



Community Fundraising Guide

Strengthening the hearts, minds and souls of young adult cancer patients and their families

Crossing the Finish Line (CFL) is a non-profit organization that assists young adult cancer patients and their families. Inspired by the late Peter R. Bossow, Jr., CFL offers the young adult cancer patient and their families a retreat from the unyielding physical and emotional demands of treatment — a hopeful respite during the throes of a courageous battle.

Our patients are our "sailors" and the retreat becomes their "excursion." Eligible candidates, along with their caregiver or family, will receive a one week expense paid excursion to select locations in Pennsylvania, New Jersey, North Carolina, Florida and California. We are currently able to serve cancer patients who meet our program guidelines, who are between the ages of 24-50 and who reside in Pennsylvania, Delaware or New Jersey.

We invite you to join the crew of Crossing the Finish Line as together we strengthen the hearts, minds and souls of young adult cancer patients and their families. Welcome aboard!

Thank you for your interest in raising funds to support Crossing the Finish Line (CFL). Every dollar raised through your efforts bolsters our organization's ability to provide respites to young adult cancer patients and their families. We appreciate your generosity and willingness to help cancer patients and their loved ones in PA, DE and NJ. We are proud to report that for each dollar raised for CFL, 82 cents is spent directly on the patient when funds are deposited into our general account. You also have the option of restricting funds directly for our program to support a sailor respite, assist with sailor travel costs and stipends, and/or offset expenses associated with our Davenport home. CFL's goal is to accommodate the intent of the donor organization!

The Community Fundraising Guide is tailored toward fundraisers that aim to generate a donation of \$25,000 or less to CFL. If you are interested in hosting a fundraiser that you anticipate will raise more than \$25,000, please contact Amber Gruver, at amber@crossingthefinishline.org or 267-708-0510. The following pages will provide information and advice that will guide you in creating a successful fundraiser.

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A Reflection from CFL Sailor Maura Duggan, who traveled to the CFL home near Orlando, Florida with her husband and two small children:

*CFL can make a difference
 CFL can unite families
 CFL can strengthen love
 CFL can create happiness
 CFL can provide memories
 CFL can bond communities
 CFL can comfort the soul
 CFL can fulfill dreams
 CFL can restore hope*

And lastly, CFL gave us more than an excursion; they gave us hope, a beginning of a new journey and a friendship that will last a lifetime. I now have a relationship with this foundation that has strengthened my heart, my mind and my soul. It is a gift that will last forever. I would like to thank CFL, for welcoming me aboard, to be a member of their sailing crew.

Ideas For Company Fundraising

Your place of business is a great place to raise money for CFL. Within your career, you have a network of new potential donors who may have never heard of CFL and are unfamiliar with its mission. We have listed some ideas below for you to start your brainstorming for potential fundraisers! These are only guides and we invite you to think outside the box and create a new idea!

Retail Businesses

If your company is interested in co-promoting a product in order to donate a percentage of sales to CFL, please contact Marci Bossow Schankweiler, President, at marci@crossingthefinishline.org.

Independent Retail Stores

- Have in-store sales on specific dates or during a special time of year. Then, you can donate a percentage of the proceeds to CFL!
- Host a Wine and Cheese at your store. Invite your most valued customers and allow them to purchase items with the knowledge that a percentage of sales will benefit CFL. Offering them sale prices will be an incentive for them to buy more. Along with donating a percentage of sales, you can collect general donations too! Matching potential donations up a certain dollar value is always an incentive!

