



PARTNERSHIP IN A CAUSE

A Guide to Raising Funds and Awareness for CCF



Dear CCF family, friend and supporter,

On behalf of everyone at the Children's Cardiomyopathy Foundation (CCF), we would like to extend our heartfelt thanks for your interest in increasing awareness of the disease and raising funds for CCF. Whether you are a first-time volunteer or have participated in the past, we welcome, encourage and appreciate your initiative and support of our work.

We have created *Partnership in a Cause* to assist you in getting started on your fundraising activity. We want to ensure that your event runs smoothly, follows CCF's event guidelines, and is IRS compliant for nonprofit fundraising. To help you achieve this, we are committed to providing you with the proper support and the appropriate tools so that you can create an event that is successful from beginning to end. In this guidebook, you will find fundraising suggestions, planning tips, facts about pediatric cardiomyopathy, information on CCF, and useful letter templates and forms. There are many different ways to contribute so do not feel limited to what we have listed. Feel free to develop your own fundraising concept that reflects your interests and talents, and is an event that you feel comfortable managing.

Your participation and leadership means a great deal to us. It is because of volunteers like you that we are able to continue funding promising research, educating others on the disease, and offering much-needed services and resources to affected children and their families. You also play an important role in educating the public and raising awareness of this little known disease. Any effort you make is significant and helps in furthering our mission of helping every child with cardiomyopathy live a better and longer life.

Together we can make a difference and get closer to the day when every child with cardiomyopathy has the opportunity to live a full and active life.



Lisa Yue
Founder & President

Holding a fundraiser is a great way to make a difference and to give the members of your community an opportunity to make a difference as well. Making special events work involves more than sending out invites and charging an admission fee. It also involves building relationships with corporate donors and sponsors, increasing community awareness of the disease, and enlisting volunteers to help. This guidebook outlines a four-step approach for turning your fundraising ideas into reality.

FOUR EASY STEPS TO A FANTASTIC FUNDRAISER

STEP 1 PLANNING: DECIDE, CREATE, CONTACT

Developing a fundraiser does not always have to be stressful; it can be a fun, creative process that opens up doors to new opportunities and long-lasting relationships. Here's how to get started:

■ **Get others involved in the planning**

The first step is to get a group of friends, family members and co-workers, classmates or teammates together to form a fundraising/benefit committee. Getting others to help plan, coordinate and execute your event will make the experience more fun and less overwhelming for you. Now is the perfect time to recruit those family members and friends who always ask, "How can I help?" to get involved in the cause. Utilize their talents and contacts and assign them tasks you know they will be good at and complete in a timely manner.

■ **Brainstorm on the type of fundraiser**

Research other nonprofits and review CCF's newsletters for ideas. Organize a brainstorming session with your committee members and decide on a fundraising concept that is fun and manageable. The sky is the limit when it comes to thinking

up concepts to plan a fundraiser around. Here is a short list of possible community fundraisers for consideration:

- Bake, candy or other product sales
- Neighborhood, school or house of worship garage sale
- Sell CCF curebands, t-shirts or other merchandise
- Car wash
- Food festival or host a cook-off/ bake-off contest
- Town street fair or carnival day
- Pancake breakfast, spaghetti night or community cookout
- House fundraising party or family fun day in the backyard
- Workplace fundraising lunch
- Walk-a-thon, bike-a-thon, or marathon
- High school or college talent show
- Hair cut-a-thon
- Themed dinner dance or black tie gala
- Fashion show luncheon or tea party
- Wine tasting event
- Lunch or dinner with a celebrity or motivational speaker
- Comedy night
- Tennis, golf or other sports tournament
- Work with local merchants and/or restaurants to donate a percentage of their sales receipts
- Community concert or music festival
- Movie night
- Community art show or craft fair
- Scrap book or quilt making party
- Hat day or dress down day at school or work
- Silent or live auction
- Dance-a-thon
- Raffle
- Bowling or skating party

If you need some more inspiration, we have a more extensive list of ideas for you to peruse.

■ Give a name to your event

We suggest selecting a name that communicates three things: the kind of event you are having, the family it is honoring, and the disease you are highlighting - pediatric cardiomyopathy. This clearly communicates the purpose of the event to potential donors, attendees and sponsors. For example, an event name such as "The Jones Family Golf Tournament for Pediatric Cardiomyopathy" or "Golf for Steve and Pediatric Cardiomyopathy" are preferred over "Race for Steve" or "Tee off for a Cure."

