

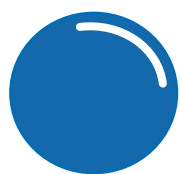
**A Complete
Guide to
Fundraising
for FARF**

Fundraising Toolkit



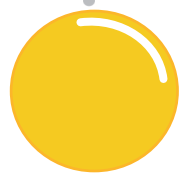
**FANCONI ANEMIA
RESEARCH FUND**
Advancing Research. Supporting Families.

FARF Fundraising Toolkit Guide



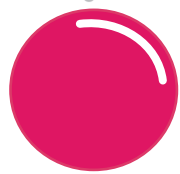
Get Ready

Get to Know FARF
Know the Facts



Get Set

10 Steps to Getting Started
Ideas
Some Guidelines to Remember



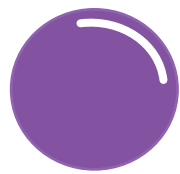
Go!

10 Things to Do During Your Event



The Finish Line

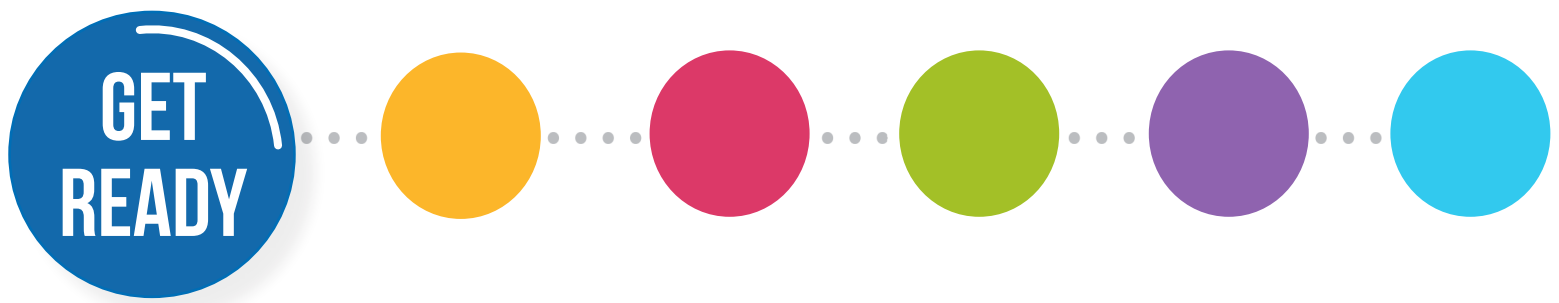
Post-Event Checklist



Frequently Asked Questions



Forms & Templates



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 and to provide education and support services to affected families worldwide.

Fanconi anemia (FA) is an inherited disease that can lead to bone marrow failure and cancer. Though considered primarily a blood disease, FA 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 patients 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 family fundraisers to carry out its mission.

EVERY fundraiser helps, whether it's a golf tournament, gala dinner, holiday letter or penny drive. Everyone can make a difference!

What Does FARF Do?

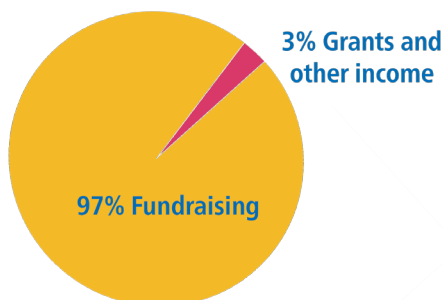
FARF funds research into this disease and provides support to affected families through medical referral, education, publications and annual family meetings.

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

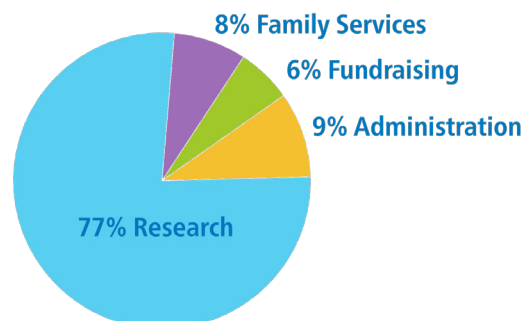
The Family Meeting is held every summer for families and adults affected by FA for education,

Where Do Donations Go?

