

**A Complete
Guide to
Fundraising
for FARF**

Fundraising Toolkit



FARF Fundraising Toolkit Guide

The success of FARF to advance research and support families is largely due to the generous financial support from FA families through their fundraising efforts. Simply put, it just wouldn't happen without you! FARF is grateful for any and all donations that come from the generosity of FA family fundraising, and is always happy to offer support. This toolkit is meant to help in the formation, planning, accounting and acknowledgement of fundraising for your event/appeal. It is available to download on our website www.fanconi.org.



Get Ready

Get to Know FARF
Learn the Facts



Get Set

10 Steps to Getting Started
Idea List
Chart: "What Kind of Fundraiser Should I Have?"
Good to Know



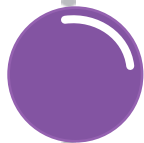
Go!

10 Things to Do During Your Event



The Finish Line

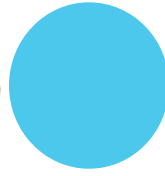
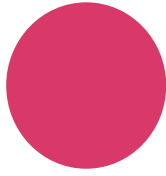
Post-Event Checklist



Forms & Templates



Frequently Asked Questions



Get to Know FARF

What is FARF?

The Fanconi Anemia Research Fund (FARF) was started in 1989 to find effective treatments and a cure for Fanconi anemia (FA) and to provide education and support services to affected families worldwide.

Fanconi anemia is an inherited disease that can lead to bone marrow failure and cancer. FA is a DNA-repair disorder that may affect all systems of the body. It is a complex and chronic disorder that is psychologically demanding. FA is also a cancer-prone disease, affecting people with FA decades earlier than the general population.

How Can I Help?

FA research cannot move forward without funding. Great advances in understanding this disease have been made, but more needs to be done to find a cure. FARF depends on individual donations and fundraisers to carry out its mission. Every fundraiser helps, whether it's a dance party, potluck dinner, holiday letter or 5K! Everyone can make a difference!

What Does FARF Do?

FARF funds research into this disease and provides support to affected families through medical referral, education, publications and family meetings.

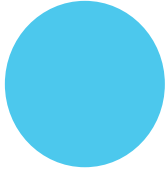
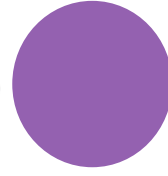
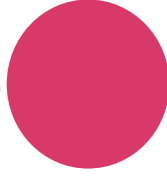
Every year, FARF convenes scientific meetings to bring together FA researchers and clinicians from around the world to advance medical progress.

The Family Meeting and the Meeting for Adults with FA are held each year for families and adults affected by FA for education, support and bonding.

Where Do Donations Go?

Donations from your fundraiser support grants for FA research, scientific meetings, family support programs like the Family Meeting & Meeting for Adults with FA, education services and publications, and administrative and fundraising expenses to keep the organization moving forward.





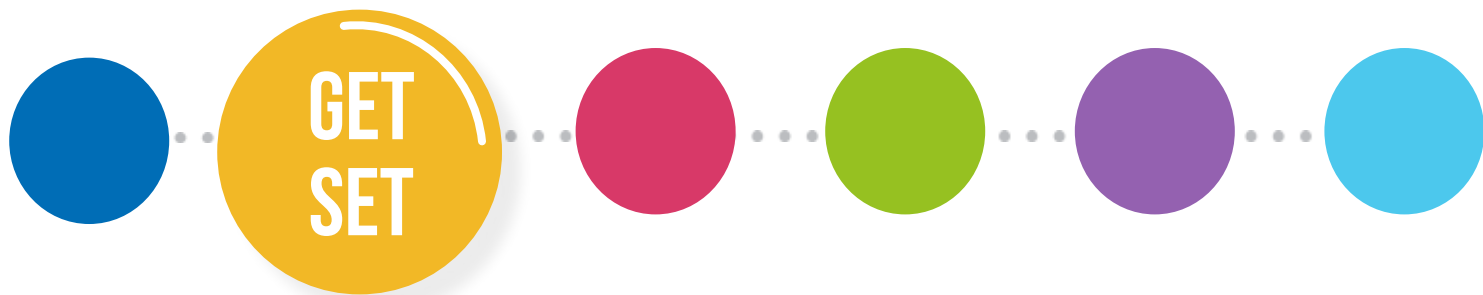
Learn the Facts

As a FARF fundraiser, you have the ability to inform your contacts about Fanconi anemia, FARF, and how their donations make a difference.