Office Environments

- **Fairs**—This generally will work best in a large office environment. Have your office host an event like a health or book fair. The staff can donate money in return for the chance to participate and proceeds can go to CFL. Make sure there is food and/or entertainment and that a fun day is planned! Employees always enjoy a fun time with colleagues!
- **Dress Down Day/Jeans Day** —Take a break from your standard office dress code! This type of fundraiser has always been a hit because there is not much planning needed. Employees can “pay” an appointed staff member for the privilege to dress down or wear a specific type of clothing. The money raised by the “payments” will benefit CFL. Some ideas include a Jeans Day or a Sports Jersey Day! Get creative and have fun!
- **Birthday/Holiday Fundraiser**—Office staff can collect money during an office party. This can be done by passing around a donation box or by collecting money at the door. You can also give to CFL in honor of your employees in lieu of a Christmas gift! A good incentive here to have a company match for all donations requested.
- **Office Golf/Tennis/Softball Tournament** – Sitting in an office all day can wear you down. Get out and have some fun! Take the day off and celebrate your company’s success by planning a fundraising tournament. Each player or team can pay a participation fee which would be donated to CFL. Enjoy a day outside while raising money for charity!

Hospitality Companies (Restaurants, Coffee Shops, Hotels, Bars, Clubs, etc.)

Fundraisers

You already have a built in customer base that is spending money at your establishment. Why not encourage them to contribute to CFL?

- Donate a portion of the night's proceeds.
- Have customers pay a door fee in exchange for an afternoon or evening out in a special setting. Restaurants, clubs, bars or coffee shops can provide food, drinks and entertainment for a fun community outing.
- Host a pool or dart tournament.

Gift-in-Kind Donations

CFL relies heavily on on-kind donations for all of our events (Fashion Show, Sail the Trail Walk, Golf Tournament, Beach Ball and Fishing Tournament). Most of our events have a live and silent auction component, raffles and prizes. We can always use gift certificates or discounts.

If you have any questions, ideas or comments, please email Amber Gruver at amber@crossingthefinishline.org or call 267.708.0510. We always enjoy hearing your ideas and look forward to a partnership with you in the future!

“Finding out you have cancer cannot be measured or written down in words. A complete devastation is the only thing that comes to mind. Not just for me, but my whole family. Trying to deal with the idea that you have cancer and then the treatment... no time to reflect or slow down... no time to be normal! The trip gave me and my family just that. A chance to be normal again. We all had a great time. We celebrated my son's 2nd birthday with Mickey Mouse. I can't tell you how special it was to be able to see his 2nd birthday. Every day is another day... another day that I have a chance to make a difference and another day to see my son and my wife. And another day to thank God for all he has given me.” A Reflection from Joseph Hypes, age 33, traveled to Florida with his wife, Sandra, and son Joseph (2)

Ideas For Individual Fundraising

One person can do a lot for CFL! Never underestimate the strength of a community rallying behind a respected member of its group. All it takes is a little bit of effort and a great idea! Once your idea is thoroughly thought out, you can assemble a committee to help you in your mission. Remember, the majority of money that charities raise is often through individual donors who go above and beyond their call to duty. Below we have outlined the ways that you can help and have broken it into two groups: Adults and Teens. As always, the sky is the limit for opportunities!

Adults

- **Yard Sale**—Declutter your life, make money and raise funds for CFL! Friends and family in the community can purchase a spot in a yard to sell their goods. While the money for buying the spot will go to CFL (eg. \$20), each individual selling their items can keep the profit they make from their own goods.
- **"Junk in the Trunk" Flea Market**—Find a driveway, private road or public or school parking lot (with the owner's permission) and "sell" spots for people to park their cars, open their trunks, and sell their gently used goods! Again, the fee for the spot will go to CFL, but the seller can keep their own profit from their merchandise.
- **Luncheon, Tea Party, Dinner Party**—Life is short and schedules are busy...use a fundraiser as an excuse to get together with friends, family and co-workers!
 - Organize a small event at your home. Send out invitations (by e-mail or mail) and charge a fee to attend the dinner, luncheon or tea party. Make sure that your guests know their fee will be a donation to CFL!
 - Organize a larger event by renting a spot at a local restaurant or club.
 - For any kind of event, you can always collect donations that day or night to raise extra money for CFL. Matching contributions is always an incentive!
- **Concert**—Are you in a band or other music group? Why not host a concert to benefit CFL? Charge attendees an entry fee, donate a flat amount per ticket, or set up donation jar. Advertise with flyers or invitations around your community.
- **Sports Tournament**—If you enjoy competition, sports and fun, a great fundraising idea is to organize a tournament in your area. If you have a basketball hoop or large yard, it can even be at your own home! Friends and family can organize into teams and pay an entry fee to donate CFL. You can even get creative and provide a Tombola or a Silent Auction, with the profits going to CFL! Many organizations will donate goods to create Tombola baskets, so there may be no cost involved at all.