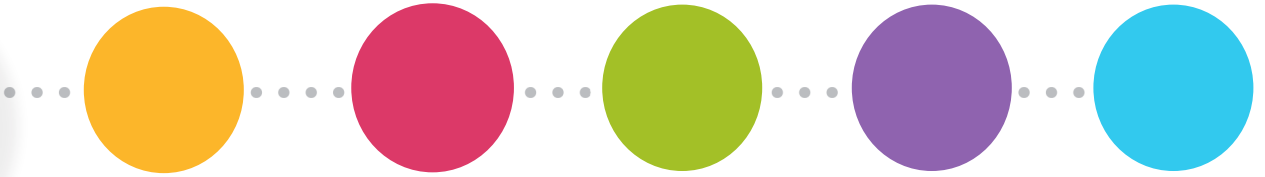
Donations from your fundraiser go toward grants for FA research, scientific meetings, family support programs like the Family Meeting, education services and publications, and administrative and fundraising expenses to keep the organization moving forward.



2016 Income



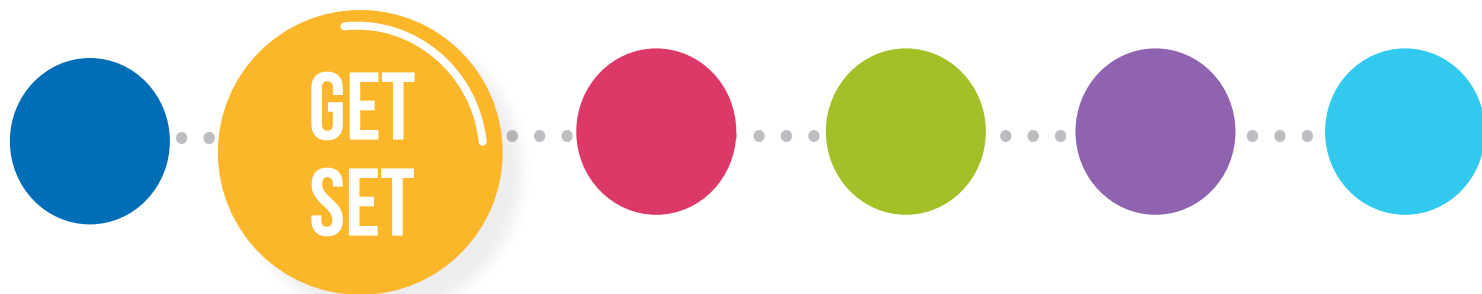
2016 Expenses



Know 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.

- 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 **21 different genes**, including the two breast cancer genes *BRCA1* and *BRCA2*.
- 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.
- FARF has awarded more than **\$20 million** to fund more than **220 research grants** over the span of **28 years**.
- Individuals with FA are **hundreds of times more likely to develop cancer** than the general population.
- FARF has convened **28 international scientific symposia and 25 family meetings**.
- More than **97%** of FARF's annual budget comes from family fundraisers.
- More than **\$35 million has been raised since** FARF's inception in 1989.



10 Steps to Getting Started

1

Brainstorm

Gather your friends, form a committee, or simply sit down by yourself and start brainstorming fun ideas.

2

Identify an Audience

Think about who is likely to attend and support your type of event.

3

Choose an Idea

Your event should fit your interests, talents, and time availability (and those of your planning committee).

4

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. For instance, consider a goal to send 5 kids to the meeting. Setting a goal also allows you to update your audience and encourage participation/donations.

5

Keep Track

Fill out your contact list and budget sheets (see templates at the end of this toolkit). Don't forget event insurance!

6

Get Specific

Determine and confirm the date, location, and other specifics of your event. Start building your contact/invite list.

7

Make a Plan

Create a timeline to maximize publicity, attendance, sponsorship and fundraising.