- Individuals with FA are **hundreds of times more likely to develop cancer** than the general population.
- FA is primarily a recessive disorder: if both parents carry a defect (mutation) in the same FA gene, each of their children has a **25% chance of inheriting the defective gene** from both parents. When this happens, the child will have FA.
- FA is caused by **23 different genes**, including the two breast cancer genes *BRCA1* and *BRCA2*. In fact, at least five FA genes are also breast cancer susceptibility genes, meaning therapies developed for people with FA could benefit people with breast cancer, too.
- The rate of children being born with FA in the United States is about **1 in 131,000**, with approximately **31 babies** born with FA each year in the US.
- Thanks to research, the rate of **successful bone marrow transplants** has gone from 20% in the 1990s to **over 90% today**.
- Fanconi anemia research is in the process of **unlocking the mysteries of DNA repair problems**, which are at the root not only of FA, but of cancer.
- FARF has awarded more than **\$25 million** to fund more than **240 research grants since 1989**.
- Most of FARF's annual budget comes from family fundraisers.
- FARF donors have seen their gifts multiply many times over: pilot grants from FARF have enabled many FA researchers to go on to receive major grants for FA research from the National Institutes of Health and other institutions worldwide.



5K for FA, Hilton, NY



10 Steps to Getting Started

- 1 Brainstorm**

Gather your friends for a coffee or simply sit down by yourself and start brainstorming fun ideas.
- 2 Identify an Audience**

Think about who is likely to attend and/or support your type of fundraiser.
- 3 Choose an Idea**

Your fundraiser should fit your interests, talents, and time availability. See the next page for a list of ideas and a flowchart to help you choose.
- 4 Tell Us About It**

Notify the FARF team so we can set you up with a donate page, publicize your fundraiser, help you with preparations and mailings, and hook you up with FARF fundraising materials and swag.
- 5 Get Specific**

Determine and confirm the date, location, and other specifics of your fundraiser. Start building your contact/invite list.
- 6 Set a Goal**

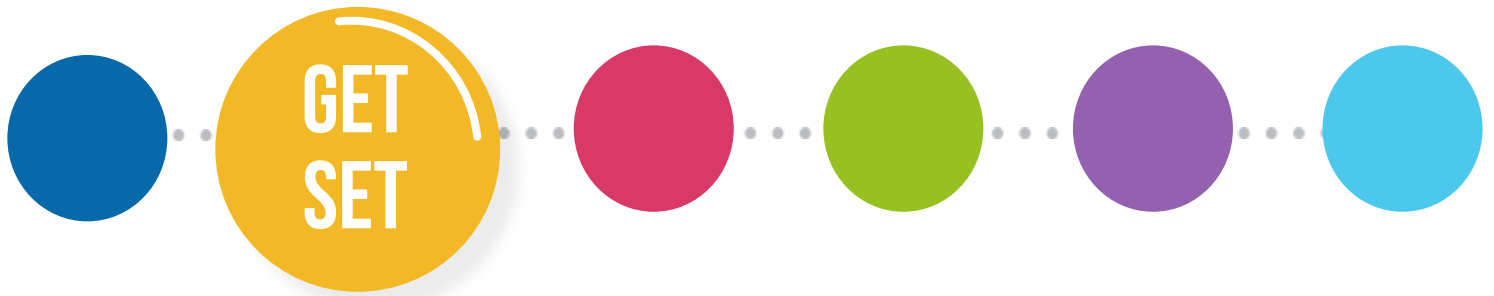
\$1,000 sends an FA family to the Family Meeting. It's helpful to have a goal based on what donations make possible. Setting a goal also allows you to update your audience and encourage participation/donations.
- 7 Make a Plan**

