Maine

1019

totaling **\$639,370**

New Hampshire

1038

totaling **\$660,278**

Vermont

530

totaling **\$336,157**

Rhode Island

605

totaling **\$406,090**

Connecticut

1,425

totaling **\$886,694**



IMPACT

JAF has funded over

9,700 patients

with more than

\$6.1 million

since 2008. *(Includes NY & NJ)*

Average grant amount *(since inception)*

\$634

Pediatric brain cancer research funding to date

\$850,000

WHAT IS A SUPPORTER HOSTED EVENT?

A Supporter Hosted Event is when a third-party business, organization, community group, school, or individual hosts an event or program to benefit JAF. It is planned and executed independently of JAF. (e.g., a backyard BBQ).

WHAT IS A SUPPORTER HOSTED CAMPAIGN?

A Supporter Hosted Campaign is when a third-party business, organization, community group, school, or individual hosts an event lasting for more than one day to benefit JAF. It is planned and executed independently from the Foundation (e.g., creating/selling a t-shirt throughout the month of October for Breast Cancer Awareness month).

I WANT TO HOST A FUNDRAISER. WHAT SHOULD I DO NEXT?

Contact Gillian O'Brien at gillian@joeandruffoundation.org or submit a Supporter Hosted Event Application via JAF's website. Once you have received approval for your proposed fundraiser, you are ready to start promoting your event!

HOW CAN JAF SUPPORT MY EVENT?

If requested, JAF will provide:

- Advice and suggestions on event planning, as time allows
- Approval for use of JAF's name and likeness
- Approval for use of JAF's logo
- Informational materials promoting and explaining JAF's mission. These items will be made available to the organizer electronically and can be printed at the organizer's cost.
- Acknowledgement and tax receipts for contributions made payable and submitted directly to JAF
- A fundraising platform to accept gifts sponsoring an event participant*
- A listing of your event on JAF's website and monthly newsletter**

Guaranteed donation of \$20,000 or more, JAF will provide:

- All the items above, plus:
- Check presentation at the JAF office with our Executive Director, Jen Andruzzi and President, Joe Andruzzi (pending availability — date to be set by JAF)

Guaranteed donation of \$40,000 or more, JAF will provide:

- All items above, plus:
- Coordination of a speaker at your event (JAF representative, patient, social worker)
- Item to be used for auction or raffle

WHAT JAF CANNOT DO FOR MY EVENT

We state this information in advance to alleviate disappointment or misunderstanding with regard to our participation and support of your fundraising event.

- Plan your event. We are here to guide you, but JAF will rely on you to manage and execute your own event
- Apply for permits to cover your event
- Guarantee staff or volunteer support the day of your event/campaign
- Guarantee public attendance at your event/campaign
- Provide JAF tax-exempt number for making any purchases related to your event/campaign
- Share access to donor contact information
- Fund or reimburse any expenses incurred throughout the planning and execution of the event/campaign
- Solicit sponsorship revenue
- Publicize your event/campaign (outside of listing it on our website)
- Underwrite or find sponsors for all the related costs
- Print event materials

DOES JAF HAVE AN ONLINE FUNDRAISING PLATFORM THAT I CAN USE TO COLLECT MONEY FOR MY EVENT?

If JAF will be receiving 100% of the proceeds from your event, we can provide you with a fundraising platform to accept monetary donations. Please contact JAF for more information on how to set up a page on this platform.

*Only available when JAF will receive 100% of the proceeds from your event

**If appropriate lead-time has been given, dependent on timing



EVENT IDEAS



CORPORATE

Casual Friday— Ask your boss if you can host a “Casual Friday” for a specific day, week, or month. In order to dress down, each employee needs to donate (e.g., minimum of \$20).

Silent auction or raffle— Collect prizes for your auction (e.g. gift certificates, baskets, sports tickets, lunch with your executives, a desirable parking space, Friday vacation days, etc.). Suggest a minimum starting bid or sell raffle tickets. (This could be a monthly auction/raffle).

Ice cream social— Purchase ice cream or get a local vendor to donate ice cream. Give everyone an excuse to take a break. Charge for treats and donate the net profits.

Golf Tournament— Contact a local golf course. Charge a fee for participating four-somes and reach out to businesses and invite them to be your corporate sponsors and provide prizes to the winners.

You can also incorporate contests out on the course: hole-in-one, closest to the pin, putting contest, longest drive. In order to participate in these contests, each player has to “buy in” (e.g., \$10, \$20).

ADULT

Garage Sale— Moving soon? Looking for a way to get rid of old gently used items in your home? Gather a group of friends or neighbors or go solo and host a garage sale.

Party with purpose— Already hosting a wedding, holiday, birthday or social gathering? Make it charitable! Ask guests to make a donation in lieu of gifts or favors.

Paint night— Organize a paint night with friends! Many studios will partner with you and donate a portion of the class fee.

Fitness class— Host a spin, Zumba, yoga, or dance class. Charge a participant fee and ask the instructor to donate their time to teach the class.

Eat!— Partner with a local or national restaurant to provide a portion of a day’s proceeds. (e.g., 10% of all food sales from 11:00am-11:59pm).



ATHLETIC TEAMS

Host a charity game— Contact your Athletic Director and ask if your team can choose a home game to have all admission fees directed to JAF. If you would like to increase proceeds, add in prizes/giveaways/silent auction items; or get food, drinks and candy donated and create a “snack shack”.

Car wash— Host a car wash in the school parking lot and charge a small amount as a donation.

Player vs. coach game— Organize a friendly game between your sports team and the coaches and/or parents (e.g., soccer, basketball, lacrosse, field hockey, etc.). Charge an admission fee. If you would like to increase proceeds, add in prizes/giveaways/silent auction items; or get food, drinks and candy donated and create a “snack shack”.

“A-Thon” event— Participants pay a fee to participate in an activity for a predetermined amount of time, and then solicit pledges from family and friends for support (e.g., lift-a-thon, dance-a-thon, walk-a-thon, bowl-a-thon).



CHILDREN

Change Drive— Place a collection jar/canister in every classroom and challenge each grade or class to collect the most change.

Bake Sale— Gather some friends and/or family to make a variety of baked goods. Add a price point to each item.

Lemonade Stand— Add some fresh lemonade to your Bake Sale or just set up a neighborhood stand.



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ENGLAND CANCER PATIENTS AND THEIR FAMILIES
BY CONTRIBUTING FINANCIAL SUPPORT WHEN
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