



EVENT PLANNER'S GUIDE

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THE V FOUNDATION

Jim Valvano was a successful basketball coach and an award winning television commentator who was diagnosed with terminal cancer in 1992. Upon receiving the Arthur Ashe Courage and Humanitarian Award, Jim announced at the inaugural ESPY Awards show that he and ESPN were creating The V Foundation for Cancer Research. The organization inspired by his courageous battle against cancer operates under his motto: "Don't give up...Don't ever give up!"®

Although Jim Valvano lost his battle with cancer on April 28, 1993, the Foundation continues to work towards his dream of finding a cure for the more than 100 diseases called cancer. The Foundation's Scientific Advisory Board, comprised of some of the top physicians and research scientists from prominent universities and cancer centers nationwide, assures that only the cancer research projects with the most potential are funded.

The V Foundation also takes great pride in its fiscal responsibility and is proud to report that 100 percent of each direct cash donation and net proceeds of events is used to fund cancer research. Recognized for its prudent fiscal management, The V Foundation has earned several consecutive top four-star ratings from Charity Navigator, America's largest charity evaluator. Receiving a top rating from Charity Navigator indicates that The V Foundation has outperformed most of its peers in its efforts to manage and grow its finances.

Jim Valvano knew that the Foundation could not save his life, but he hoped that "it could save my children's lives, or someone that you love". His dream of a cure is one shared by millions.

Join us.

OUR MISSION

The V Foundation is a charitable organization dedicated to saving lives by helping to find a cure for cancer. The Foundation seeks to make a difference by generating broad-based support for cancer research and by creating an urgent awareness among all Americans of the importance of the war against cancer. The V Foundation performs these dual roles through advocacy, education, fundraising and philanthropy.

EVENT GUIDELINES & PROCEDURES

Thank you for choosing to hold an event to benefit The V Foundation for Cancer Research. As we well know, cancer does not discriminate – it strikes people in all walks of life: rich and poor; men, women and children; all races and ethnicities.

Community events, those events held across the country by people like you, are very important to The V Foundation. The events are as diverse as a golf tournament that involves hundreds of volunteers, to a triathlon effort by a single person. We have community events in every state – in large cities and small towns. Some events raise thousands of dollars – some bring in a few hundred dollars. All are important in our eyes.

How can the proceeds from my event benefit The V Foundation?

Holding an event to benefit The V Foundation is simple. We request that you complete and return the **Event Registration Form**, which is located on our website www.jimmyv.org under the “Events – Community Events” tab. Alternatively, you can find a copy of the form on page 18 of this guide.

The completed Event Registration Form and all other supporting documents (e.g. sample budget for those applying for a logo license agreement) should be sent to The V Foundation, via fax: (919) 380-0025, or mail: 106 Towerview Court, Cary, NC 27513.

If you have any questions regarding the Event Registration Form, requesting palm cards, requesting a license agreement, or general event hosting questions, please call us at (919) 380 – 9505.

For more information on how The V Foundation can support your event, please go to page 9 of this manual.

How to Contact The V Foundation

By mail: The V Foundation
106 Towerview Ct
Cary, NC 27513

By phone: 1-800-4JimmyV
919-380-9505

By email: events@jimmyv.org

Online: www.jimmyv.org

Fax: 919-380-0025

LOGO LICENSE AGREEMENT INFORMATION

The V Foundation requires all community event organizers to sign a license agreement in order to use The V Foundation logo on **all promotional materials**, such as t-shirts, banners, posters etc. This sheet will give you all the information you need to help you through the process of applying for a license agreement.

The V Foundation issues license agreements for use of The V Foundation logo for those events that satisfy these requirements:

- **Projected donation exceeds US\$1000.** Due to the extensive staff time and resources involved in issuing a license agreement we have set a minimum projected donation amount.
- **A sample budget is submitted**, indicating that the **operating expenses** (money that may be spent on food, equipment, venue fees) **should not exceed 50% of revenue** (all money taken in from sponsors, donations, merchandise sales etc). As a charity that donates 100% of all direct cash donations and net proceeds from events to the cause, The V Foundation will strongly support all events that satisfy this requirement.