Create a timeline to maximize publicity, attendance, sponsorship and fundraising. There's a planning timeline at the end of this packet.
- 8 Keep Track**

Keep a contact list and budget sheet (templates provided on our website). If you use FARF's website to make your fundraiser page, you'll be able to see all of your online donations in real time and thank your donors personally, all from your page!
- 9 Spread the Word**

Tell everyone about your fundraiser. Creating an online presence helps increase visibility and donations. FARF's website makes this easy! We can set you up with a page for your event which you can customize with your photos, videos & story.
- 10 Get Going**

Begin the planning process with gusto! Visit our website for step-by-step guides with tips.



Ideas

Which activities do you enjoy doing? Crafting, exercising, cooking, listening to music? Adding a fundraising component to your favorite activity is a great place to start.

Tip: Start Small!

Fundraising can seem intimidating, but it doesn't have to be! It doesn't even have to take a lot of time. One of the best ways to raise funds is by making a page on FARF's website and sharing it with your family and friends. If you prefer to write a letter, we can handle the printing and mailing for you!

Events

- Mystery dinner theater
- Dodge ball tourney
- Baking/cooking competition
- Bowling competition
- Car wash
- Trivia night
- Talent show or Dance for a cure
- BBQ or block party
- Potluck
- Casino night
- 5K run/walk
- Obstacle race/mud run
- Golf tournament
- Dance party
- Crossfit tournament

Appeals

- FA Day (May)
- Giving Tuesday (the Tuesday after Thanksgiving)
- Holiday letter or page
- Birthday fundraiser (ex: I'm turning 12 and would like to raise \$100 for each year of my life)
- Bone marrow transplant re-birthday
- Major life milestone ask (graduation, marriage, retirement)