■ Set a date, location and fundraising goal

Choose a date, time and location that is best suited for your event and set a fundraising goal that keeps you motivated. Some things to keep in mind when choosing a date and time: how far in advance do I have to begin planning the event and when is a good season/month/day/time to have the event considering those attending.

■ **Notify CCF**

Once you have an event, date and time, please notify CCF of your event by faxing or emailing us a completed CCF Fundraising Agreement and Event Proposal Form found in the Appendix. We have developed specific guidelines for fundraising events sponsored by third parties (individuals or organizations other than CCF board members and staff). This is to ensure that fundraising activities in the Foundation's name are compliant with the State Attorney General charity registration offices and the Federal Government requirements for 501(c)(3) nonprofit organizations.

STEP 2

EXECUTING: SUCCESS IS IN THE DETAILS

It is always easier to embark on a fundraising event with a clear plan in place. It will help you to anticipate problems and prepare you for anything unexpected that might occur on the day of the event. This section gives you an outline of the things you need to consider once you have decided on the fundraising event.

■ **Determine your budget and develop a list of materials and resources needed**

Use the Event Expense Form in the Appendix and work with your committee to estimate how much the event will cost. Make a list of the materials you need, including CCF materials, and then determine which items can be donated (e.g. services, venue, food/bev, auction items, prizes, etc.) and which items need to be developed or sourced. CCF can offer you various letter templates and materials to help you in planning, promoting and branding your fundraiser. A list of available resources and a CCF material order form are included at the end of this guidebook and in the Appendix.

■ **Develop a timeline and assign specific responsibilities and duties**

After a timeline has been developed, organize a kickoff meeting with your benefit committee to review it and assign tasks. Determine if you need subcommittees for planning components of the event or more volunteers for the day of the event. Schedule regular meetings with your committee members and volunteers to make sure everyone is on track and clear about their duties. When developing your timeline, don't forget to factor in time for CCF approval if you are having materials specifically developed for your event.

■ **Get the appropriate approvals**

As a growing nonprofit organization, it is important for CCF to maintain a strong brand identity and have a consistent, clear message in all of our communications. Before producing or distributing any formal correspondences with CCF's name or logo (e.g. invitations, letters, programs, press releases or other event collaterals), we ask that you please forward them to CCF for review and approval. CCF also has print files of event materials (invites, signage, programs, auction related items) that we can share with you for modification.

■ **Involve the community**

Sponsorships and in-kind donations are vital to maximizing your event net proceeds. Reach out to local businesses for in-kind or monetary donations. If you plan to host a bake sale, contact a local bakery to ask for cookies or a supermarket for the ingredients. Many businesses are willing to support efforts by offering free or discounted goods in exchange for mention or advertising at your event. CCF has sample sponsorship and in-kind donation solicitation letters and response forms that can be used for this purpose.

■ **Accepting event contributions and payments**

All fundraising events carried out under the Children's Cardiomyopathy Foundation name and logo need to adhere to generally accepted accounting procedures (GAAP) for nonprofits. This is so we can accurately report our income for our year-end financial audits. In accepting payment, it is very important that payments indicate the event name and what the amount covers (e.g. event donation, sponsorship, auction, admission, etc.) This can be stated on the check memo line or the "designation" line of the credit card payment form. Providing this information allows us to appropriately categorize the donation in our donor database and to state the correct non-deductible amount in the acknowledgement letter. Please keep these guidelines in mind before submitting payment to CCF:

- **Check:** This is the preferred form of payment. Checks should be made out to the "Children's Cardiomyopathy Foundation." If there is no address on the check or the address is not correct, please add or correct it so that we can mail their acknowledgment letter. If donors mail their checks directly to CCF please remind them to indicate the name of the event and what their payment is for (e.g. admission for two, bronze sponsorship, etc.)
- **Credit card:** CCF has a credit card form that you can fill out for us to process. All information on the form needs to be filled out clearly for it to be properly processed by CCF. Donors can also make online credit card payments by going to our website and clicking "Make a Donation" and then "Online Donation." Again, they should indicate the name of the event and what the payment is for.
- **Cash:** If you receive cash donations, please go to your local bank and get a bank check issued to the "Children's Cardiomyopathy Foundation" or a money order for the total cash amount. Please also provide a list of each donor's name, address, donation amount and what the amount covers (e.g. attendance, event donation, auction item, etc.) so that we can properly receipt the donor.

