

# Walker's Guide





<http://www.terribrodeurbreastcancerfoundation.org/>

## Table of Contents

<b>Welcome</b> .....	<b>1</b>
<b>Walk Policies – Waiver and Release</b> .....	<b>2</b>
<b>Training</b>	
Training Schedule.....	3
Endurance Walking References.....	4
Walking Web Links.....	4
Books Available on Amazon.com.....	4
Directions to Training Locations.....	5
<b>Fundraising</b>	
Fundraising First Steps.....	7
How to Make a Donation.....	7
Matching Gift Process.....	8
Track Your Fundraising Efforts Online – My Profile.....	9
<b>Appendices</b>	
Sponsor a Walker Form.....	12
Pfizer Matching Gift Form.....	13
Fundraising Sample Letters/E-mail.....	15

## **Terri Brodeur Breast Cancer Foundation - Walk Across Southeastern Connecticut**

The business philosophy of the Terri Brodeur Breast Cancer Foundation is best captured by the following quote, **“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”** - Margaret Mead

A number of large, successful organizations raise money for breast cancer awareness and research. However, these organizations routinely have overhead/administrative costs that must be offset by a percentage of fund raising dollars. These overhead costs are often directly correlated to the size of the organization.

The Terri Brodeur Breast Cancer Foundation is comprised of a volunteer Board of Directors, a volunteer Scientific Advisory Committee, volunteer management staff, and a volunteer fundraising staff.

By working at a grass roots level, with committed volunteers who have a proven track record in fundraising, and with the support of key sponsors, the Terri Brodeur Breast Cancer Foundation will devote 100% of gross fundraising dollars directly to research. Those who donate will know exactly how and to whom their donation dollars are directed.

***This group now includes you!***



### **The Terri Brodeur Breast Cancer Foundation**

PO Box 785

New London, Connecticut 06320

Tel/Fax: 860.245.0402

Email: [tbbcf@sbcglobal.net](mailto:tbbcf@sbcglobal.net)

[www.TerriBrodeurBreastCancerFoundation.org](http://www.TerriBrodeurBreastCancerFoundation.org)

Founders: Norma Logan and Sandy Maniscalco

## Walk Policies – 2009 Waiver and Release

I understand that all donations and registration fees are non-refundable. As a Marathon Walker: I agree to raise at least \$500 in contributions. As a Half Marathon Walker: I agree to raise at least \$250 in contributions. As a Quarter Marathon Walker: I agree to raise at least \$200 in contributions. I understand and agree that if I have not raised my committed contributions by the time the event commences that I may choose not to participate or will continue fundraising efforts to reach commitment by December 31, 2009.

I desire to participate in the TBBCF 2009 Walk Across Southeastern CT on October 3, 2009. I acknowledge that walking has inherent dangers. I assume all risk of participating in this event. I hereby certify that I am in good health and have trained to walk the distance of the Walk which I am entering.

I hereby for myself, my heirs, and executors, waive, release and hold harmless TBBCF and all organizations and persons associated with TBBCF 2009 Walk Across Southeastern CT, including but not limited to the state, county and local municipalities wherever any part of the event takes place, sponsors and the officers, directors and shareholders and/or members agents, employees and volunteers of each, medical and other personnel assisting with the event, their representatives from any and all claims, liabilities, rights or causes of action of whatsoever kind of nature, including but not limited to those arising from negligence on the part of any of the aforementioned persons or entities, for damages for any and all injuries to me or my property, or for damage caused by me or by anyone else (including Acts of God), in connection with participating.

I agree to allow TBBCF and its contractors, vendors, agencies and sponsors to use my name, photograph and likeness for any legitimate purpose related to the advertising or promotion of the Walk.

I will be at least 12 years or older on the date the event commences. If I am 12 to 17 years of age I will be accompanied by an adult at the event.

I have carefully read this Waiver and fully understand its content and am aware that this is a release of liability and I agree of my own free will.

---

*Participant Signature / Guardian (if under 18)*

*Date*

Thank you for registering!

Every gift is tax-deductible. (Federal Tax EIN 20-4149832)

## Training Schedule

Training for the October 3, 2008 Walk across Southeastern Connecticut has a multitude of benefits. Not only is walking great exercise, but you will have the opportunity to meet wonderful people who, like yourself, are taking action in the fight against breast cancer! Walking to memorialize, support or honor family, friends and patients will be a life-changing experience.

To help you with your training and to add some fun and fitness into the process, there are volunteer-led **Training Walks** in Chester, Middletown, Mystic, New London, Niantic, Lyme, Old Saybrook, and Westbrook. We are also investigating the possibility of adding training walks in the Norwich and Middletown areas. Participating in these Training Walks is a great way to help you build momentum, endurance and strength - a perfect combination to successfully participate in the marathon walks from Old Saybrook to Waterford.

