

**2009 Race for the Cure Fundraising Series
Chairman's Planning Guide
Saturday October 17, 2009**

Planning

1. Primary Purpose

To raise \$2500 for Lowcountry Susan G. Komen Affiliate for the Race for the Cure

2. Brief Description

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement.

Today, Komen for the Cure is the world's largest network of breast cancer survivors and activists fighting to cure breast cancer at every stage, from the causes, to the cures, and the pain and anxiety of every moment in between.

Thanks to events like the Susan G. Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the breast cancer movement in the world. For more information about Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1.877 GO KOMEN®.

This project relates to the USJC Area/Commission of Opportunity:

- *Area of Opportunity:* Community
- *Commission:* Fundraising

Specific and measurable goals:

Goal A: To raise \$2500 for Lowcountry Affiliate for the Susan G Komen Race for the Cure

Goal B: To have 10 members of the Charleston Jaycees be a part of the 2009 Charleston Jaycees Race for the Cure Team

3. Manpower Assignments

Chapter President

Jennifer Davidson
P.O. Box 30446
Charleston, SC 29417

president@charlestonjaycees.org

Duties: To ensure that the chapter's overall goals are met and to serve as an advisor.

Chapter Finance Vice President

Brian Clarity
P.O. Box 30446
Charleston, SC 29417

finance@charlestonjaycees.org

Duties: To ensure that the financial goals are met and to provide advisory and other assistance toward the project success. Collect and account for all expenses and income as needed.

Chapter Communications Vice President

Michelle Quaranto
P.O. Box 30446
Charleston, SC 29417

communications@charlestonjaycees.org

Duties: To ensure that the events within this project are well publicized and protocol is met for advising the membership of upcoming events related to this project

Team Captain (Event Chairperson)/Chapter Community Development Director:

Laura Tellier
PO Box 30446
Charleston, SC 29417-0446

Duties: Responsible for contact with a member of administration of the Lowcountry Affiliate for Susan G Komen Race for the Cure to answer any questions that may arise; Organizing and delegating fundraising events to raise money for the Charleston Jaycees Race for the Cure Team; Communication with team members through email, evite, phone, etc about fundraising events; Speak at Monthly Membership Meetings about upcoming events to benefit Race for the Cure; Keep track of all finances associated with fundraising and turning in all monies to appropriate parties; Contact the Jaycee President and Community Development Vice President as needed for guidance, to advise when appropriate and ensure all goals are being met for this project.

Community Contact:

Lucy Spears
Outreach Coordinator
Lucy@komenlowcountry.org

Community Contact:

Torch Velvet Lounge
Mike Vitale
545 King Street
Charleston, SC 29403
843-723-9333
www.torch-lounge.com
Vitale_mike@yahoo.com

Community Contact:

Manny's Neighborhood Grille
Matthew Spath
1680 Old Towne Road
Charleston, SC 29407
843-763-3908
www.mannygrills.com

4. Materials, Supplies, and Resources

Computer for evites, emails and set up of team website.
Contact list for all members registered for Charleston Jaycees Race for the Cure Team
Chapter property: cash box, wristbands, picture plaquards, chapter banner, chapter information/brochures
Crawl for the Cure: Trivia questions/supplies, prizes

5. Potential Problems and Solutions

Problem: Member participation shortage

Solution: Contact all in database regarding interest in participation

Solution: Contact via phone/email all members that participated on last year's team or whom participated in any fundraiser affiliated with Race for the Cure

Problem: Amount raised does not reach financial goal

Solution: Look at fundraisers and interest in those events

Solution: Variety of different interests for participation

6. Proposed Budget

Income

<u>Item</u>	<u>Proposed</u>
Cash Income	
Appropriation from Chapter (Crawl for Cure event t-shirts) {\$4.50x30shirts}	\$135.00
Incomes from Crawl for Cure, Manny's dinner contribution, Party w/Purpose & random collections (*chapter events subject to Ways & Means)	\$1000.00
Income from independent fundraising (*non-chapter events not subject to Ways & Means)	\$1500.00
Total Cash Income	\$2635.00
Donated Items	
2 Bachelor Bid Bash Tickets (Prize)	\$80.00 Value
Event flyers	\$20.00 Value
Wristbands	\$5.00 Value
CJC Banner	Chapter Property
CJC Brochures	Chapter Property
CJC Picture Plaquards	Chapter Property
CJC Cash box	Chapter Property
Local venues for Crawl for Cure	~
Total Donated Items	\$105.00
Total Income	\$2740.00

Expenses

<u>Item</u>	<u>Proposed</u>
Cash Expenses	
Crawl for Cure T-shirts	\$135.00
Total Cash Expenses	\$135.00
Donated Items	
2 Bachelor Bid Bash Tickets (Prize)	\$80.00 Value
Event flyers	\$20.00 Value
Wristbands	\$5.00 Value
CJC Banner	Chapter Property
CJC Brochures	Chapter Property
CJC Picture Plaquards	Chapter Property
CJC Cash box	Chapter Property
Local venues for Crawl for Cure	~
Total Donated Items	\$105.00
Return of Appropriation	\$135.00
(Continued Next Sheet)	