Teenagers and School Fundraisers

- Yard Sale or “Junk in the Trunk” Flea market – Please see the descriptions in the Adult Section above.
- Bake Sale—If you like to bake, this fundraiser will be a great one for you. Get together with your friends to bake a couple of batches of brownies or cookies to sell during lunch period. Make sure that you have permission to sell, and get going! If you want to get very specific have a:
 - ‘Cakes For Cancer’ Bake Sale. Have an assortment of cakes available to sell.
- Car Wash—We’re sure that you’re well accustomed to these popular fundraisers! Students can host weekend car washes at the school or even local gas stations. These types of fundraisers can be organized in different ways: you could set a price for each type of car (sedan, SUV, etc), or request donations be made.
- Mowing Lawns—If you have a lawnmower and are looking to earn money over the summer, consider donating a portion of money from each lawn to CFL. Advertise with flyers in mailboxes and town notice boards letting people know that not only will they be getting a freshly-cut lawn, they'll also be making a charitable donation!
- Talent Show—Many schools already have talent shows. Why not raise money while putting on a show? Students can offer their talents and put on entertaining performances for the rest of the school and the community. Viewers can buy tickets to see the performers and donations from the ticket price can be made to CFL. Make sure to talk to your principal or advisor before making plans to collect donations at this event.
- Pajama Day—This type of easy fundraiser is always a hit in at school. Ask your school administrators to designate a special day when students (and maybe teachers!) can take a break from the dress code or show unity by dressing in the same theme. Students can "pay" for this privilege and the money raised will be donated to CFL.
- School Dance—You already have dances, and you’re already paying to go to them! Why not see if a portion of the ticket sales can go to CFL? If your school won’t allow a portion of the sales to go to a charity, perhaps you can set up a snack table and sell snacks, giving the profits to CFL. If you don’t have a dance...plan one!
- Walkathon—Your school could host a walkathon on your track or on school grounds! Map out a route and participating students and teachers can get family, friends and neighbors to sponsor them per lap/mile. Get local businesses involved by asking them to donate refreshments. A walkathon is another great way to raise money, get active and show the community you care!
- Service Clubs- If you are part of an extra-curricular service club, such as the Key Club or Leo Club, you can work as a group over a certain period of time on several fundraisers that will raise money for CFL. We would be privileged to come speak with the club too!

How CFL Will Support Your Event

Thank you for your interest in raising funds to support Crossing the Finish Line (CFL). Every dollar raised through your efforts increase our organizations ability to meet our mission of strengthening the hearts, minds and souls of young adult cancer patients and their families.

Last fiscal year, CFL served 89 families by providing a much-needed rest from cancer. This fiscal year, we have already received over 75 nominations! The average cost of an excursion for a family is \$5,000. We work hard to ensure that all costs associated with the respite are absorbed by CFL, and not by the family who has been afflicted by a diagnosis of cancer. Our goal is to never have to turn away a family in need. Your fundraising efforts will help us to achieve this goal!

