



SUPPORTER HOSTED FUNDRAISING

TOOLKIT



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WELCOME

Thank you for your interest in hosting an event to benefit the Joe Andruzzi Foundation (JAF). Supporting New England patients facing financial barriers 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)

Everyday throughout New England, cancer patients and their families are battling not only the disease, but the financial stress that often comes with it. Following a cancer diagnosis, many families face a dramatic decrease in household income because one adult must stop working or significantly reduce their hours to care for themselves or a loved one.

This loss of income, combined with a significant increase in out-of-pocket expenses related to treatment, creates a stressful situation for the family facing the disease. This economic stress, known as financial toxicity, can force a patient to make dangerous choices – do they skip a medication or delay a procedure to buy food or pay a household bill?

JAF provides direct financial assistance to patients of all ages throughout New England who are experiencing hardships as a result of their cancer treatment.

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

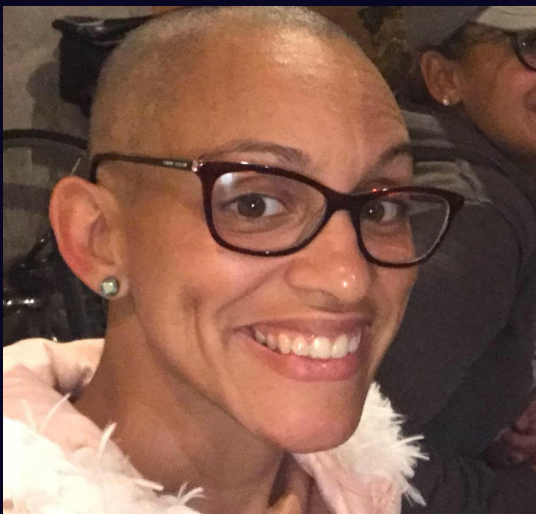
JAF BY THE NUMBERS

Since inception through December, 2019.

"This time last year I can remember feeling like my whole world was turned upside-down. Driving into the city weekly, going through treatments and meeting with doctors, the feeling of uncertainty was paralyzing. The bills were piling up and more expenses were added. Thanks to the Joe Andruzzi Foundation a weight was lifted in regards to my finances. I was able to focus on my treatment and recovery without the overwhelming feeling of how I was going to pay my rent, groceries, or utility bills. I was able to breathe a sigh of relief because of the support this Foundation gave me. I am so grateful for the work and commitment of JAF."

~ JENNIE V.

JAF Patient Recipient



TOP 10 HOSPITALS WHERE JAF ASSISTED PATIENTS IN 2019

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



NEW ENGLAND FINANCIAL ASSISTANCE GRANTS AWARDED

Connecticut

1,637

totaling **\$1,020,312**

Massachusetts

4,600

totaling **\$2,954,196**

Maine

1,203

totaling **\$760,151**

New Hampshire

1,190

totaling **\$758,959**

Rhode Island

698

totaling **\$466,106**

Vermont

606

totaling **\$384,850**



IMPACT

JAF has funded over

11,000 patients

with more than

\$7 million

since 2008. *(Includes NY & NJ)*

Assisted more than *(since inception)*

25,300

Patients and family members

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 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 and CEO Jen Andruzzi and Chair, Joe Andruzzi (pending availability- date to be set by JAF)
- Coordination of a speaker at your event (JAF representative, patient or 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.**