Generally once donations are received by CCF, each check is inputted into our database, and donor thank you letters/tax receipts are issued within 2-4 weeks depending on the time of year and volume of donors.

■ Spread the word

Promoting your event and generating awareness of pediatric cardiomyopathy is key to hosting a successful event. Let everyone know you are fundraising for the Children's Cardiomyopathy Foundation. Inform people about what pediatric cardiomyopathy is, what CCF is doing, and why CCF's mission is important to you. Getting the word out takes some dedication and time; however, it is a great way to get in touch with the community and meet some new people along the way. Here are some suggestions:

■ Send Save-the-Date Cards and Invitations Early

Inform people of the event well in advance, either in email or printed format, and send email reminders as you get closer to the event date.

■ Email your friends, family and co-workers

Include a blurb about your fundraiser in the signature of every email you write, whether it is personal or professional.

■ Ask your benefit committee to reach out to their circle of friends and professional contacts

Get their help in encouraging people to attend the event and obtaining sponsors, auction items or other in-kind donations.

■ Post information on online

School websites, community associations, city guides, and local forums are all willing to post fundraisers for a good cause. You can also create your own fundraising event page and direct people to your site for more information about your fundraising goals and cause. Facebook.com and twitter.com are great social media websites that can generate awareness and enthusiasm. Both are easy to use and free.

■ Print up fliers or posters and paper the town

Ask local shopkeepers to place a poster in their storefront window, and let them know that the publicity is for a good cause. Distribute your flyers at local establishments or post on bulletin boards at local retailers, restaurants, public libraries, religious centers, community buildings, local schools and colleges.

■ Work with the local media

This is an effective way of generating widespread awareness, though it takes more preparation than the above methods. You can start by researching the reporters, editors and producers at your local newspaper, magazine, TV and radio station and finding out what they cover. Then contact your local news and radio station, daily or weekly newspapers, and community publications to promote the event. With some local publications, you can request reporters and/or photographers to cover the event. Another approach is to send a "pitch letter" with your story about the disease and the reason for your fundraiser to various media outlets. For more information on media relations, including contacting outlets, interviewing, following up, and sending pitch letters and press releases, please request CCF's *Reaching Out to the Media Guidebook*.

STEP 3

OVERSEEING: DAY OF THE EVENT

Your hard work has paid off...today is the day of your fundraiser. Here are some tips to keep in mind for the big day.

■ Brand your event

Attendees want to know who they are supporting. Check that CCF's logo is prominently displayed on all event materials and CCF pamphlets and fact sheets are handy. Inform attendees of the important work that CCF is doing for pediatric cardiomyopathy and direct attendees to our website, www.childrenscardiomyopathy.org, for more information.

In order to maintain a consistent image with the public, please refer to CCF'S Logo Usage Guidelines in the Appendix and request the appropriate logo file for your event materials and advertising.

■ Add a personal touch

Make your event visually memorable for your attendees. Aside from displaying your event materials, get volunteers to wear CCF t-shirts, curebands or something red to stand out. Don't forget to personalize the event with reference to your story with the disease and why CCF's work is so important to your family.

■ Remind others how to donate

Your attendees may be inspired to donate again at the event or after the event. Make it easy for them to do so by reminding them how to donate with a pamphlet handed out to each attendee or a mention during the speech. Checks should be made payable to the "Children's Cardiomyopathy Foundation" and sent to the Children's Cardiomyopathy Foundation, 24 West Railroad Avenue, Suite 408, Tenafly, NJ 07670.

■ Be prepared for the unexpected

Delegation of duties to trustworthy and responsible volunteers will make the management of the event easier. Brief your volunteers in advance so that they are clear on their duties. Have everyone prepared for anything that could go wrong on the day of the event.

■ Capture the moment on camera

Don't forget to take pictures of the event and keep notes (attendance numbers, note-worthy attendees, event highlights, etc.) so that we can mention your event in our newsletter, *Heart to Heart*.

STEP 4 WRAPPING UP: POST EVENT DETAILS

■ Say thanks

Remember to express gratitude to your committee members, donors, sponsors and volunteers. While an official acknowledgement letter will be issued to any donor who provides their contact information, we also encourage you, the fundraising host, to send personal thank you notes. In your note, you may want to include a sentence that says, "An official tax receipt from the Children's Cardiomyopathy Foundation will be sent separately."