Creative Asks

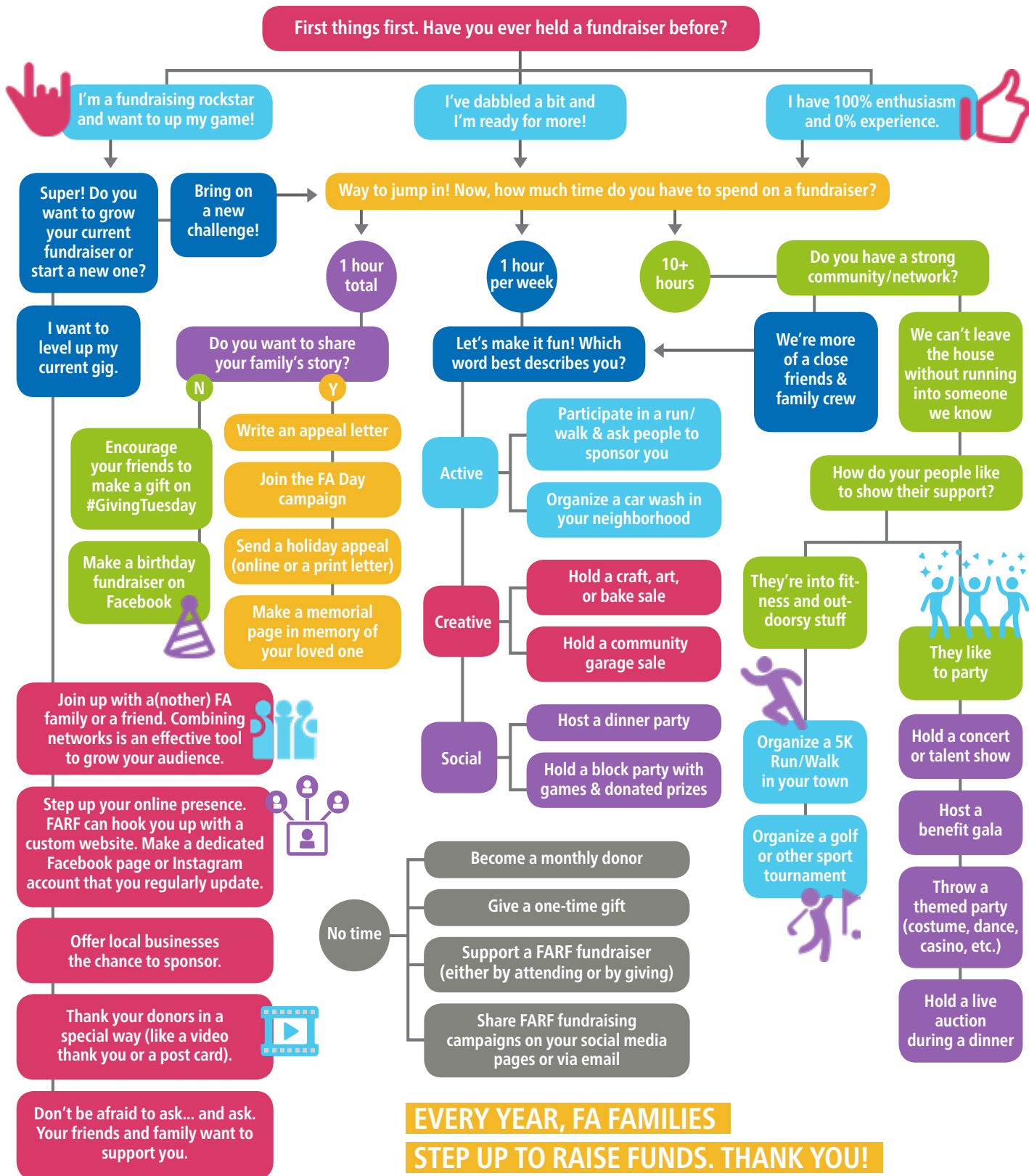
- Headshaving or body waxing
- All-night video game tournament
- Company executives or co-workers in the dunk tank or get a pie to the face
- Push-up or pull-up contest

The Werden Family from Indiana partnered with a local bookstore for their "Books and Brews" event



You've decided you want to make an impact by raising funds for FARF. Thank you! Now the fun part:

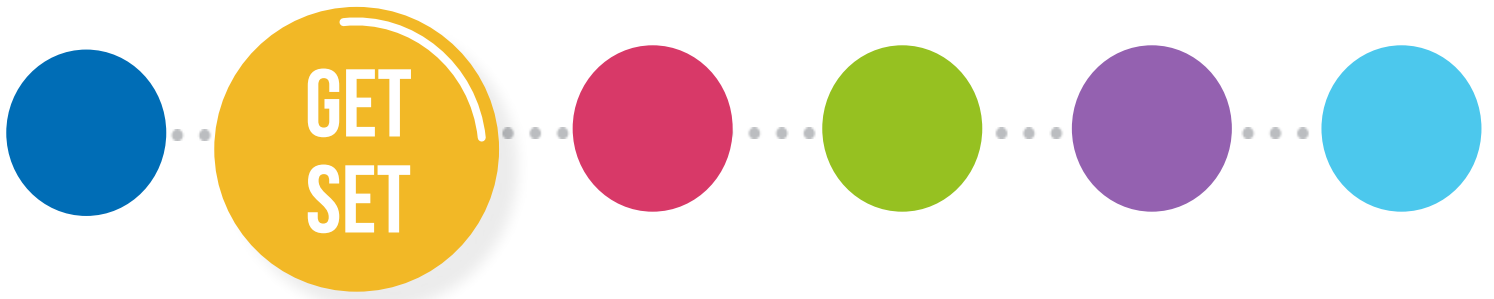
WHAT KIND OF FUNDRAISER SHOULD I HAVE?



EVERY YEAR, FA FAMILIES

STEP UP TO RAISE FUNDS. THANK YOU!