Once you have decided what type of fundraiser you will have, you must notify CFL of your intent to fundraise. We ask that you do so via an e-mail or letter and that you include the following information:

1. Contact name, mailing address and daytime phone number of the individual organizing the fundraiser.
2. Why you chose CFL as the recipient charity for your fundraiser
3. The anticipated or planned date, time and location of the fundraiser.
4. A few short sentences describing the fundraiser.
5. The number of guests you anticipate.
6. Your fundraising dollar goal.
7. Your plan for how you are going to raise money (ticket sales, auction items, etc.).
8. Clarification of your intent to donate proceeds to CFL by signing a form provided at a later date.
9. Primary contact (phone number, e-mail address, shipping address) for receiving shipped giveaways and CFL material.
10. Whether or not you require a CFL representative at your event or if you would like CFL to address your group prior or post event.

Once we receive this information we can help you with:

- Giveaways—If you need of giveaways or promotional items for your event, in most cases we will be able to provide you with them. The volume of giveaways that we send are dependent on the availability of our stock, as well as your communicating to us the number of guests you expect and the number of dollars you expect to raise.
- Planning Guide—We have developed an outline that will help you plan your time and organize your fundraiser. Included in this guide is a template for a budget, as well as advice for asking for solicitors and help from others.
- Words for Fundraising—Providing a written statement of your intent to fundraise goes a long way in making potential guests and contributors feel confident about your event. Enclosed is a page filled with CFL approved phrases to use, as well as our mission statement and other useful CFL statistics.

Logo Usage, Documents and Record Keeping

CFL's Logo

CFL does not give blanket permission to use our logo in fundraising efforts. Our logo is trademarked and can only be used in the ways that we approve for your fundraiser. Before using the logo, you will need to sign a letter of agreement that will be provided to you. Below are a few acceptable phrases to pair with our logo:

Proud Supporter Of/ Portion of Proceeds Benefit/ All Proceeds Benefit



If you wish to discuss use of our logo, please contact Amber Gruver, at amber@crossingthefinishline.org (include your daytime phone number in the body of the email) or 267-708-0510.

Documents and Record Keeping

We do not require or ask to see evidence of record keeping related to donations collected at your fundraiser but we strongly encourage you to create and keep those records. We have included a record keeping template for your convenience and we hope that you will use it. Organization of donors (and the subsequent thank yous) makes running a fundraiser a lot easier! Refer to the Event Planning Guide on how to handle tax deductions.

CFL and you, the fundraiser, agree to indemnify and hold the other harmless from and against any and all costs, losses or expenses incurred due to one's own negligence in the planning and execution of the related fundraiser.

Best of all for your event - remember that we raise funds to help so many families. One family is the Sterbakov family, sent to Florida. Ben passed away a short time after the family's return. His remarks create a lasting impression on all those who read them. Please read his remarks on the next page.

"Sometimes in life, you feel there are so many things to do and so little time to do it. This past week has been just so. My family and I traveled down to Florida, thanks to the kindness of so many people and sponsors associated with Crossing the Finish Line. We've been surrounded with comfort, fun, adventure, laughs and love. So many things have made our time here a trip of a lifetime, for example:

- Trish Gambino's surprise nomination*
- A soft white robe*
- Val's cookies*
- Nancy's friendly spirit*
- Grapefruit from the back yard*
- The thrills and awe and fantasy of Disney, Universal and Sea World*
- The comforts of a splendid home*
- The smiles of my children*
- The tender love of my beautiful wife*

I feel blessed to have had this opportunity. I am grateful beyond words for all the help we've been given to remind us that the rest of my life is much like this past week. Again, so much to do and so little time to do it. In the way of thanks, I promise to concentrate on squeezing in every extra ride my stomach can handle before the park closes and I cross the finish line."

-Ben Sterbakov

Best quotes from during the week:

"Disney is bigger than the whole world!" ~ Brianna (3)

"How did they shovel all the snow out of Florida?" ~ Brianna

"I keep thinking all the palm trees are fake!" ~ Ryan (10)



Fundraising Event Planning Guide

Planning a fundraiser is fairly simple if you take the right steps, budget your time and money and have a great committee to help you! Following the steps below will help to make your event as easy as 1,2,3!