If your projected donation does not seem likely to exceed US\$1000 we regret that we cannot authorize the use of The V Foundation logo. You are, however, welcome to indicate on all your promotional materials that your event will benefit The V Foundation.

Once we have received all the necessary information, we will send you the license agreement through email/fax. **Please sign the agreement and either fax or mail it back to The V Foundation.** We will then mail the original document, along with the logo, back to you once we have completed the necessary documentation procedures.

GOALS & OBJECTIVES OF GRASSROOTS EVENTS

While our mission states specifically that our goal is to raise money to fund researchers that conduct cancer research, a dollar total is not the only measure of “success” at The V Foundation. Success in any effort is judged by three objectives: **fundraising, awareness** and **additional opportunities**.

Fundraising

Fundraising is the bottom line donation given back to The V Foundation for Cancer Research.

Awareness

Did the effort bring more awareness to The V Foundation and our mission? Did it draw attention to our cause and the reality of cancer in everyone’s lives? Did it touch an audience of people with whom we’ve never before been involved?

Additional Opportunities

Did an event motivate others to take action? Did an event provide a positive experience for a business or corporate sponsor who would now like to be involved with The Foundation on a larger level? It may be as simple as gathering a mailing list of volunteers so that they can receive The V Foundation’s holiday mailing, or volunteer to help with other initiatives in your area. It might be as large as introducing The Foundation to a future major individual or corporate donor.

Keeping in mind our three objectives your event will help The V Foundation and our mission on a variety of levels.

All three objectives play vital roles in helping us raise money to fund cancer research. We appreciate every effort on every level. We look forward to working with you.

FUNDRAISING IDEAS

Many of the grassroots fundraising events involve a sporting activity. It is up to you to determine what kind of fundraiser will be the most successful among your network of friends.

Here are some ideas of past events:

- Basketball Tournament
- Bocce Ball
- Car Wash
- Chili Cook-off
- Concert
- Cycling event
- Fishing Competition
- Food Sales
- Free Throw Contest
- Golf Tournament
- Lemonade Stand
- Limited gift box or balloon raffle
- Live auction
- Parties during professional sports championship games
- Raffle
- Run – 5ks, half and full marathons
- Silent auction
- Singles party
- Softball Tournament
- Swim Meet
- Three on Three Tournament
- Treasure Hunt
- Volleyball
- Wing eating competition

ONLINE FUNDRAISING

FirstGiving.com is an online fundraising aid that helps individuals raise money while also providing them a platform and a marketing medium to spread their message. Previous donors to The V Foundation have chosen FirstGiving.com as their online fundraising tool when participating in organized events, such as marathons, triathlons, walks, hikes, and other large scale sporting events. It's relatively simple and the money comes directly to us, so it's also convenient for you, The V Foundation, as well as to those who would like to donate to your cause.

Our official FirstGiving donation page is <http://www.firstgiving.com/jimmyv>. Following the steps below will help you establish your online FirstGiving fundraising webpage.

1. Click 'Get Started' in the middle of the first webpage you see after clicking the link above.
2. Choose the type of webpage you would like to create under the 4 different categories you see.
3. At the 'About your Fundraising page', select the date and type of event you are participating in.
4. 'About Your Event': there may already be existing events in your category; for example, the Boston Marathon. Follow instructions on the screen.
5. Create an account for your website. You should need to input your email address in order to start the process of creating a new account.
6. Follow instructions on the page by filling out the required fields.
7. After that you will then begin to set up your own fundraising page. Select the web address which you would like for your FirstGiving page, then edit and personalize your own FirstGiving page.

After completing step 7 you are all finished with the setup of your page. You may then go and personalize it with stories, pictures, and pretty much anything you would like to help connect with those you come on to the site and try to donate to your cause.