■ Submit donations

In the Appendix you will find a Post-Event Summary Form. Please fill out and submit your donations bundled by payment type (event donations, admission or ticket sales, sponsorships, auction related payments, etc.). This will help us process donations more quickly and get the tax acknowledgement letters out. Please only send donations in the form of checks, credit card forms, bank check or money order.

Please also provide a list of non-deductible amounts for your various event payments (admission, sponsorship, auction items). A non-deductible amount is the cost of the goods or services received by the donor. For example, if it was a dinner dance, it would be the cost of the venue, food and beverages, entertainment, party favors, etc. calculated per person. If it is an auction item, the tax-deductible portion is the amount paid in excess of the stated value.

■ Submit for expense reimbursements

CCF recognizes that hosting an event often incurs costs. CCF is happy to reimburse you for event-related expenses with proper documentation. All expenses must be reported on CCF's Event Expense Form found in the appendix and submitted with corresponding receipts within 30 days of your event.

We ask that you try to keep your fundraising costs under 30% of the gross proceeds. By adhering to this percentage, CCF can maintain a good financial profile, which helps us in securing corporate and foundation grants.



WE ARE HERE TO HELP

CCF can help with all of the steps outlined in this guidebook and share with you our fundraising knowledge. Give us a call. We can walk you through the steps, share our available resources, and help you smooth out the details. We also have many additional forms and templates that may be useful in your planning.

- CCF Facts about Pediatric Cardiomyopathy & Vital Facts Sheet
- ABC of Fundraising Ideas
- Sample letter for letter writing campaign
- Fundraiser checklist
- Donation solicitation letter
- Sponsorship and in-kind donation ask letter & response form
- *Reaching Out to the Media Guidebook*
- Sample press release & media pitch letter
- Credit card donation form
- Sample thank you letters
- Sample files of invitations, save-the-date cards, banners, signage and programs



ALTERNATIVE WAYS TO CONTRIBUTE

If you feel after reviewing the guidebook you are unable to host a fundraiser at this time, there are other ways to contribute. Here are a few simple ways to support CCF's work.

- Make a direct donation by either check or credit card.
- Conduct a letter writing campaign to friends and family.
- Ask for tribute donations in lieu of wedding, anniversary, birthday or graduation gifts.
- Make a donation in honor of your guests instead of giving wedding or party favors
- Participate in your workplace annual giving campaign or apply to your employer's foundation if they give program grants.
- Approach your employer for a corporate sponsorship of a CCF's fundraising event or ad placement in our newsletter.
- Provide in-kind donations such as a service (legal, accounting, professional fundraising, publicity, advertising, writing, graphic design) or product that could assist in CCF operations (printing services, office supplies) or fundraising (premiums, event merchandise, silent auction items).
- Consider donating securities or planned giving.

For more information on any of these options, please contact Lisa Maher, development department at 866.808.CURE (2873), ext. 902.



THANK YOU FOR YOUR INTEREST

Whatever form of fundraising you decide to do is greatly appreciated. We want it to be enjoyable and rewarding, and we are committed to supporting you along the way. Please call or email your questions, comments or ideas. Again, thanks for your interest in volunteering and for wanting to make a difference!



APPENDIX

- CCF Agreement and Event Proposal Form
- Facts About Pediatric Cardiomyopathy and CCF
- Logo and Tagline Usage Guidelines
- CCF Materials Order Form
- Expense Reimbursement Form
- Post Event Summary Form

CHILDREN'S CARDIOMYOPATHY FOUNDATION: FUNDRAISING AGREEMENT

Thank you for your interest in raising funds for the Children's Cardiomyopathy Foundation (CCF). We are grateful to have you support us in our mission to help children affected by cardiomyopathy. We have developed the following guidelines pertaining to fundraising events benefitting CCF organized by third parties (individuals or organizations other than the CCF and its staff).

Appropriate Representation of CCF:

- All CCF fundraisers must be family-friendly, which means that materials and promotions may not include reference or association to firearm, alcohol or tobacco.
- The event should not discriminate in any manner related to race, gender, ethnicity or social-economic status.

CCF Branding:

- All event materials should display the Children's Cardiomyopathy Foundation name and logo.

Approvals:

- All printed and advertising/publicity materials (i.e. media releases, posters, flyers) related to the event using the Children's Cardiomyopathy Foundation name and/or logo must be approved by CCF prior to production.

