

# FUNDRAISING EVENTS AND PROMOTIONS APPLICATION



Thank you for your interest in supporting the Breast Cancer Fund! While anyone can donate to the Breast Cancer Fund, fundraising events and promotions on behalf of the organization require an application process. Please fill out the information below.

*Please note:* For the Breast Cancer Fund to provide additional fundraising and promotional support through Web site exposure, use of name and/or logo, e-mail correspondence with supporters, social networks, etc., the event or promotion must meet a minimum donation requirement of \$2,500.

Please complete the following application and returned it to Julie Homan, senior cause marketing manager, at [jhoman@breastcancerfund.org](mailto:jhoman@breastcancerfund.org), 415-346-2975 (fax), or mail to the Breast Cancer Fund, 1388 Sutter Street, Ste. 400, San Francisco, CA, 94109. Please allow two weeks for processing and approval.

## Contact Information

Event/program name: \_\_\_\_\_

Host Organization or Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Background Information

What brought you to the Breast Cancer Fund?

Breast Cancer Fund Newsletter     E-mail Alert     Other \_\_\_\_\_

Web site     Brochure/Ad

Event     Friend

Why did you choose the Breast Cancer Fund to be the beneficiary of your event/program?

\_\_\_\_\_

Have you participated in any other Breast Cancer Fund event?

Yes     No    If so, which event? \_\_\_\_\_

**Description of Proposed Event/Program**

Date/time of your event or duration of promotion:

\_\_\_\_\_

Description of your event or promotion:

\_\_\_\_\_

\_\_\_\_\_

How many participants do you expect? \_\_\_\_\_

How will revenue be generated (i.e., % or flat amount, gate fees, raffle, sweepstakes, auction, etc.)? Please make sure to state the actual portion of the purchase price that will benefit the Breast Cancer Fund (i.e. \$20.00 from each ticket sold).

\_\_\_\_\_

Is there a maximum or minimum guaranteed contribution amount? \_\_\_\_\_

Beneficiaries of event/program:

\_\_\_\_\_ Breast Cancer Fund only

\_\_\_\_\_ Other organizations (please list): \_\_\_\_\_

Projected donation to Breast Cancer Fund: \$ \_\_\_\_\_

Anticipated date of payment: \_\_\_\_\_

How do you plan to promote this event or program?

\_\_\_\_\_

What role do you anticipate the Breast Cancer Fund playing in your event or program?

\_\_\_\_\_

\_\_\_\_\_

I will ensure that all promotional materials will clearly disclose the actual portion of the transaction that will benefit the Breast Cancer Fund, the duration of the campaign, and any maximum or guaranteed minimum contribution amount.

I will submit all promotional materials, including the use of the Breast Cancer Fund's name, logo and mission, to the organization for prior approval.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Breast Cancer Fund

By: \_\_\_\_\_

Bruce Beery, Development Director

If you are hosting an event, the Breast Cancer Fund strongly encourages you to distribute our educational materials. Depending on the size of your event and resources for covering costs, the following materials are available. *NOTE: All these materials are FREE and downloadable from [www.breastcancerfund.org](http://www.breastcancerfund.org).*

Please check those you would like us to send by indicating how many will be needed:

- \_\_\_\_\_ Strong Voices Newsletter: This quarterly publication delivers in-depth articles and spotlights on chemicals linked to breast cancer, as well as features about our supporters.
- \_\_\_\_\_ State of the Evidence: The Connection Between Breast Cancer and the Environment: A comprehensive report of the chemicals and radiation linked to increased risk of breast cancer. A much more complex picture of breast cancer causation, one in which timing, mixtures, and dose of environmental exposures interact with genes and lifestyle factors. This is the 2008 version; the last iteration of this was in 2006. Also available at [www.breastcancerfund.org/evidence](http://www.breastcancerfund.org/evidence).
- \_\_\_\_\_ Advocate's Guide to State of the Evidence: This companion guide to *State of the Evidence 2008* highlights key research findings, emerging themes and research and policy recommendations from the full report.
- \_\_\_\_\_ The Falling Age of Puberty in U.S. Girls: What We Know, What We Need to Know: Over a few decades, the childhoods of U.S. girls have been shortened, raising their risk of breast cancer. A Breast Cancer Fund report by Sandra Steingraber is the first comprehensive review of the issue. Also available online at [www.breastcancerfund.org/puberty](http://www.breastcancerfund.org/puberty).
- \_\_\_\_\_ Advocates Guide- Falling Age of Puberty in U.S. Girls: What We Know, What We Need to Know: This guide for advocates summarizes the findings of the full report *The Falling Age of Puberty in U.S. Girls* by Sandra Steingraber and recommends policy directions and personal actions to protect our daughters' health
- \_\_\_\_\_ Environmental Risks and Breast Cancer CD: An interactive CD created by a team at Vassar College, in collaboration with the Breast Cancer Fund and four other organizations. Original animations were developed to help explain complex scientific principles and the CD offers practical suggestions for minimizing exposures to environmental factors that may contribute to breast cancer. Please note: this is available in English or Spanish.
- \_\_\_\_\_ Unmasked: 10 Ugly Truths Behind the Myth of Cosmetic Safety: Did you know that personal care products can contain chemicals linked to cancer and other health problems? Get the facts, the science, the ingredients to avoid and what you can do to make cosmetics safer for everyone. From the Campaign for Safe Cosmetics. Please note: this is available in English or Spanish.
- \_\_\_\_\_ Campaign for Safe Cosmetics' Compact: This petite brochure is great for handing out at events. Besides giving a brief overview of the issue, it also includes a shopping tip card.
- \_\_\_\_\_ Pure Prevention Campaign Postcards: Breast Cancer Fund and LUNA Bar launched a new campaign called Pure Prevention to raise awareness about the environmental causes of breast cancer and to empower women to ask, act and live to reduce their risk. Get the facts at [www.pureprevention.org](http://www.pureprevention.org).
- \_\_\_\_\_ Breast Cancer Fund logo displays and business cards
- \_\_\_\_\_ Grassroots action postcards
- \_\_\_\_\_ Sample product from our lead corporate partner, LUNA
- \_\_\_\_\_ Breast Cancer Fund Speaker