HOW THE V FOUNDATION SUPPORTS AN EVENT

The V Foundation appreciates your support and time involved in creating an event to benefit the Foundation. It is passionate people like you and your community members that will help The V Foundation win the fight against cancer.

The V Foundation will provide the following:

- **Palm cards** can be provided to an event for sharing with participants, sponsors, and volunteers the mission and work of The V Foundation. Please have all requests for palm cards in *at least four weeks* in advance of when needed.
- The event may be **publicized on the website**, www.jimmyv.org under the Community Events tab. Please indicate this on the Event Registration Form.
- You may request the use of The V Foundation logo by providing a sample budget along with a completed Event Registration Form. Please see page 5 for more details on requesting a logo license agreement.

The V Foundation regrets it *is limited in the following areas*:

- The V Foundation does not have the capacity to provide giveaway items for auctions, silent or live.
- The V Foundation does not solicit celebrity appearances from its board members. If you would like a celebrity to appear at your event, you will have to approach the individual.
- The V Foundation will attempt to have a representative present at the event's check ceremony/presentation. Depending on where the event is located and when it takes place will determine if a member of The V Foundation will be able to attend.
- The V Foundation does not keep a volunteer database for event's use.



Share the V Foundation Message with Your Audience

- Show the ESPY speech.
- Provide people with a copy of the ESPY words.
- Use quotes from the ESPY speech to inspire people to fight this disease.
- Inspire those around you to embrace the “Don’t Give Up...Don’t Ever Give Up”® spirit

ADHERING TO BETTER BUSINESS BUREAU GUIDELINES

Proper Disclosure of How the Funds Benefit the Foundation

When hosting a fundraising event, please be clear about what portion will benefit the Foundation. In accordance with the Better Business Bureau's guidelines for charities Standard 19:

Clearly disclose how the charity benefits from the sale of products or services that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:

- a. the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to The V Foundation for every item sold)
- b. the duration of the campaign (e.g., the month of October, on Sept. 19, or from June 13-17),
- c. any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000, a minimum of \$500).

A few points of clarification:

- Disclosures solely stating that the charity will receive "proceeds," "profits," "net proceeds," or some other general financial benefit as a result of sales will not meet this standard.
- The disclosure needs to include only elements applicable to that specific promotion.
For example:
"5 cents will go to The V Foundation for every ticket sold in October up to a maximum of \$200,000."
- The disclosure of the amount that goes to the charity might be expressed in monetary amounts or as a percentage of the purchase price.
For example:
25 cents from each item sold will go to The V Foundation
3% of the purchase price will go to The V Foundation
- Disclose this information at the point of solicitation. Placement of the disclosure might be, for example, within the product advertisement that features the charity benefit, on the product packaging, on the hangtag attached to the product, or on the catalog order form.

Please try to follow these guidelines because they help the donor understand how much of their donation will benefit The V Foundation.

USING THE V FOUNDATION LOGO

By signing the License Agreement, the Event Planner agrees to use The V Foundation logo in the correct manner. Please follow these guidelines:

- Only use the logo sent via e-mail or mail by The V Foundation for Cancer Research.
- Make sure you are using the correct, up-to-date version of the logo.
- A copy of any materials including The V Foundation logo, service marks, or Jim Valvano's name must be submitted to the Foundation for *approval* prior to its production and distribution. This includes, but is not limited to, flyers, brochures, press releases, etc.
- The logo may not be redrawn or modified in ANY way.
- Leave space around the logo. Do not crowd it with other graphics.
- Do not repeat the logo as part of a design or pattern.
- Reproduce the logo in the correct PMS Colors (Blue-PMS 659, Cool Gray PMS 10)
- Use in accordance with the Better Business Bureau's guidelines, **on page 10**.

The Bob Smith Golf Tournament proudly donates a minimum of \$2,000 on June 30 to



The Jimmy V Soccer Cup to benefit



\$1 from each ticket sold will be donated to The V Foundation on June 20

If you have any other questions regarding the use of our logo, please contact The V Foundation at 1-800-4JimmyV or events@jimmyv.org.

