



# SUPPORTER HOSTED FUNDRAISING

TOOL KIT





<b>WELCOME</b>	<b>2</b>
<b>ABOUT THE JOE ANDRUZZI FOUNDATION (JAF)</b>	<b>3</b>
Mission	3
Who JAF Funds	3
<b>JAF BY THE NUMBERS</b>	<b>4</b>
Financial Assistance Program Funds Disbursed	4
Top 10 Hospitals Where JAF Assisted Patients In 2017	4
New England Financial Assistance Grants Awarded	5
Impact	5
<b>FREQUENTLY ASKED QUESTIONS</b>	<b>6</b>
What is a Supporter Hosted Event?	6
What is a Supporter Hosted Campaign?	6
I want to host a fundraiser. What should I do next?	6
How CAN JAF support my event?	6
What JAF CANNOT do for my event	7
Does JAF have an online fundraising platform that I can use to collect money for my event?	7
<b>EVENT IDEAS</b>	<b>8</b>
Corporate	8
Adult	8
Athletic Teams	9
Children	9



# WELCOME

Thank you for your interest in hosting an event to benefit the Joe Andruzzi Foundation (JAF). Supporting New England patients facing financial burdens during cancer treatment when they need it most takes a team – we are so appreciative of your willingness to take the lead to help!

Supporter hosted events/campaigns are vital to the Foundation and its growth. Not only do they increase awareness of JAF's mission throughout the community 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 times 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 March 31, 2019



## FINANCIAL ASSISTANCE PROGRAM FUNDS DISBURSED

2016  
**\$978,000**

2017  
**\$1,060,571**

2018  
**\$1,126,930**



## TOP 10 HOSPITALS WHERE JAF ASSISTED PATIENTS IN 2018

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



## NEW ENGLAND FINANCIAL ASSISTANCE GRANTS AWARDED

Massachusetts  
**4,147**  
totaling **\$2,680,560**

Maine  
**1053**  
totaling **\$665,917**

New Hampshire  
**1075**  
totaling **\$687,257**

Vermont  
**552**  
totaling **\$351,902**

Rhode Island  
**617**  
totaling **\$415,418**

Connecticut  
**1,465**  
totaling **\$919,386**



## IMPACT

JAF has funded over  
**10,000 patients**  
with more than  
**\$6.3 million**  
since 2008. *(Includes NY & NJ)*

Average grant amount *(since inception)*  
**\$638**  
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@joeandruzzifoundation.org](mailto:gillian@joeandruzzifoundation.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\*\*
- Ability to have a check presentation at JAF office

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

- All the items above, plus:
- Check presentation at the JAF office with our President, CEO Jen Andruzzi and Chairman, Joe Andruzzi (pending availability-date to be set by JAF)
- Coordination of a speaker at your event (JAF representative, patient, social worker, to be determined by JAF)
- 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
- Share access to donor contact information
- Fund or reimburse any expenses incurred throughout the planning and execution of the event/campaign
- Solicit sponsorship revenue
- 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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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.