Event Guidelines:

- (90) days prior an event: a CCF Fundraiser Agreement and Event Proposal Form should be signed and submitted.
- Third parties are prohibited from setting up a separate bank account in CCF's name for the fundraiser.
- All arrangements with vendors, services or sponsors should be in writing.
- CCF will not be held responsible for any expenses that do not have prior written authorization.

Remittance of Funds & Expenses:

- (30) days following the event: all event funds (sponsorship fees, donations, registration fees, auction proceeds) should be submitted to CCF along with a completed CCF Post Event Summary Form and photos from the event.
- CCF accepts checks, bank checks, online credit card forms and money order. Checks should be made payable to the "Children's Cardiomyopathy Foundation."
- Reasonable expenses with proper documentation will be reimbursed within 30 days of receipt. Original invoices/receipts must be submitted with CCF's expense form.

Cancellations & Liabilities:

- CCF reserves the right to cancel the event at any point or disavow any relationship with the event if it poses a financial risk to the organization or if a breach of faith has incurred.
- CCF will not be responsible for any "intellectual challenge" issues or physical liabilities that occur related to or during the fundraising event.

CCF is pleased to assist you in planning your fundraiser by offering the following:

- Permission to use CCF's name and logo for the event
- Advertising on CCF's website or newsletter if space permits
- Usage of CCF's fundraising templates and marketing materials
- Assistance in state charity registration and any other state licensing requirements
- Notification of CCF families and volunteers in the event area
- Assistance with design and production of materials
- Guidance and suggestions with event planning
- Assistance in securing media coverage of the event

I understand the Children's Cardiomyopathy Foundation's guidelines for third party fundraising and agree to abide by them as set forth in this agreement.

CHILDREN'S CARDIOMYOPATHY FOUNDATION: EVENT PROPOSAL FORM

Event Name: _____

Event Date: _____ Event Hours: _____

Projected Attendance: _____ Projected Gross Income: _____

Event Location:

_____ Venue Name City State

Organizer Name:

_____ Prefix First Last

Organizer's Address:

_____ Street Address City State Zip Code

_____ Telephone Fax Email

Please provide a brief description of the event:

What is the admission/registration fee per person to participate in the event? _____

How will funds be collected? _____

Will the event involve: Raffle Auction Contests/Tournament/Prizes
 Merchandise Sales Betting (e.g. golf betting holes, poker tournament)

How will the event be advertised and publicized?

What type of sponsors will be contacted? What will be offered and expected in return?

Please list any potential or confirmed sponsors or in-kind donors.

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FACTS ABOUT PEDIATRIC CARDIOMYOPATHY AND CCF

ABOUT PEDIATRIC CARDIOMYOPATHY

- Pediatric cardiomyopathy is a rare and underdiagnosed disease of the heart muscle that can lead to heart failure and sudden death in the very young.
- Cardiomyopathy affects 1 per 100,000 children, which is similar to the incidence of such childhood cancers such as lymphoma, Wilms tumor and neuroblastoma.
- Approximately 30,000 children under the age of 18 suffer from some form of cardiomyopathy. This is compared to the number of people with cystic fibrosis in the U.S.
- Considered an “orphan disease” because of its rarity, pediatric cardiomyopathy is often overlooked, and research continues to be underfunded by federal agencies and pharmaceutical companies.
- The disease knows no boundaries; it affects all races, genders and cultures regardless of socio-economic background.
- To date, there is no cure that can repair the damaged heart or stop the progression of the disease.
- The percentage of children with cardiomyopathy who receive a heart transplant has not declined in the past 10 years, and cardiomyopathy remains as one of the leading causes of transplantation for children over one year of age.
- More than 75 percent of diagnosed children do not have a known cause, yet genetic causes are likely to be present in most. In some cases, pediatric cardiomyopathy can also be acquired through a viral infection to the heart.

ABOUT THE CHILDREN'S CARDIOMYOPATHY FOUNDATION

The Children's Cardiomyopathy Foundation (CCF) is a national nonprofit organization dedicated to finding causes and cures for pediatric cardiomyopathy. An underdiagnosed and incurable heart disease, cardiomyopathy is the leading cause for sudden deaths and heart transplants in children under age 18.