Total Expenses	\$240.00
Total Projected Profit	\$2500.00

7. Specific Steps

- May, 2009**-Accept position to chair/be team captain for Race for the Cure team
- June 1, 2009**-Make general announcement at CJC MMM about forming team for Race for the Cure and pass around pink jar for donations
- June, 2009**-Make contact with member of administration of Lowcountry affiliate of Susan G. Komen Race for the Cure and attend educational presentation about this foundation
- June, 2009**-Contact member of Lowcountry Affiliate of Susan G. Komen Race for the Cure to speak at August 3, 2009 CJC MMM
- July 6, 2009**-Release of Evite to current CJC database to inquire about participation for Charleston Jaycees Race for the Cure Team
- July 7, 2009**-Make general announcement at CJC MMM about the Charleston Jaycees Race for the Cure Team
- July 13, 2009**-Begin organization of fundraisers with members of team, CJC President, CJC CD VP
- August 3, 2009**-Lucy Spears from Lowcountry Affiliate of Susan G Komen Race for the Cure speaks at CJC MMM in addition to making general announcement regarding registering for Charleston Jaycees Race for the Cure Team
- August 4, 2009**-Release of Evites sent out to current CJC database dinner at Manny's, Party for a Purpose and Crawl for the Cure
- August 11, 2009**-Dinner at Manny's. Restaurant contribution from dining room sales.
- August 13 2009**-Party for a Purpose at Mad River
- August 22, 2009**-Crawl for the Cure pub/trivia crawl, downtown Charleston.
- September, 2009**-Contact Mike Vitale at Torch Lounge for fundraising opportunity
- October 8, 2009**-Silent Auction at Torch Lounge
- October 17, 2009**-Race for the Cure event on Daniel Island 8am
- October, 2009**-Turn in one check from all fundraising events to Lowcountry Affiliate for Susan G Komen Race for the Cure
- November 2, 2009**-Project Closeout, final report to membership

Implementation and Evaluation

8. Revisions to the Original Plan

Date	New Action
Oct 17	Silent Auction @ Torch was not a success, therefore we are not including a contribution from them on race day.

9. Changes and Recommendations

1. Encouraging the team to do individual fundraising was the most difficult. Although asking each team member to sign up on the Race For The Cure website and set a goal was effective for some, it was not effective for most.
2. Create the most excitement as possible around this event. For the Charleston Chapter it was happening while we were planning for another large fundraising event and had a tendency to get overlooked.
3. Try fundraising earlier in the year, not as near to the holidays and especially not near other costly chapter and community events.

Goal A: To raise \$2500 for Lowcountry Affiliate for the Susan G Komen Race for the Cure

Result:

Goal B: To have 10 members of the Charleston Jaycees be a part of the 2009 Charleston Jaycees Race for the Cure Team

Result:

Impact on Chapter: The impact this project had on the chapter was...

Impact on Individual Members: The impact this project had on the individual members was...

Impact on Community: The impact this project had on the community was...

Final Budget**Income**

Item	Proposed	Actual
Cash Income		
Appropriation from Chapter (Crawl for Cure event t-shirts)	\$135.00	\$158.84
Incomes from Crawl for Cure, Manny's dinner contribution, Party w/Purpose & random collections (*chapter events subject to Ways & Means)	\$1000.00	\$430.00
Income from independent fundraising (*non-chapter events not subject to Ways & Means)	\$1500.00	\$240.00
Total Cash Income	\$2635.00	\$828.84
Donated Items		
2 Bachelor Bid Bash Tickets (Prize)	\$80.00 Value	\$80.00 Value
Event flyers	\$20.00 Value	\$20.00 Value
Wristbands	\$5.00 Value	\$5.00 Value
CJC Banner	Chapter Property	Chapter Property
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CJC Picture Plaquards	Chapter Property	Chapter Property
CJC Cash box	Chapter Property	Chapter Property
Local venues for Crawl for Cure	~	~
Total Donated Items	\$105.00	\$105.00
Total Income	\$2740.00	\$933.84

Expenses

Item	Proposed	Actual
Cash Expenses		
(T-shirt expense figured as chapter appropriation below)	\$0.00	\$0.00
Total Cash Expenses	\$0.00	\$0.00
Donated Items		
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Local venues for Crawl for Cure	~	~
Total Donated Items	\$105.00	\$105.00
Return of Appropriation	\$135.00	\$158.84
Total Expenses	\$240.00	\$263.84
Contribution to Race For The Cure	\$2500.00	\$670.00

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Mission: Imprintable, LLC
 PO Box 937
 Mt. Pleasant, SC 29465

Invoice

Date	Invoice #
8/20/2009	7244

Bill To
Charleston Jaycees Laura

P.O. No.	Terms	Due Date
R-1107	Net 30	9/19/2009

Description	Qty	Rate	Amount
Ash Tee	30	4.50	135.00T
Shipping	1	12.76	12.76T

Subtotal	\$147.76
Sales Tax (7.5%)	\$11.08
Total	\$158.84
Payments/Credits	\$0.00
Balance Due	\$158.84

OFFICE:
843.856.0051

Visit us at:
www.missionimprintable.net

Race for the Cure Donation

Crawl for the Cure	\$320.00
Manny's Fundraiser	\$159.00
RFTC Party for a Purpose	<u>\$131.00</u>
	\$610.00

Crawl for the Cure T-Shirts	<u>(\$158.84)</u>
Net RFTC Income	\$451.16

5% Ways & Means	<u>(\$22.56)</u>
RFTC Donation	<u>\$428.60</u>

Rounded	<u>\$430.00</u> ck # 1182 10/14/2009
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