



## *Dear Sailor,*

On behalf of The Leukemia & Lymphoma Society (LLS), thank you for joining us for our **2009 Leukemia Cup Regatta**. By participating, you have joined thousands of fundraising sailors nationwide to help support the Society's mission *to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life for patients and their families.*

As you know, this is a fundraising regatta, and you and your crewmates are encouraged to raise as much money as possible. Every dollar helps support blood cancer research and the LLS' education and support programs. You can also earn terrific fundraising prizes and the chance to go to our annual Fantasy Sail Weekend this Fall.

"I never thought I'd be a customer," Gary Jobson said to me in January. Gary helped create the LLS' first Leukemia Cup Regatta in 1993 in Annapolis, MD. Since then, this amazing sailor, author and ESPN commentator has been diagnosed and treated for lymphoma, and became a "customer" of patient services and education provided by LLS. Now cancer-free, he continues to participate with LLS as the National Chairman of our Regatta series, and hosts the Fantasy Sail Weekend.

Since its inception in 1949, the Society has invested more than \$600 million in research, leading to such breakthroughs as the new oral drug Gleevec® designed to fight chronic myelogenous leukemia. Currently, we underwrite 435 cancer research grants throughout the world and provide a wide range of patients services, including financial aid, support groups and educational seminars. None of this could be done without the support of fundraisers like you.

Thank you for joining our "crew", as we race for a cure.

Sincerely,

*Tammy Sung*  
Campaign Manager, Leukemia Cup Regatta



## Facts About The Leukemia & Lymphoma Society

### What is The Leukemia & Lymphoma Society?

The Leukemia & Lymphoma Society is the world's largest, private non-profit health organization with a mission solely focused on finding cures for leukemia, lymphoma, Hodgkin's Disease and myeloma – and improving the quality of life of patients and their families.

With 68 chapters in the United States and Canada, LLS is one of the fastest growing and highest rated health agencies in America, directing nearly 75 percent of its expenditures to support mission-related programs and services which include research, patient services, education and advocacy.

### Lifesaving Research

Since its founding in 1949, LLS has invested more than \$600 million in research. LLS' grant program currently supports 435 researchers in 17 countries around the globe.

### Patient Services

LLS provides a range of services such as family support groups, First Connection (a peer-to-peer program that links newly diagnosed patients to survivors), an extensive educational website, free seminars and conferences, and direct patient financial aid.

### Professional Education

LLS aims to serve as the world's foremost source of information on blood cancers. Programs include an Information Resource Center, an extensive collection of free educational materials, professional education and an award-winning website.

### Advocacy

LLS' advocacy program provides a strong voice in Washington D.C., representing the health care quality and medical research interests of patients and their families to policy makers at all levels of government.

### How Your Fundraising Can Help!

- \$25 provides patients and their families with FREE booklets that contain up-to-date information on their specific disease and helps them make informed decisions about their treatment options.
- \$50 makes a Family Support group possible with a trained facilitator where support can be found and experiences can be shared among patients and family members.
- \$150 equals ten-\$15 co-pays or can supply laboratory researchers with supplies and materials critical to carrying out their studies.
- \$300 supports cab rides from home to CHOC for a mother (who does not own a vehicle) and her child with blood cancer. Children undergoing treatment are at great risk for infection, and unable to travel by bus.
- \$500 allows the Patient Financial Aid program to reimburse a patient up to \$500 per year to help cover costs of transportation, drugs and various treatments not covered by insurance.
- \$2,000 covers a one-month supply of Gleevec (for CML).
- \$4,000 provides reimbursement for air and ground transportation for a patient taking part in a clinical trial out of state.
- \$10,000 equals 1 year of CHOC parking for 100 parents to visit their hospitalized child following a bone marrow transplant.