CCF started in 2002 with one family's desire to call attention to a poorly understood heart disease and to take action on the lack of medical progress and public awareness. Since then, CCF has grown into a global community of families, physicians, scientists and pediatric professionals focused on improving diagnosis, treatment and quality of life for children affected by cardiomyopathy.

- CCF has committed close to \$1 million to research and treatment initiatives in the U.S. and Canada.
- CCF's research grant program and international scientific workshops bring together experts from the medical and research fields to advance knowledge on the disease and accelerate the development of new therapies.
- CCF's funded research has resulted in more than 76 scientific publications and presentations, and the establishment of a multi-center biologic specimen repository.
- CCF's educational materials are now distributed in more than 70 hospitals in the U.S. and Canada.
- CCF serves as an access point for information, resources and guidance to more than 1,000 families from 35 countries.
- CCF's networking opportunities such as local support groups, family matching and online-support community have empowered parents to advocate for the best medical care for their child.

CCF's hope for the future is that more lives will be saved, and every affected child will have a chance to live a full and active life.

MEDICAL ADVISORS

Wendy Chung, MD, PhD, Columbia University Medical Center

Daphne Hsu, MD, Children's Hospital at Montefiore

Steve Lipshultz, MD, University of Miami Medical Center

Steve Colan, MD, Children's Hospital Boston

Jeff Towbin, MD, Cincinnati Children's Hospital

Shelley Miyamoto, MD, University of Colorado

Joseph Rossano, MD, MS, University of Pennsylvania Perelman School of Medicine

James Wilkinson, MD, MPH, Vanderbilt University School of Medicine

For more information about CCF, please visit www.childrenscardiomyopathy.org



LOGO & TAGLINE USAGE GUIDELINES

A strong identity is an important asset to the Foundation, and the following guidelines are designed for us and third party fundraisers to support that identity. A key goal is to foster a consistent and positive image of CCF in all our communication efforts. If you create any event materials utilizing CCF's logo, it should be approved by CCF before production.

■ Official Foundation Name

For formal reference in printed materials, please spell out CCF's full name, "Children's Cardiomyopathy Foundation." After you write out "Children's Cardiomyopathy Foundation" once, you may abbreviate it to "CCF" thereafter.

■ Official Colors

CCF's logo is available in four versions depending on the printing purpose and budget: 1) 4 color, 2) red with tints, 3) black with tints, and 4) solid black or reverse white on a color background. "Tint" indicates a screened halftone of a solid color which is achieved by the number of dots printed in a particular area.



4 Color



Red Tint







Black Tint



Solid Black

- Copy and paste these logos for general computer use in presentations, stationary, faxes, etc.
- Scale logos as necessary (native resolution 2" wide x 1.85" high at 600 dpi) but logo should not be condensed, elongated or changed to a color not referenced above.
- For printing purposes, please request a high resolution digital file from Lisa Maher at 866.808.CURE (2873), ext. 902.

Below are color guidelines for printing:

| | RGB Values: | Print should match: |
|---|-------------------------------|------------------------------|
|  | R /G/B: 255 / 0 / 0 | Pantone Coated: 1797C |
|  | R /G/B: 48 / 164 / 255 | Pantone Coated: 299C |
|  | R /G/B: 255 / 190 / 33 | Pantone Coated: 129C |
|  | Black 100% | |

■ **Tagline**

A Cause for Today... A Cure for Tomorrow

CCF's tagline should be in pantone coated 1797C if the 4 color or red tint logo is used and in 100% black if the black and white logo is used. The font style should be comic sans bold.

CHILDREN'S CARDIOMYOPATHY FOUNDATION: MATERIALS ORDER FORM

These event materials are available for your fundraiser at no cost if at least \$1,000 in net proceeds is raised for CCF. Order quantities are based on the amount to be raised, estimated attendance and event type.