Got your idea? Need help deciding? Get in touch: info@fanconi.org | 541.687.4658



Good to Know

Collecting checks

If attendees/donors are anticipating a tax deduction for their support, checks should be made out to Fanconi Anemia Research Fund and sent to our office. Please include a note that the check is in support of your fundraiser. Read more in the FAQ at the end of this toolkit.

Receiving donations online

FARF can help establish a page on our website for your event for credit card payments/donations. Credit cards can also be accepted by contacting our office directly. You are also able to take credit card donations at the event by using Square readers (we can lend these to you. Please request at least a month in advance and return immediately following your event).

Materials to use at your event

FARF materials, such as banners, brochures, display boards, etc., can also be sent for your use. Let us know at least two months in advance. We will include a prepaid return label for you to send the items back immediately.

In-kind donations

Please know if you advertise your event as a fundraiser for FARF, proceeds for the event must go to FARF. In-kind donations should be tracked using the in-kind form so that donors receive acknowledgement of their generosity (donations of auction items; donation of time, such as a DJ, chef, photographer who doesn't charge for their services). The in-kind form template can be found on our website on the "fundraise" page.



Example fundraising page on FARF's website

Expenses & Insurance

Covering Costs

If you host an event, you may be reimbursed for costs and expenses only as approved by FARF's Director of Philanthropy. FARF retains the authority to approve or deny reimbursement requests. Such requests must be recorded submitted using the Expense Reimbursement Form found on FARF's website.

Insurance & Liability

As the host, you are responsible and liable for all aspects of the Fundraising Activity, including adhering to your state's laws regarding alcohol. We can help you make sure your event is safe and successful.

Percentage of Sales

FARF is unable to support or sponsor any Fundraising Activity that consists of a sales campaign (for example, "buy this product/service and X% of the sales price will be donated to FARF").



10 Things to Do During Your Fundraiser

1 Donate

Inspire others to donate by being the first. The size of your gift may encourage others to give!

2 Share

Share your fundraising page on Facebook and other social media pages. Updates a few times a week keep people engaged.

3 Ask, Ask, Ask

Don't feel guilty about asking for donations - that's what your honored guests are there for! Not sure how to make an ask? We can coach you!

4 Encourage

Encourage people to share their stories and why they support the cause.

5 Take Photos

Keep those phones and cameras out to make sure you have lots of photos to share on social media & to use to publicize next year's fundraiser.

6 Be Transparent

If you're donating all or a portion of the proceeds to FARF, let people know. Tell them what their donations support. Check out the "What Does My Gift Support" infographic on FARF's website.

7 Take Notes

Keep a notepad handy to jot down ideas for your next fundraiser.

8 Rely on Your Team

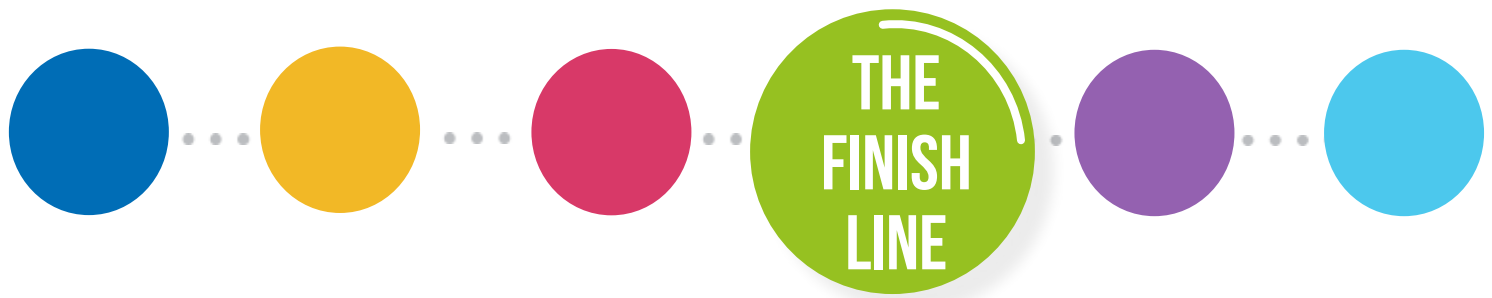
As a host, you might be engaged doing one thing while another needs attention. It's always great to have go-to helpers.