## Fundraising 101

*The best way to raise money is to ask. If you are hesitant about asking outright for donations, here are a few successful ways Regatta participants have raised funds.*

**Online fundraising campaign.** You will receive an email with your username and password with a link to your personal online fundraising webpage. You can personalize it with photos and content before sending it to family, friends and other contacts. This is a quick, easy and free way to reach a large group of people. The average online donation is 40% higher than offline.

**Silent auction.** An excellent way to add to your fundraising total is to solicit silent auction items from businesses that you frequent. Each sailor may donate silent auction items and 50% of the estimated value of the item will be applied to your fundraising total. To take advantage of this opportunity, please fill out the attached "Auction Donation Form".

**Hold an Event.** We don't have to be the only ones throwing a party! Hold a yard sale or bake sale to benefit the Society and your fundraising campaign; invite friends/family/colleagues over for a themed party with the ticket price/donations going towards your Regatta goal; sell tickets to go out on your boat with proceeds going to LLS. These are not only proven way to raise money, but also more fun than just straight solicitation.

**Corporate sponsors/Advertising.** Businesses, friends and relatives can sponsor your campaign. We've included information about corporate sponsorship and advertising space in our Regatta Program Guide.

**Conduct a letter writing campaign.** Take a few moments to write down the reasons you are sailing. Then create and send your letter to everyone you know. We have included a sample for your review. To view more samples, please visit our website.

Many companies have a **matching gift program**. They will double or triple a donation made by their employees. Check with your company and ask your friends to do the same.

Fundraising donations (all checks made out to The Leukemia & Lymphoma Society)  
can be turned in prior to Regatta weekend by mailing them to:

The Leukemia & Lymphoma Society  
ATTN: LEUKEMIA CUP REGATTA  
2020 East First Street, Suite 120  
Santa Ana, CA 92705

## Online Fundraising Made Easy

*Just watch the funds SAIL in!*

**TO SET UP AN ACCOUNT** – Please contact Tammy Sung at 714.881.0610 x334 or [tammy.sung@lls.org](mailto:tammy.sung@lls.org). Your information will be entered and a login name and password will be sent directly to you from Active.com.

Online donations are managed for Leukemia Cup Regatta fundraisers by Active.com. As such, each sailor has his or her own donation center that tracks online donations, creates email lists for mass outreach and allows for the candidate to include personal messages and other features on their personal online donation page. All donations made on your website will be sent directly to The Leukemia & Lymphoma Society so you don't have to worry about handling any of the money!



## How to raise \$8,500 in 8 weeks

**Week 1:** \$1,000 in online donations

**Week 2:** \$1,500 letter campaign

**Week 3:** \$1,000 from corporate sponsors and Program Guide ad sales

**Week 4:** \$1,500 from happy hour (ask your favorite watering hole to donate part of the evening's profits!)

**Week 5:** \$1,000 from a friend who throws a party in your honor

**Week 6:** \$500 from co-workers

**Week 7:** \$500 from inviting friends out on your boat for an evening sail and dinner

**Week 8:** \$1,500 from silent auction items

\*Note: fundraisers may turn in funds toward their \$8,500 goal of joining Gary Jobson at the Fantasy Sail Weekend THROUGH August 31, 2009.

## Fundraising Support

LLS makes fundraising easy. We provide several techniques for raising money that do not require a significant amount of time. Do not hesitate to contact us if you have questions or need anything. The following options have been created to help you reach your goal quickly and easily. Use all or any combination of the events below and see for yourself how generous people will be! All samples included in this packet are available online at [www.leukemicup.org/ocie](http://www.leukemicup.org/ocie).

### Fundraising questions? Contact us!

**Tammy Sung**  
Campaign Manager  
[tammy.sung@lls.org](mailto:tammy.sung@lls.org)  
(714) 881-0610 x.334

**Heidi de leon**  
Director, Special Events  
[heidi.deleon@lls.org](mailto:heidi.deleon@lls.org)  
(714) 881-0610 x332



## Fundraising Prizes

The Leukemia Cup is a fundraising regatta and all participants are **highly encouraged** to collect donations. Below is a list of incentives for which all fundraising sailors qualify.