USING THE V FOUNDATION SERVICE MARK

“DON’T GIVE UP ...DON’T EVER GIVE UP!”®

“Don’t give up ...Don’t ever give up!”® is a registered trademark of The V Foundation. It is important to follow these guidelines when using this service mark.

- When using the trademark, it should always be accompanied by the ® symbol, or the legend “Registered, US Patent and Trademark Office” or “Reg. U.S. Pat. & TM Off.” You can easily make the ® symbol by typing CTRL + ALT + r or by typing open parenthesis r closed parenthesis.
- The phrase must always be written with quotation marks.
- The mark must be written with the (...) between each portion of the phrase and an exclamation point at the end.
- The mark should be used distinctively and away from surrounding text. For example, the phrase may be capitalized, underlined, italicized, depicted in bold face lettering, etc.

“DON’T GIVE UP ...DON’T EVER GIVE UP!”®

“Don’t give up ...Don’t ever give up!”®

“DON’T GIVE UP ...DON’T EVER GIVE UP!”®

- The mark should be written in fonts such as:
 - Garamond
 - Times New Roman
 - Arial
 - Century
- Remember, when using The V Foundation logos, service marks, or name on anything, **it must be approved before production and distribution.**

If you have any other questions regarding the use of our service mark, please contact The V Foundation at 1-800-4JimmyV or events@jimmyv.org.

CREDIT CARD DONATION FORM



BILLING INFORMATION

Name (as it appears on your credit card): _____

Street Address: _____

Street Address Cont.: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: _____

Your phone number is required in the event it is necessary to contact you concerning your donation/credit card information.

Email: _____

Your e-mail address will not be shared or used for other purposes.

GRASSROOTS EVENT PARTICIPATING IN OR SUPPORTING:

Name: _____

CREDIT CARD INFORMATION

Payment method:

- Visa Mastercard American Express

Donation Amount: \$_____ Credit Card Verification #_____

Credit Card Number: _____

(EX: XXXXXXXXXXXXXXXXXXXX)

Expiration Date: _____

(Month/Year)

PLEASE MAIL YOUR CONTRIBUTION TO:

**The V Foundation for Cancer Research
106 Towerview Court
Cary, NC 27513**

Please note: The V Foundation does not share or supply personal information of our donors to anyone for any reason of solicitation or other purposes.

CASH DONATION FORM



DONOR INFORMATION

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Your e-mail address will not be shared or used for other purposes.

GRASSROOTS EVENT PARTICIPATING IN OR SUPPORTING:

Name: _____

Donation Amount: \$ _____

PLEASE MAIL YOUR CONTRIBUTION TO:

The V Foundation for Cancer Research, 106 Towerview Court, Cary, NC 27513

Please note: The V Foundation does not share or supply personal information of our donors to anyone for any reason of solicitation or other purposes.

CASH DONATION FORM



DONOR INFORMATION

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Your e-mail address will not be shared or used for other purposes.

GRASSROOTS EVENT PARTICIPATING IN OR SUPPORTING:

Name: _____

Donation Amount: \$ _____

PLEASE MAIL YOUR CONTRIBUTION TO:

The V Foundation for Cancer Research, 106 Towerview Court, Cary, NC 27513

Please note: The V Foundation does not share or supply personal information of our donors to anyone for any reason of solicitation or other purposes.



EVENT DONATION FORM

Thank you for hosting an event to benefit The V Foundation.
We hope that you had a fun and successful event.