9 Get Feedback

Be sure to get feedback from your guests to help with future fundraisers.

10 Have Fun!

While having a fundraiser can be stressful, you are doing good work and should be having a good time. Relax and enjoy!



Post-Event Checklist

Congratulations! The proceeds from your fundraiser will make a real difference in FA research and support to individuals and families affected by FA. THANK YOU! After your fundraiser, don't forget to:



Submit your donations and any post-event paperwork to FARF within 30 days. Please include a note about your fundraiser so we know to credit donations to your family.



Thank your donors. While FARF will acknowledge donations received in the office, you should also thank your donors directly.



Follow-up on social media to share your story and success. Don't forget the photos!



Start planning your next event! Reflect on your event and look at what went well, what you would do differently, and how FARF can help.



Encourage others to fundraise by sharing your experience with other FA families.

Celebrate!

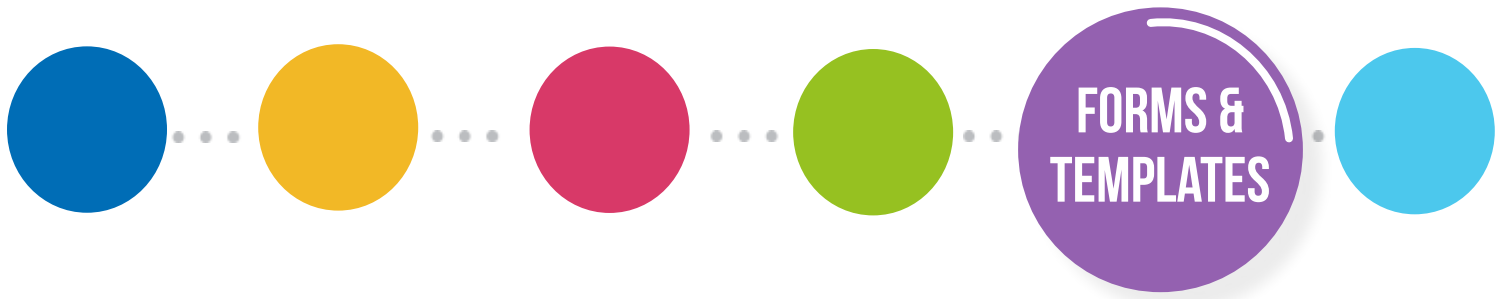
Please send donations to:

Fanconi Anemia Research Fund
1801 Willamette Street, Ste 200
Eugene, OR 97401

**Checks should be made payable to Fanconi Anemia Research Fund*



FA families and researchers together at the annual Pell Bridge Run in Rhode Island



Forms & Templates

To help you simplify your planning, we've provided the following templates suitable for any fundraiser.

Contact List

Keep track of your invitees, participants, sponsors, donors & volunteers in one document.

Budget Tracker

Record your income & expenses as they come in. Choose the **Basic Budget Tracker** for smaller events such as a dinner, dance, garage or bake sale. Choose the **Advanced Budget Tracker** for larger events such as a 5K, golf tournament, banquet, etc.

Reimbursement Request

This is only required if you would like FARF to reimburse any costs from your event. Costs will be deducted from the proceeds of your event.

In-Kind Donation Form

Use this form to keep track of in-kind donations to your fundraiser.

Fundraising Appeal Letters

Some sample letters to give you ideas for your own.

Sponsorship Request Letter

How to ask businesses to support your fundraiser.

Steps to Organizing a 5K, Banquet, Concert, Golf Tournament

Step-by-step guides to organizing more complex events.