8

Tell Us About It

Notify the FARF Team so we can publicize your event, help you with preparations and mailings, and hook you up with FARF fundraising materials & swag.

9

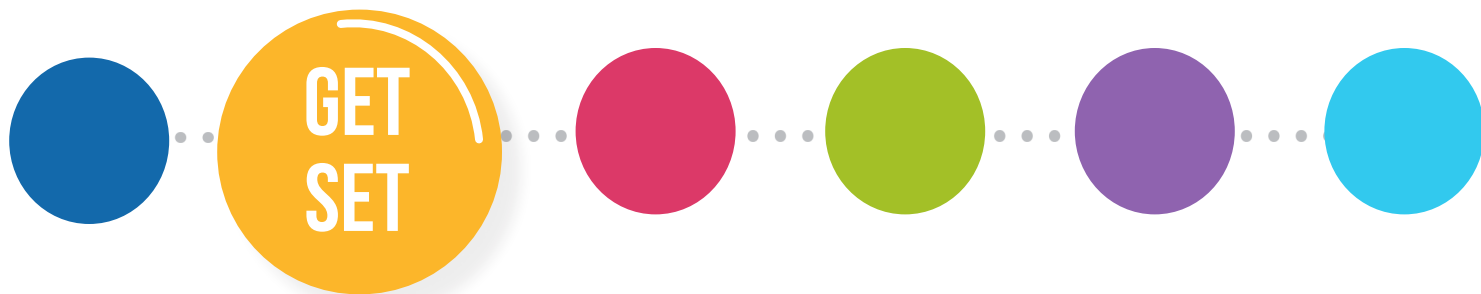
Spread the Word

Tell everyone about your event. Creating an online presence helps increase visibility and donations. This could be on Crowdrise, Dojiggy, Facebook, or others. FARF can help!

10

Get Going

Begin designing, mailing, and event planning process with gusto!



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 sending out a letter to your family and friends. Find an example letter in this toolkit. FARF can even 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
Golf tournament
Dessert dash

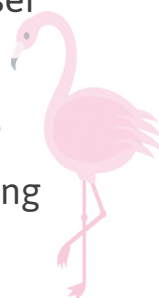
Sales & Auctions

Bake sale
Raffles
Art sale
Totes/tees
Basket auction
Dinner & dessert auction
Yard sale
Craft sale
Lemonade stand



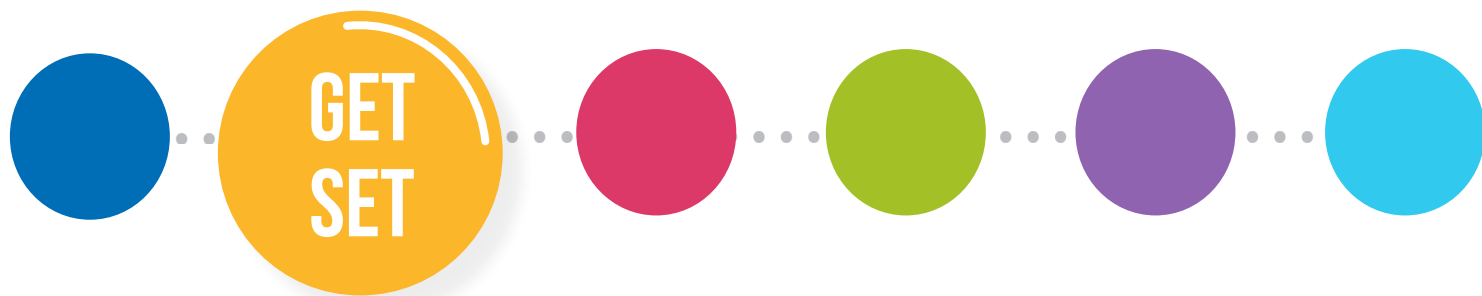
Creative Asks

Envelopes (at church or any group gathering)
Gameshow
The un-fundraiser
Scavenger hunt
Xbox challenge
Flamingo flocking



Abbey Franzen, OH,
sells her artwork to raise funds





Some Guidelines to Remember

The success of FARF to advance research and support families is largely due to the generous financial support from FA families through their fundraising events. 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. It is available to download on our website www.fanconi.org.

