



Breast Cancer Recovery

Third Party Fundraising Toolkit

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I know that I have a long journey to heal but I am finally on the journey and that's the first big step thanks to you and the BCR volunteers, the participants, and the experience overall. I actually feel a bit of joy in my life, yesterday I even sat quietly, smiling with my dog and laughing at how silly she is. I finally feel like I can move on and start living again and enjoy the small moments in life. Most importantly, I truly mean it. I had been lying to myself and to everyone for a long time saying that I was fine but I really wasn't. Thank you again for helping me find the strength and motivation to heal and helping me take the first steps to finding joy in my life again.

-Kim

Infinite Boundaries

Retreatant 2012

Looking for a local Breast Cancer Organization to support in October for Breast Cancer Awareness month?



Infinite Boundaries Retreatants celebrate their successful Retreat in Madeline Island, WI

Is your company or business looking for a **LOCAL Breast Cancer organization** to support for October's Breast Cancer Awareness month?

Why Breast Cancer Recovery?

The Breast Cancer Recovery organization was founded in 1997 by the late Ann Haney. She confronted a diagnosis of breast cancer and envisioned giving all women with breast cancer a positive environment, away from their everyday life, to learn, discuss, question and problem-solve their struggles with the disease. BCR was founded with the mission of providing women with breast cancer the opportunity to heal emotionally.

The two primary activities to fulfill its mission is the Sharing the Knowledge conference and the eight to ten Infinite Boundaries retreats held each year. Sharing the Knowledge is an all day Conference providing breast cancer survivors and others affected by the disease with the most up to date medical information surrounding breast cancer. Retreats are held in different settings in Wisconsin, close to nature. Each retreat is four days long for 10 -15 women to partici-

pate in, depending on the focus of the individual retreat, e.g. women with metastatic breast cancer, single women, or young survivors.

The Breast Cancer Recovery website, at bcrecovery.org, tells a story of the influence these retreats have participants' well-being. With over 4,000 Wisconsin women newly diagnosed with breast cancer each year, the demand to participate in the Sharing the Knowledge conference and Infinite Boundaries retreats is continual.

To celebrate our fifteenth year anniversary Breast Cancer Recovery (BCR) is recruiting local business and organizations willing to raise funds to help provide environments for women with breast cancer to heal emotionally.

Businesses will work to raise money for Breast Cancer Recovery by organizing a fundraiser or donating an amount of money.

Please read through this toolkit to find further information about how to organize and implement a great event. With your help, we can celebrate our anniversary by ensuring the long-term future of the BCR and Infinite Boundaries retreats.

Beer and Chocolate with Dexter's Pub

Every February Dexter's Pub and local brewery's and distilleries put on the unforgettable Beer and Chocolate Event.

The annual local libation and chocolate competition is an event every beer snob looks forward to. A donation at the door will get you your own keep-sake BCR glass to sample the 20+ local breweries and distilleries

from all over the state. Attendees also enter their 'homemade' chocolate which is judged by a panel including Madison's famous chocolatier, Gail Ambrosius. Prizes are awarded to the best chocolatier.



Orange Shoe's Train Your Trainer

Orange Shoe Personal Fitness located in Fitchburg, WI put on their first and hopefully annual, *Train your Trainer* event.

This successful event raised over \$4,000 by having their clients 'bid'

Plum Crazy's Breast Bra Competition

Plum Crazy, located in Cottage Grove, WI along with their employees, friends and costumers put on a fun event every year called *Breast Bra Competition*. Everyone is encouraged to decorate one of their bras and submit to be judged in the competition. 7 breast cancer survivor judges then get together to decide who has created the "Breast Bra". Prizes go out to 1st, 2nd and 3rd place winners.



workout where the owner, Scott Michel, was forced to eat taco bell between push ups.