Please contact Lisa Maher at 866.808.CURE (2873), ext. 902 to determine the appropriate order quantities. Order form should be faxed to 201-227-7016.

| | | | |
|----------------|------|-------|-----|
| Organizer Name | | | |
| Street Address | City | State | Zip |
| Telephone | Fax | Email | |

■ CCF Event Materials

| Event Item | Description | Size | Qty |
|--------------------------------|---|--------------------|-----|
| <i>For Display:</i> Banner* | White vinyl with color CCF logo, name, tagline, website address | 3 ft(h) x 10 ft(l) | |
| Poster | Color posters with CCF logo, name, tagline and photos of kids | 24"(h) x 20"(w) | |
| Balloon | Round latex in red with white CCF logo | 11" diameter | |
| <i>For Handout:</i> Handout | Color, double sided, card stock with basic information about the disease and CCF | 9.25"(h) x 4"(w) | |
| Newsletter | 12-page <i>Heart to Heart</i> newsletter published bi-annually | 11"(h) x 8.5"(w) | |
| Keychain | Plastic oval shape keychain with LED light. Translucent red imprinted with white CCF logo | 1.25" x 1" | |
| Vinyl Static Clings | Clear with color CCF logo, tagline | 6" x 6" | |

* Banner is available for loan and must be shipped back to CCF after the event.

■ Event Material Ordering Agreement

I understand the CCF banner is the property of the Children's Cardiomyopathy Foundation. It is my responsibility to return the CCF banner in good condition within 15 days after my scheduled event.

If more than 20 pieces are left over from any event material ordered, I will mail the remaining quantities back to CCF within 15 days after my scheduled event.

| | |
|------------------------|------|
| Signature of Organizer | Date |
|------------------------|------|

■ CCF Merchandise

Additional CCF-branded items can be purchased through CCF's website or online merchandise store: www.childrenscardiomyopathy.org/site/merchandise.php

Curebands • T-shirts • Sweatshirts • Golf shirt • Kids shirts • Caps • Teddy Bear • Mug • Notebook
Mousepad • Stickers • Magnets • Tote bag

CHILDREN'S CARDIOMYOPATHY FOUNDATION: EVENT EXPENSE FORM

Please complete and attach receipts for reimbursement. Submit to CCF with event proceeds.

Event Name: _____ Event Gross Revenue: \$ _____

Event Date: _____ Event Location (city, state): _____

Organizer Name: _____

Organizer Address: _____

| Item | Vendor | Quantity & Description | Amount (\$) |
|-----------------------------|--------|------------------------|-------------|
| Venue | | | |
| Food and Beverages | | | |
| Equipment/Supplies Rental | | | |
| Premiums/Give Aways | | | |
| Decorations | | | |
| Signage/Banners | | | |
| Flowers/Balloons | | | |
| General Supplies | | | |
| Printing & Copying | | | |
| Tickets/Invites | | | |
| Posters/Flyers | | | |
| Ad book/Programs | | | |
| Others (specify) | | | |
| Postage & Delivery | | | |
| Prizes | | | |
| Entertainment | | | |
| Advertising/Publicity | | | |
| Posters/Signage | | | |
| Flyers | | | |
| Ad placements | | | |
| Others (specify) | | | |
| Misc Items (specify) | | | |
| | | | |
| | | | |
| Total Event Expenses | | | |

Signature of Organizer

Date

CHILDREN'S CARDIOMYOPATHY FOUNDATION: POST-EVENT SUMMARY FORM

Thank you for planning a fundraiser to benefit the Children's Cardiomyopathy Foundation. We appreciate the time, effort and resources you devoted and congratulate you on its success. Please fill out and return with checks and credit card payment forms to the Children's Cardiomyopathy Foundation, 24 West Railroad Avenue, Suite 408, Tenafly, N.J. 07670.

■ Summary of Event

Organizer name: _____

What was the event? _____

When did it take place? _____

Where was it held? _____

What was the net profit? _____

How many people attended the event? _____

Was there any publicity generated from the event? _____

Would you be interested in making this an annual event? _____

If no, why not? _____

Please include pictures taken at the event or email them to Imaher@childrenscardiomyopathy.org.

■ Summary of Money Raised

If you received cash donations, please get a bank check from your local bank issued to the "Children's Cardiomyopathy Foundation" for the total cash amount. In order for CCF to thank all those who participated, please send a list of names and addresses of those who donated in cash. Please also include a list of non-deductible amounts (cost of what is provided) for your admission fees, sponsorship packages and auction items, etc.

| Income Source | Description | Amount (\$) |
|---|-------------|-------------|
| Registration/Admittance Fees/ Ticket Sales | | |
| Event Donations | | |
| Sponsorships | | |
| Auction/Raffle Proceeds | | |
| Merchandise Sales | | |
| Program Ads | | |
| Other Event Income | | |
| | | |
| Total Event Income | | |

Children's Cardiomyopathy Foundation

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www.childrenscardiomyopathy.org

A Cause for Today... A Cure for Tomorrow