### Raise \$100 and receive:

- Boat name on the 2009 Leukemia Cup Regatta t-shirt (if registered by April 3, 2009)
- One 2009 Leukemia Cup Regatta t-shirt
- Skipper goodie bag!

### For Every \$500 you raise:

*(Drawing held at the Fantasy Sail with Gary Jobson)*

- A chance to win a \$2,500 shopping spree at West Marine

### Raise \$5,000 and receive:

- Be the first 10 individuals to turn in \$5,000 in fundraising and receive a Mount Gay Rum hat

### Additional Incentives:

*(Besides t-shirts and hats, prizes will be sent to fundraisers after event; prizes subject to change)*

- |                 |  |
|-----------------|--|
| \$500-\$999     | Three (3) Regatta t-shirts & hats, one (1) Regatta polo shirt            |
| \$1,000-\$2,999 | Four (4) Regatta t-shirts & hats, one (1) Regatta fleece blanket         |
| \$3,000-\$4,999 | Six (6) Regatta t-shirts & hats, one (1) Regatta vest                    |
| \$5,000-\$8,499 | Eight (8) Regatta t-shirts & hats, one (1) Regatta parka jacket          |
| \$8,500+        | Ten (10) Regatta t-shirts & hats, Fantasy Sail Weekend with Gary Jobson* |

### \*Raise \$8,500 or more:

The Fantasy Sail Weekend with Gary Jobson will be awarded to each individual fundraiser in 2009 who raises \$8,500 or more. You'll join other top fundraisers from around the country. The package includes airfare for one, two-nights accommodations for two people in one room, meals for one person, and participation in the Leukemia Cup Challenge for one (guests must pay \$200 to attend with qualifier).

### The Top Local Fundraiser:

- Leukemia Cup Top Fundraising Trophy
- 35% off gift certificate to North Sails (max. value \$2,500)

### The Top National Fundraiser:

Embroidered Foul Weather Gear Sailing Jacket given to the Top Overall National Fundraiser (jacket will be awarded at the Fantasy Sail Weekend)





## Sample Letter / E-Mail

Mr. John Doe  
Address  
City, State, Zip

Dear **(name)**:

On (Date), I will be joining local sailors as we hoist our sails and power our motors for a great cause, the Leukemia Cup Regatta that benefits The Leukemia & Lymphoma Society.

I'm inviting you to help me raise funds for this special day and special organization. Over the next few weeks, my crew and I will be asking for financial support of friends, family members and business associates to help us reach our goal of **(state your \$\$\$ goal)** per boat. You can help all of us aboard **(your boat's name here)** by making a tax-deductible contribution to our campaign.

We will have a special crewmember in our thoughts that day as well. We will be sailing in honor of a local patient who is currently undergoing treatment for leukemia, lymphoma, Hodgkin's disease or myeloma.

It was only 20 years ago that a child diagnosed with leukemia was given a 5% chance at life. Today, the survival rate has climbed to 90%. That's a huge jump, but with your help, we can all live to see the day that these diseases are relegated to the history books.

Any amount you can donate is *greatly appreciated*. Thank you in advance for your generosity and support.

Warmest regards,

**(Your name here)**

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Yes, I would love to support **(sailors' name)** from **(yacht club)** in the fight to cure leukemia, lymphoma, Hodgkin's disease and myeloma. Enclosed is my contribution of \$ \_\_\_\_\_

Please charge my credit card with this amount: \$ \_\_\_\_\_

MC / VISA / AMEX / Discover \_\_\_\_\_

EXP. Date: \_\_\_\_\_ Security Code (last three numbers on back of card): \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

**Please return this form to:**  
**(Your name and address here)**  
*Enclosing a self-addressed stamped envelope would get you more  
donations in a shorter amount of time!*