Name of Event: _____

Date of Event: _____

Location of Event (including City & State): _____

Contact Person: _____

Contact Person Telephone: (Daytime) _____

Total Donation to The V Foundation: _____

Comments: _____

Please complete and send your completed form back to:

The V Foundation

Attn: Events

106 Towerview Ct.

Cary, NC 27513

If you have any questions, please contact

THE V FOUNDATION AT 1-800-4JIMMYV OR EVENTS@JIMMYV.ORG



EVENT REGISTRATION

EVENT DETAILS

Name of Event: _____ Date(s): _____

Place: _____

City: _____ State: _____ Zip: _____

Event Website: _____

Brief Description of Event: _____

Projected # of Participants: _____ Date Inaugural Event Was Held: _____

Would you like your event to be placed on www.jimmyv.org? YES NO

(If yes, the event information and contact information for the Event Planner will be placed online.)

Would you like: V Foundation Informational Palm Cards (3"x5") YES Qty. _____ NO

(If yes, the Palm Cards will be mailed to you approximately 10-15 business days prior to event date.)

Would you like the use of The V Foundation logo? YES NO

(If yes, you must provide a sample budget along with this form. Expenses should not exceed 50% of revenue. We regret due to the time involved in processing license agreements we require a \$1000 minimum projected donation to provide the logo. If you do not meet this requirement you may, however, indicate that your event benefits The V Foundation. No agreement is necessary. Please note that it takes 10-14 business days to complete a license agreement for use of the logo.)

EVENT PLANNER DETAILS

Contact Person: _____

Contact Person Telephone: (Daytime) _____ (Evening) _____

Contact Person Address: _____

City: _____ State: _____ Zip: _____

Contact Person E-mail: _____

PLANNING COMMITTEE

1. Name: _____ Tel: _____

2. Name: _____ Tel: _____

If you will incur expenses for your event, please provide a sample budget with this form.

Projected Donation: _____

**Please complete and fax or send your completed form back to:
The V Foundation, Attn: Events, 106 Towerview Ct., Cary, NC 27513 or (919) 380-0025.**



FREQUENTLY ASKED QUESTIONS

Q: How can I get involved with The V Foundation?

A: There are many ways that you can get involved with The V Foundation and the fight for finding a cure for cancer. We welcome standalone donations, which you can mail to us at 106 Towerview Court, Cary, NC 27513.

If you would like to organize a fundraising event (community events) you must fill out an event registration form and return it to The V Foundation by fax/email/mail. For more information, please refer to our Event Planner's Guide, which has complete information on hosting an event. The guide includes fundraising event ideas, such as hosting a golf tournament, fun runs, cook offs, barbeques and the like.

If you would like to donate to The V Foundation through an online fundraising tool, please check out <http://www.firstgiving.com/jimmyv>. For more information on firstgiving.com please refer to page 9 of our Event Planner's Guide.

Q: Where can I find the Event Registration Form and Event Planner's Guide?

A: The Event Registration Form and Event Planner's Guide can be accessed by clicking the "Events" tab on the top of The V Foundation webpage – or you go directly to www.jimmyv.org/events. Links to the Event Registration Form and Event Planners Guide are on the right side of that page.

Q: How do I set up an event?

A: If you are planning to host an event, please see the 'Event Guidelines and Procedures' section in our Event Planner's Guide. The V Foundation will be able to support your event in a couple of ways. This is listed out in the 'How The V Foundation supports an Event' section on page in the Event Planner's Guide.

Q: Does The V Foundation provide giveaway/promotional materials for fundraising events, such as t-shirts, hats, auction items etc.?

A: The V Foundation donates 100% of all cash donations and net proceeds from events to cancer research, and is therefore unable to provide any giveaway/promotional materials to its grassroots community events. However, you are welcome to produce your own promotional materials for fundraising purposes. Be aware that using The V Foundation logo requires an approved license agreement; please see below for further details.

Q: Can I use The V Foundation logo on my promotional materials?

A: In order to utilize The V Foundation logo, you must receive an approved logo license agreement. (Please see 'Logo License Agreement Information' and 'Using The V Foundation Logo/Service Mark' in the Event Planner's Guide.)