This turned out to be a fantastic way to involve both employees and clients to raise money to a cause they could all relate to.



on their personal fitness trainers. The top three bidders then had the opportunity to 'work out' their trainer. Workouts ranged from doing jump rope, 'burpies', tire flips to the most unforgettable

Wisconsinmade.com's 10% back

Wisconsinmade.com, an online food and gift store, is donates 10 percent of Internet sales from October 11 to October 31 every year. The online gift store Wisconsinmade.com showcases over 2,500 products made with pride and passion by more than 250 Wisconsin artisans. For the past 12 years, visitors have counted on Wisconsinmade.com for Wisconsin food, crafts, art, clothing, and more. During October, the online gift store features a special selection of pink ribbon Breast Cancer Awareness gifts including cookies, Kringles, and jewelry.

Blue Jean Friday at Wisconsin Bank & Trust

For a donation of \$5 to Breast Cancer Recovery, Wisconsin Bank and Trust allows their employees to wear their blue jeans to work on a designated Friday every few months. A rare occasion!!!

Silpada and Miche Party

Karin Smylie and Abby Parks, friends of Breast Cancer Recovery, have hosted a number of direct sales parties where they have sold Silpada Jewelry and Miche bags at their homes and friends homes and have donated the proceeds to BCR.

Fundraising Event Ideas

Employee Involvement

- **Blue Jean Fridays**

Employees pay \$5 to wear blue jeans on Fridays – for a designated period of time (3 months, 6 months, all year)

- **Raffles**

Tailored to employee preferences (don't forget to include incentives for ticket sellers)

- Prime parking spaces
- Golf packages
- Gift certificates
- Vacation day

- **Pocket Change**

Put out a jar and watch the change grow to demonstrate how quickly just a little bit of change help can support the BCR.

- **Department Competition**

Foster friendly competition between departments or groups within your company to encourage support for the campaign – coin jars, video game tournaments, poker/euchre tournaments, eating contests, etc.

- **Executive Car Wash**

Have managers or departments wash employees and friends and families cars for \$5.00 each. The department that washes the most cars wins.

- **Halloween Pumpkin Carving Contest**

Plan a Halloween theme and hold a pumpkin-carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins individually or by group. Charge \$5.00 to enter and \$1.00 per vote. Award prizes in various categories:

- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

- **United Way**

Choose Breast Cancer Recovery as your charity of choice through the United Way Giving Program. Please contact the United Way of Dane County for more information.

Customer Involvement

- **Add \$1 to your end bill**

If you have a restaurant ask each of your customers if they would like to add \$1 do their end bill as a contribution to Breast Cancer Recovery.

- **Pink Drink Special**

Create a special pink drink for the month of October. Proceeds from the drink go back to BCR.

- **Brat Stand**

Set up a brat stand outside of your place of business and sell brats and hotdogs to benefit Breast Cancer Recovery. Ask your local grocery store if they would be willing to donate the brats and hamburgers for the afternoon.

- **Percentage of Sales**

Donate a percentage of sales per day or a percentage of a particular menu item.

- **Car Wash**

Set up a car wash outside of your business and wash customers cars in return for a donation. Create a theme and have your employees dress in the themed attire.

- **Silent Auction**

Have a few silent auction items set up in your place of business for the month of October. Make updates on facebook and allow costumers to place their bids that way.

- **Honoring a loved one**

When customers check out ask them if they would like to purchase a Breast Cancer card in memory of someone. They can then personalize this and place it around on the wall.

- **Old Ink Cartridge and Cell Phone Drive**

There are a few organizations that will donate money for every ink cartridge and cell phone that is donated/recycled. Tell your customers to bring in all of their old ink cartridge and cell phones in exchange for a percentage off of their sales.



THIRD PARTY EVENTS GUIDELINES

The funds raised to benefit BREAST CANCER RECOVERY, a 501(c)(3) non-profit supports the mission to *provide environments for women breast cancer survivors to heal emotionally*. The following will help to guide you as you plan your event:

1. Complete the Third Party Fundraising Event Application. BREAST CANCER RECOVERY reserves the right to decline participation in any third party event if it is determined to be in conflict with the organization's mission.
2. Fundraisers that involve agreement with any organization or individual to raise funds on a *commission* will not be considered. However, support on a *percentage* basis is acceptable. The organization may include the following statements in promotional materials: All proceeds (or a specific percent of proceeds) from this event will benefit BREAST CANCER RECOVERY. Alternatively, an organization may state a specific dollar amount, for example, *\$5.00 of each ticket sold will benefit BREAST CANCER RECOVERY*.
3. BREAST CANCER RECOVERY will not supply any funding for a third party event and will not be responsible for any expenses incurred.
4. All funds from the event must be made out to the third party organization, not BREAST CANCER RECOVERY. Those funds may then be converted to one disbursement, payable to BREAST CANCER RECOVERY. Any exception to this guideline must be agreed upon in advance.
5. BREAST CANCER RECOVERY is not liable for any bodily injury, property damage or death resulting from a third party event or activity.
6. Use of BREAST CANCER RECOVERY tax identification number is never allowed.