Step 1: Set Goals

It is important to begin your fundraising plan by establishing your goals for the fundraiser. Make decisions about who your audience will be, what kind of fundraiser you want to have and what you wish to accomplish. Communicate and discuss your goals with all those who will be involved and keep written records of any changes or updates to your goals.

Step 2: Draw up a Budget

The budget is a financial outline for you to use while planning your event. It should contain all anticipated expenses. The budget should be as specific as possible even if you are having a small fundraiser. A budget for a large fundraiser would include income, such as sponsorship, ticket sales, concession stands and donations, as well as expenses such as entertainment, advertising, invitations and supplies to set up the event. Make sure to indicate which items you will need to buy and which items can be donated.

Step 3: Set the Date and Time

It takes time to plan an event! Build in enough time to do it properly without stressing yourself and your volunteers. When choosing a date, make sure it does not conflict with national holidays or major events in your community unless you are coordinating your fundraiser to coincide with those. Also, make sure it doesn't conflict with any of our large fundraisers!

Step 4: Create a Timeline and Make a Checklist

After you have set the date of your event, create a schedule of how you want to organize your event and the steps you will need to take to get everything completed. A checklist of necessary actions or decisions and when they should be completed is key to keeping yourself organized and on track. Try working back from the date of the fundraiser to get a better idea of timing: for example, invitations or flyers to promote the event can be distributed 3 to 6 weeks before the event (depending on formality).

Step 5: Choose a Location

Pick a location where you want the event to be held (if there is a cost to renting a location, remember to include it in your budget). Schools, community buildings and locally-owned businesses are all cost-efficient options. Depending on the type of event you are throwing, your home can serve as a great location and will also save you money.

Step 6: Choose Your Entertainment

Entertainment at an event is not always necessary, though something as simple as music can make a fundraiser more fun and spirited. A DJ or a guest speaker should be booked early. Be sure to consider the space and "feel" of the event when choosing your entertainment.

Step 7: Publicize the Event

Spreading the word about your event can be done in many ways depending on the type of event you are creating. If it is a community event, post and send out flyers around the neighborhood. Places like coffee shops, book stores, grocery stores, town bulletin boards and community centers are great places to post information about your event (get a group of volunteers together to hang flyers). Additionally, many local newspapers and websites have event listings through which you can usually promote your event for free.

If you are hosting a private event, you'll need to create an invitation and a list of those you are inviting. For a larger or more formal event, a stationery store can help you design and print your invitation. For your invitation list, ask your volunteers/friends for their input or extra names and addresses. Designate a person to be in charge of the invitation list—to check for duplicates, confirm addresses and names, etc.

Step 8: Get Food, Drinks and Decorations

Depending on the type of event, refreshments and decorations may be very important or not important at all. If your event is casual, you can save money by asking vendors or friends to donate food and drinks. For a more formal event, you might want to price catering options. If you're having a themed event, decorations can set the mood—get creative!

Step 9: Enjoy!

Recruit enough volunteers and delegate duties on the day of the event to lessen stress and enjoy the big day or night. The whole event will run more smoothly if you coordinate things instead of trying to do everything yourself.

Step 10: Send Your Donation and Your Thank Yous.

Take some time to savor your accomplishments and thank all of those people who made it happen—volunteers, vendors, donors, etc. When you send in your donation, you can also coordinate thank yous through the organization. **NOTE: Read CFL's policy on donations on page 13.**

Good Luck and Thank You!

How to Make Your Donation

Please know that we truly appreciate your generosity and willingness to contribute to our organization. Donations are accepted in the following way:

Cash given to CFL:

Please keep in mind that we can accept cash and will provide a tax receipt to the person and/or organization that gives us the cash. Should you have cash from various sources from your event and all sources need a tax receipt, you must identify on the Record Keeping Template the exact amounts collected from any one individual/organization. Unless otherwise noted, the list of identified cash donors will be entered into our database.