In order to qualify for use of the V logo in any way, you must:

- Submit a logo license agreement
- Submit a sample budget. Event expenses may not exceed 50% of the projected event donation (for more information, see below)
- Have expected net revenue of \$1,000.00 or more

The V Foundation welcomes and appreciates event donations of all sizes. However, due to the extensive use of staff time and resources to process a license agreement, we regret that you may not use The V Foundation logo in any way if your event's projected donation is less than \$1,000. You are, however, most welcome to indicate in writing that your event will benefit The V Foundation for Cancer Research.

The completed Event Registration Form and all other supporting documents (e.g. sample budget for those applying for a logo license agreement) should be sent to The V Foundation, via email: events@jimmyv.org - via fax: (919) 380-0025, or by mail: The V Foundation / 106 Towerview Court / Cary, NC 27513.

Q: How should I donate?

A: There are several ways to donate to The V Foundation. We accept personal checks and money orders. Please make the check out to 'The V Foundation' and mail it to 106 Towerview Court, Cary NC, 27513. Remember to reference the event name on your donation.

We also display a number of our community events on our website. If you access <http://www.jimmyv.org/events/community-events.html>, you will see a list of events that may be in your locale. Check with the organizers to see if you can attend the event, and donate to the foundation through them.

You can also host your own event and mail in the net proceeds. For more information on hosting your event please refer to the Event Planner's Guide.

Q: Can we send in cash donations?

A: The V Foundation recommends that contributions come in check or money order form for safety and tax acknowledgement purposes.

Q: How quickly should I send in donations?

A: The V Foundation would appreciate it if you send in the donations (check and money order recommended) as you receive them. There is no need to collect all the checks and send in one big check. Letters will be sent to donors for whom we have names, addresses, and donation amount.

Q: What if my event is cancelled?

A: The V Foundation appreciates the effort and time required to plan a fundraising event. At the same time, we also recognize that unforeseen circumstances can sometimes necessitate the need to cancel an event. If you should need to cancel, postpone, or reschedule your fundraiser, please notify The V Foundation (email, mail, phone or fax) as soon as possible.

Q: How can I get a copy of Jim Valvano's ESPY speech?

A: The V Foundation has copies of Jim Valvano's ESPY speech on a DVD that can be sent to you in advance of your event. We request a \$30 donation for the DVD. Alternatively, you are welcome to look for the speech on any online video hosting site, such as YouTube or Hulu.

Q: What promotional materials can The V Foundation provide for my event?

A: The V Foundation can support your event by mailing palm cards. You may request palm cards by submitting the Event Registration Form that is available on <http://www.jimmyv.org>, and also in the Event Planner's Guide. The palm cards summarize The V Foundation's history and activities, including amount of money raised for cancer research and how it continues to donate 100% of all cash donations and net proceeds of events directly to cancer research and related programs.

Q: Is there a banner that we may use at our event?

A: The V Foundation has a small supply of banners that are lent out to various events across the country. If there is a banner available for your event, we will send it along with a return label and postage for your convenience. Due to the high demand for the limited number of banners, please return your banner as soon as the event has finished.

If you have received an approved logo license agreement, you are more than welcome to make your own banner with The V Foundation logo for promotional purposes.

Q: Can The V Foundation provide an ESPN celebrity for my event?

A: The V Foundation does not solicit celebrity appearances from its board members or other celebrity friends of The Foundation on behalf of others. If you would like a celebrity to appear at your event, you will have to approach the individual.

Q: I am trying to request a logo license agreement, but I don't understand what a sample budget is.

A: A sample budget shows operating expenses (all money that you are spending on things for the event, such as venue fee, t-shirts, signs, equipment etc.) and revenue (all money taken in from sponsors, donations, merchandise sales etc.). The V Foundation mandates that all events that apply for a license agreement should have an operating expense account that should not exceed 50% of total revenue. Please refer to the Event Planner's Guide for more information ('Logo License Agreement Information').

Q: Can we use The V Foundation's mailing list?

A: Our mailing list is confidential and we do not release donor information for any purpose other than as required by law.