Events that FARF helps with, in any way, must follow these guidelines and have supporting documentation for accuracy and budgeting purposes:

- If attendees/donors are anticipating a tax deduction for their support (you are advertising the event benefits FARF in any way), checks must be made out to Fanconi Anemia Research Fund and sent to the Fund as they come in or within 30 days after the event.
- FARF can help establish an online platform for your event for credit card payments/donations. Credit cards can also be accepted by contacting our office directly if your donor or sponsor feels more comfortable. You are also able to take credit card donations at the event by using Square readers (we can lend one to you). If you have questions about tax deductibility, please call our office.
- FARF materials, such as banners, brochures, display boards, etc., can also be sent for your use, with enough notice and if returned immediately following your event.
- Please know if you advertise your event as a fundraiser for FARF, proceeds for the event must go to FARF. All in-kind donations should be tracked using the in-kind form so that donors receive acknowledgement of their generosity (donations of auction items, opportunity drawing items, donation of time, such as a DJ, cook, photographer who doesn't charge for their services).
- As a FARF Fundraiser, you will be held liable for any fraudulent use of donations received on behalf of FARF, or identified as benefiting FARF.

Ways of Covering Costs

Tax Deduction for Yourself

Host the event and cover the costs of the event yourself. As long as you keep receipts, you can take a tax deduction for hosting the event, as long as that cost isn't covered by a sponsorship. Just fill out an in-kind form and send it to FARF along with the event follow-up form.

Have Proceeds Cover the Cost

This method takes a little longer as you fill out the appropriate forms, submit receipts, and all proceeds to FARF, who will reimburse you the costs of the event within 30 days. There is no tax deduction available to you (other than any personal donation you make).

Advances & Direct Payment from FARF

In some cases, FARF can advance costs for your event so you don't incur the costs or have money exchange hands. If you request an advance or if FARF pays costs directly, you must submit an event budget with your request (see attached forms).



10 Things to Do During Your Event

1 Donate

Inspire others to donate by being the first. Make your donation the same amount you hope your supporters will contribute and encourage a match.

2 Share

Share your event's page on Facebook and other social media pages. Continuous updates keep people engaged.

3 Ask

Don't feel guilty about asking for donations - that's what your honored guests are there for!

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 event.

6 Be Transparent

If you're donating all or a portion of the proceeds to FARF, let people know what percentage will go to FARF and what will go toward covering expenses or otherwise.

7 Take Notes

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

8 Rely on Your Team

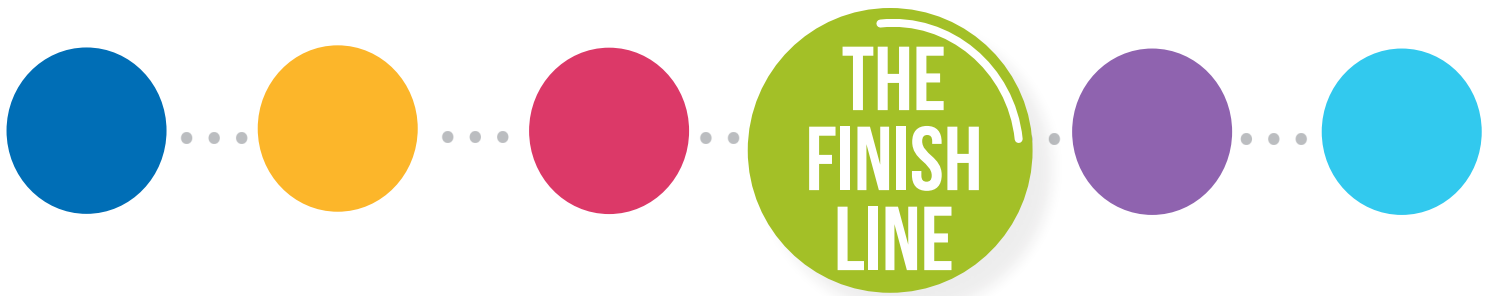
Have several people who can help out. As a host, you might be engaged doing one thing while another needs attention. It's always great to have those go-to helpers.