Event Promotions

7. Third parties are responsible for sales, marketing and promotion of the event.
8. Promotional materials, such as invitations, press releases, fliers, posters, et.al. should be submitted to BREAST CANCER RECOVERY for review before distribution.
9. BREAST CANCER RECOVERY will promote your event upon request and as appropriate to our constituents. BREAST CANCER RECOVERY will provide organizational brochures, displays and program materials upon request. BREAST CANCER RECOVERY may be able to secure additional resources e.g. day of event volunteers, vendor discounts on a limited basis.
10. Promotional materials may not include wording that suggests endorsement of a product or service by BREAST CANCER RECOVERY. Similarly, promoters may not state that any product or service is approved in any way by BREAST CANCER RECOVERY.
11. The official logos of BREAST CANCER RECOVERY may be used in conjunction with an approved third party event, but may not be altered in any way.
12. If a third party event organizer is seeking its own sponsors, the BREAST CANCER RECOVERY name should not be used to solicit sponsors, but the third party event organizer can say BREAST CANCER RECOVERY is a beneficiary of the activity.



THIRD PARTY FUNDRAISING EVENT APPLICATION



Applicant/Business Name _____

Street Address _____ City _____ State _____ Zip _____

Business Phone _____ Other Phone _____

Fax _____ Email _____

EVENT INFORMATION - Brief description of proposed event: _____

Event Date	Event Time	Event Location
If a short-term or ongoing event, please indicate beginning and ending dates:	Beginning	Ending

BUDGET INFORMATION

Projected Gross Income	Projected Expenses	Projected Net Revenue	Projected Donation to BCR (specific \$ amount or % of proceeds)

Brief description of how you plan to publicize and promote the event: _____

Breast Cancer Recovery may provide limited promotional assistance for the event upon request. Please check all that apply.

Use of BCR Logo (specify star or lady)	Promote to BCR constituents	Supply of BCR Brochures	Use of BCR Display	Other (please list)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Applicant's Signature _____

Date _____

Please return this application to Breast Cancer Recovery prior to the event:
2800 Royal Avenue, Suite 210, Madison, WI 53713 ~Fax to 608.661.4179~ info@bcrcarecovery.org

Thank you!

Approved by: _____ Title _____ Date _____

Breast Cancer Recovery

Interested in hosting an event?

Please contact...

Gail Riedasch

Phone: 608-661-4178

Fax: 608-661-4179

Email: gail@bcrecovery.org

Breast Cancer Recovery

2800 Royal Ave, Suite 210

Madison, WI 53703

PROVIDING ENVIRONMENTS FOR WOMEN BREAST CANCER SURVIVORS TO HEAL EMOTIONALLY

*Give the gift of
infinite boundaries*



DONATE NOW
www.bcrecovery.org

Testimonial

I needed this retreat and I needed you. Where and how can I say thank you for all you have done to help me. From the depths of my soul I am so thankful for every moment, every personal connection, every experience, every quiet moment, every self reflective moment. Thank you. My words here will not be enough to fully express how I feel about this retreat. There are no words that fully convey what has transpired this past weekend and what changes are surfacing because of it. What an

amazing group of loving and caring women. Their depth of empathy, support and genuine care was amazing. I am eternally grateful for all they did to make this event perfect, fun, enlightening, accepting, and powerful. I truly appreciate their calm during the emotional storms and allowing me to share my life/feelings but also having them share theirs. The team truly made the topics, sessions, and activities meaningful.

-Retreatant 2012



All donations are tax-deductible to the full extent allowable by law.