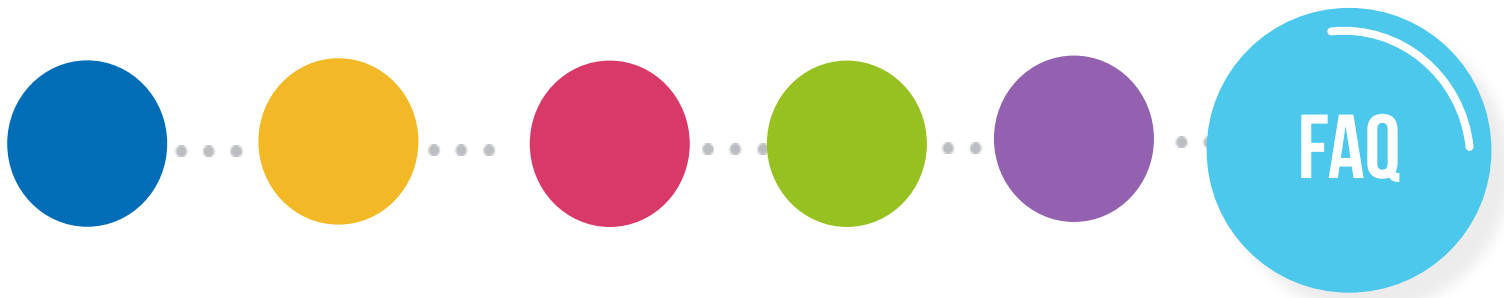
All of these forms and templates can be downloaded at www.fanconi.org: click "fundraise" in the top right corner.

Questions? Don't hesitate to contact us as 541-687-4658 or julia@fanconi.org.

We're here to help make sure your fundraiser is a success!



*Julia Wong
Family Fundraising
Program Manager*



Frequently Asked Questions

How should I collect donations?

There are many ways to collect donations. Accepting donations through FARF's website is the best way. We are happy to set up a customized page for your event on our website. This will allow you to add photos and your story, and you will be notified any time a donation is made or someone signs up for your event. You can also collect checks and mail them to our office.

When should I send in donations from my fundraiser?

We encourage fundraisers to send donations as soon as they are collected, but no later than 30 days after your event.

Can I accept the donations on behalf of FARF and send one check?

Checks should be made out to FARF with your fundraiser written in the memo line. If you write the check, you will receive the tax receipt and not your donors. If donors are expecting to make a tax-deductible donation, for any amount over the cost of goods and services, they will not receive it if you write one check.

What if a check is made out to me and not to FARF?

Simply endorse the check with your signature and add "payable to Fanconi Anemia Research Fund" underneath your signature, then submit it with the other checks. The donor will receive a tax receipt from FARF.

Can I mail cash?

Please do not send cash. Please convert the cash to a cashier's check or money order.

I would like to accept donations by credit card at my event. Does FARF have a card swiper?

Yes. FARF uses Square Readers to accept payments directly into our bank account. We can send you 1-2 swipers to use at your event (please request a month in advance), or you can use your own and we'll provide you with the log-in info.

What if a business donates goods or services for my event, such as auction items, or a band who donates their time?

Non-cash gifts are tax-deductible, as long as the gift benefits FARF 100%. You or the donor should fill out the "In-Kind Donation" Form (available on our website under "fundraise"). We will send our IRS 501c3 determination if the company donating the gift requests. We will also acknowledge the in-kind gift as long as the form is filled out and returned to the FARF office.

Can we use FARF materials like banners, brochures, and displays?

Yes! Just let us know which materials you'd like as soon as you have a date (at least two months prior to your event). We will include a prepaid return postage label. Please return within a week after your event so other fundraisers can use the items. A list of fundraising materials is available at www.fanconi.org.

Frequently Asked Questions

What about accepting donations on Facebook?

The benefits of raising funds through Facebook are convenience and waived transaction fees. The downside is that FARF does not receive any donor information once the money is processed, meaning your donors will not get a thank you letter or tax receipt. This also means we have no way of connecting money that comes through Facebook to your family. You may consider using the FARF website as an alternative place to send donors, and you can share the link easily on Facebook.