9 Get Feedback

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

10 Have Fun!

While hosting an event 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 after your event. Please include a note about your fundraiser so we know how to code donations to your family.



Thank your donors. While FARF will acknowledge all donations received in the office (when appropriate information is provided), you should also thank your donors directly (see example letter in this toolkit).



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.

*** FARF will send you a fundraiser report after your event upon request, so you may see all donations and are able to thank your donors, if you haven't already.**

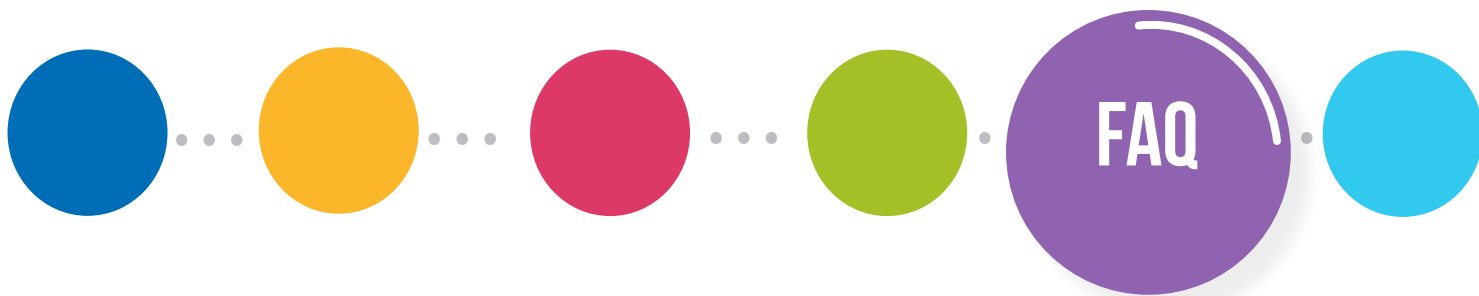
Please send donations to:

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

*Checks should be made payable to Fanconi Anemia Research Fund



KATA Coast to Coast Ride for Fanconi Anemia Research Fund, OR, May 2017



Frequently Asked Questions

When are the donations from my fundraiser due?

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

How should I collect donations? What about online platforms? Should I use a crowdfunding website?

There are many ways to collect donations. After all, we want to make it as easy as possible for people to part with their money. Collecting checks and using an online platform are the best ways. FARF is happy to set up a customized donation form for your event on our website. We can set up alerts to your email so that you will be notified any time a donation is made or someone signs up for your event.

Crowdfunding websites are also a good option. FARF recommends Crowdrise because it is very easy to use, has low fees, and can be linked to the FARF Crowdrise page so that your donors know where their donations go. We can help you set up your Crowdrise page, too!

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 they 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.

Can I mail cash?

Please do not send cash. Please convert the cash to a cashier's check or money order if your donors are expecting a tax receipt.

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 was provided on behalf of FARF for a fundraiser that is 100% for FARF. The donor should fill out the "In-Kind Donation" Form (included in this toolkit). We will send our IRS 501c3 determination if the company donating the gift requires. We will also acknowledge the in-kind gift as long as the form is filled out and returned to the FARF office.