If Checks are made payable to CFL:

Please know that unless otherwise noted, donors who pay by check will be entered into our database. We are able to provide anyone who makes their check out to CFL with a thank you letter, and if applicable, a related tax-receipt. CFL holds the right to evaluate the tax-deductible portion of any donation. If you are concerned about the tax-deductible amount, please speak with us before you collect any contributions.

If Checks are not made payable to CFL:

You will have to deposit their check and draw a new check from your account made payable to Crossing the Finish Line. We cannot provide a tax-receipt to individual check writers whose checks are made payable to another entity, but we can provide a thank you letter. A tax receipt is available for the final check payable to the organization. Again, CFL holds the right to evaluate the tax-deductible portion of the contribution.

Checks can be mailed to:

Crossing the Finish Line
Attn: Amber Gruver
980 Harvest Drive, Suite 203
Blue Bell, PA 19422
267.708.0510

Please include a note stating that these are proceeds from your fundraiser and the date that the fundraiser was held. If you have related parties who will be sending donations to our office in honor of your event, please instruct them note the fundraiser on the check.

Additionally, online donations can always be made securely with a credit card at <http://www.crossingthefinishline.org/home.html>. Please let us know in the "In Honor of" field that these funds are the result of your fundraiser.

In A Few Words...

Below, we will provide you with examples of phrases you can use when soliciting donations, sending out brochures, flyers and invitations, or explaining CFL to your guests. You may also use phrases from our mission statement and sailor quotes that can be found in this packet. Also, our website www.crossingthefinishline.org is always a great resource – feel free to peruse it!

Written Materials:

Opening Paragraph:

On <insert date> I/we will be hosting <insert name of fundraiser> at <location>. We will be donating the proceeds from this event to **Crossing the Finish Line**, a non-profit organization that assists young adult cancer patients, ages 24 to 50, and their families. Inspired by the late Peter R. Bossow, Jr., Crossing the Finish Line offers the young adult cancer patient and his or her family a retreat from the unyielding physical and emotional demands of treatment — a hopeful respite during the throes of a courageous battle – by providing a one week all-expense paid excursion to homes and resorts in Orlando, FL, the Pocono's, the Jersey shore, California, and North Carolina.

Closing:

We invite you to join the crew of Crossing the Finish Line as together we strengthen the hearts, minds and souls of young adult cancer patients and their families. Please seriously consider a contribution to this worthy cause. Thank you for your time and I look forward to hearing from you!

Statistics and Facts:

- CFL has served over 550 sailors and over 2,500 people since its inception.
- Last fiscal year, CFL served 89 families.
- Each family receives a \$100 cash stipend per day for the excursion.
- This 06-07 fiscal year (July 1, 2006- July 30, 2007) CFL has received over 75 nominations.
- It costs \$5000 to send a young adult cancer patient and his or her family on their respite
- We send our sailors to select locations in Orlando, FL, the Pocono's, the Jersey Shore, California and the Carolinas

Our Mission Statement:

Crossing the Finish Line provides young adult cancer patients and their families a retreat from the unyielding physical and emotional demands of cancer by providing a one week, expense paid "excursion" in a comfortable, secure environment. Lasting memories of this retreat help these young adults recognize that it is their priceless lives, not the cancer, which defines them. We aim to strengthen the hearts, minds and souls of these courageous individuals as they battle the psychological, emotional, economic and spiritual trauma that accompanies a cancer diagnosis

Budget Template

<i>Category</i>	<i>Estimated Cost</i>	<i>Vendor</i>	<i>Contact Information</i>	<i>Notes</i>
Invitations				
Flyers/Posters				
Food				
Beverage				
Location				
Decorations				
DJ				
Gifts/Giveaways				
Set up Supplies (ie: tape, wiring, etc.)				
Other				

Credit Card Records Template

NAME ON CREDIT CARD _____

TYPE OF CARD _____

CARD NUMBER _____

EXPIRATION DATE _____

ADDRESS _____

CITY, STATE, ZIP CODE _____

AMOUNT CHARGED _____

SIGNATURE _____