We want to make items for our fundraiser. Can we use the FARF logo?

If you'd like to include our logo on any materials, please contact us at info@fanconi.org that we can get you the appropriate version. We also ask that you send us the proof of any materials before printing so that we may approve.

Can I use FARF's Tax ID number to get tax free items?

This is possible, but each state has its own regulations. Contact our office to get more info.

How are donors acknowledged?

Donors who give any amount online automatically get a thank you and tax receipt emailed to them. FARF will recognize all tax-deductible donations and will track all donations for which we receive complete information.

I want to have an event that carries some risk; do I need waivers?

If you are planning a 'high-risk' event (where alcohol is present or a sporting event where injuries may occur), your insurance company can advise what permits and waivers might be needed.

I have more questions. Who should I call?

The FARF team is here to help you through every step of your event. Call us at **541-687-4658** or email info@fanconi.org. We look forward to helping you!



Your fundraising appeal/event

To do checklist

So, you've decided on your fundraiser! Maybe you're going to run a race and ask for people to support you; maybe you're going to host a dinner & dance party and sell tickets; maybe you're simply going to tell your story and ask for support. This is called an appeal: an ask, but not event. Here are some steps to take whether you're doing an appeal or an event. We've made some timing suggestions based on which you choose.

Part 1

2-4 weeks before you ask (appeal)

4-6 weeks before you launch (event)

- Contact FARF to set up your personalized fundraising page on our secure website.
- Decide on a timeline for when you're going to ask. Usually 2-4 weeks is best.
- Set your fundraising goal.
- Personalize your page with pictures and text to tell your story. Why are you doing this?
- Events: connect with FARF for help reaching out to sponsors.

Part 2

1-2 weeks before you ask (appeal)

2-4 weeks before you launch (event)

- Make a list of all the people in your inner circle, such as family members and close friends.
- Identify all of the social media networks on which you can promote your campaign.
- Think of a few groups of people in your life to appeal to, including coworkers, teammates, and church/community groups.

*Events may require mailings. Be sure to connect with the FARF team to get these scheduled.

Part 3

Right before you launch (appeal)

A week before you launch (event)

- Email your inner circle to announce your campaign and ask for donations. Tell them why you're fundraising and include a link to your page.
- Write emails for distinct groups of contacts, like coworkers. Ask FARF for some templates you can copy & paste.
- Announce your fundraising campaign on all your social media profiles. FARF can help create some personalized graphics for you to use.
- Post multiple times to each platform, adding updates and details about your campaign.

Part 4

Throughout your campaign (appeal)

Throughout your campaign (event)

- Break your overall fundraising goal into weekly goals to motivate donors.
- Call out donors on social media to thank them. Be sure to include a link to your page with every post.
- Countdown the final days of your campaign. Use images to grab people's attention (for example, you/your child holding a sign with '2 days to go').

Part 5

Within 2 weeks after your appeal

Within 2 weeks after your event

- Say "thank you" to all of the friends and family that supported you. Update them on the end results of your campaign.
- For events: see the post event checklist for steps following your event.
- Celebrate!

Example appeal

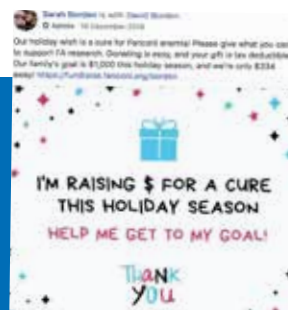
The Borden Family from Wisconsin does an appeal each FA Day and holiday season. Here are some examples of one of their holiday appeals.



First, the Bordens added their page to FARF's pre-made campaign page, where the impact of donor \$ was already pre-written.



To reach their friends and family who aren't online, they also opted to send a holiday letter & photo postcard. FARF printed & mailed these.



Throughout their campaign, they shared updates, asked for donations, and thanked donors on their social media pages.