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

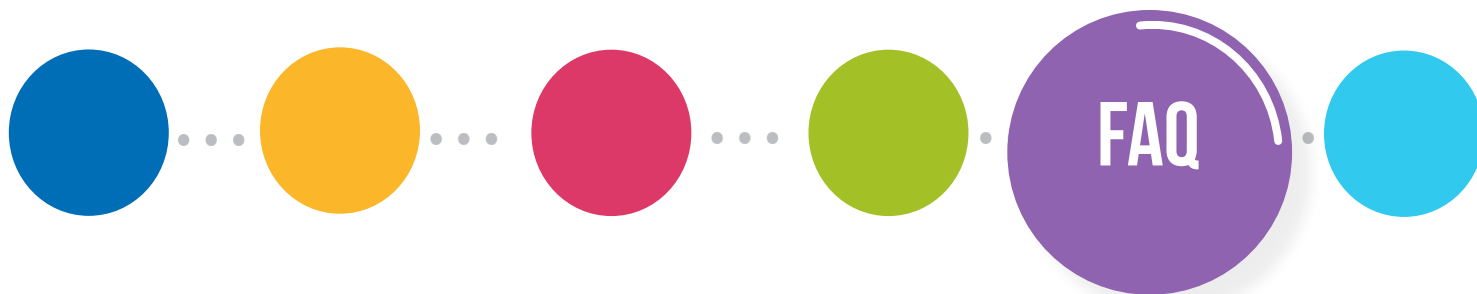
Simply endorse the check with your signature and add "payable to Fanconi Anemia Research Fund" underneath your signature, then submit it with the other checks. The donor will receive a tax receipt from FARF.

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, or you can use your own.

Can we use FARF materials like banners, brochures, and display boards?

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



Frequently Asked Questions

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 so 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.

Will someone from FARF come to my event?

Sometimes this is a possibility, but because we try to keep as much money as possible directly serving research and FA families, travel costs can be prohibitive. If your event is in the area of staff, board members, or FA families, we will be sure to pass the information along.

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

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

How are donors acknowledged?

Every donation is important and FARF will recognize the tax deductible donation of all donors over \$5.00 USD. In-kind donations will also receive recognition. It is important you also recognize your donor in whatever meaningful way you see fit. FARF will track all donations for which we receive complete information.

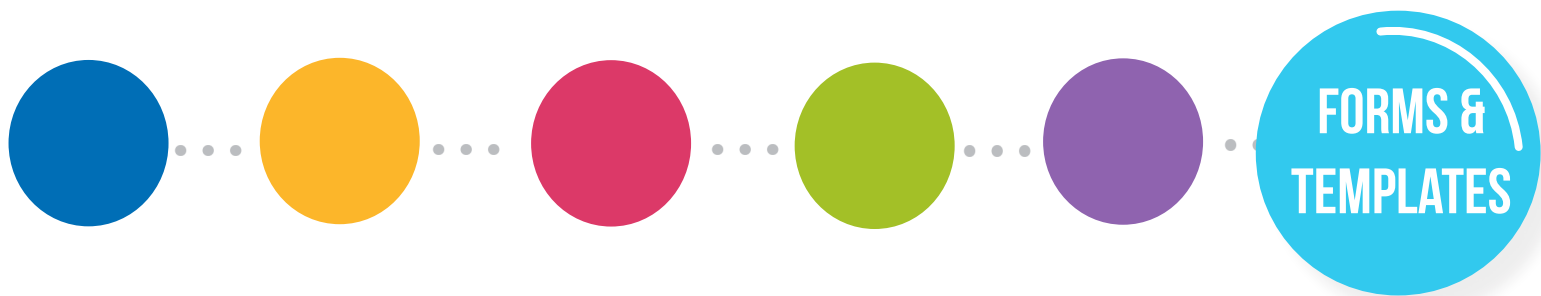
I want to have an event that carries some risk; do I need waivers?

If you are planning a 'high-risk' event or an event where alcohol will be present, 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!





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 & auction, etc.

Event Round-up

A few simple questions about your event. This will also help us continue to help other families.

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.

Other helpful forms & templates you may want to use for your event:

In-kind Donation Form

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

Thank You Letter

A template of a letter to thank your donors (FARF will also send a formal thank you letter).

Fundraising Letters

Some sample letters to give you ideas for your own.

Sponsorship Request Letter

How to ask businesses for sponsorship or for donations.

Steps to Organizing a 5K, Banquet, Concert, Raffle, Golf Tournament, Silent Auction

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

All of these forms and templates can be downloaded at www.fanconi.org