Registered walkers will receive an e-mail schedule of upcoming Training Walks on a weekly basis. Here's a look at the recommended 15-week training schedule:

Week	Mon	Tue	Wed	Thurs	Fri	Weekend Sat / Sun	Total Miles
		Walks a.m./p.m.	Walk p.m.	Walks a.m./p.m.		Walks a.m.	
Jun 22		3-5		3-5		6	
Jun 29		3-5		3-5		8	
Jul 6		3-5		3-5		6	
Jul 13		4-5		4-5		10	
Jul 20		4-5		4-5		12	
Jul 27		4-5		4-5		12	
Aug 3		5		5		8	
Aug 10		5		5		14	
Aug 17		5		5		16	
Aug 24		5		5		8	
Aug 31		5		5		18	
Sep 7		6		6		10	
Sep 14		6		6		20	
Sep 21		6		6		12	
Sep 28		4		4		Walking Marathon Saturday October 3, 2009	

- Dates in the "Week" column are Mondays. Note: Actual training schedules will be published monthly beginning Monday, June 22. Each walker should try to attend one to two weekday and one weekend scheduled walk.
- **Monday** evening walks will take place in New London, and walkers will meet in the parking lot across the street from Fred's Shanty at 272 Pequot Avenue.

- **Tuesday** and **Thursday** morning walks will take place in Mystic, and walkers will meet at Bank American across from Sea Swirl.
- **Tuesday** and **Friday** morning walks will take place in Niantic, and walkers will meet at The Hole in the Wall entrance to the Niantic Boardwalk.
- **Wednesday** evening and **Sunday** morning walks will take place in Middletown. Meet at Mercy High School.
- **Wednesday** evening walks will take place in Old Saybrook, and walkers will meet in the parking lot across the street from Saybrook Point Inne.
- **Thursday** evening walks will take place in **Chester, Mystic** and **Westbrook**. Chester walkers will meet at Archambault Insurance, Mystic walkers will meet at Mystic River Park and Westbrook walkers will meet at Teresa Mulvey Municipal Center.
- **Saturday** walks will take place in Mystic (Mystic River Park) and Niantic (Hole in the Wall).
- **Sunday** morning walks will take place in Old Saybrook.
- Walkers must reserve a walk time.
- Cross training is important. It stretches you out and helps you stay injury free. However, increasing walking mileage is the most important part of our training. If you cannot fit one of the weekend walks into your schedule, try dividing the mileage into two walks.

Before you begin, take some time to read about endurance walking. Following are links to in-depth information on Walking Shoes, Socks, Gear & Clothing, and Tips for Walking and Stretching.

Walking web links:

<http://www.marathonwalking.com/> The purpose of this site is to encourage you and provide information to help you along the way.

<http://walking.about.com/> Home page for a web site filled with walker information.

<http://walking.about.com/od/marathontraining/> Endurance walkers can learn how to train for, select, and walk a marathon, half-marathon, ultra marathon or long-distance walk. We have training schedules and tips as well as reviews and listings of walker-friendly marathons.

Books available on [Amazon.com](https://www.amazon.com):

[The Complete Guide to Marathon Walking](#) (Paperback) by Dave McGovern

[Walking Fast](#) (Paperback) by Therese Iknoian

[Walking Magazine: The Complete Guide To Walking: for Health, Fitness, and Weight Loss](#) (Paperback) by Mark Fenton

[Prevention's Complete Book of Walking: Everything You Need to Know to Walk Your Way to Better Health](#) (Paperback) by Maggie Spilner, Elaine Ward

The TBBCF Foundation Leaders are looking forward to encouraging you along the way. Please feel free to contact us at [tbbcf@sbcglobal.net](mailto:tbbcf@sbcglobal.net)

## Directions to Training Locations

### Chester Training Walks:

Meet at Archambault Insurance -2 North Main Street in Chester.

- Take I-95 South toward New Haven. Merge onto CT-9 N/ Chester Bowles Highway via EXIT 69 toward Essex/ Hartford. Take the CT-148 EXIT 6, toward Chester/ Hadlyme. Turn **RIGHT** onto W. Main Street/ CT-148. Continue to follow CT-148. Turn **LEFT** onto North Main Street. 2 North Main Street is on the **RIGHT**.
- Take I-95 North toward New London. Merge onto CT-9 N/ Chester Bowles Highway via EXIT 69 toward Essex/ Hartford. Take the CT-148 EXIT 6, toward Chester/ Hadlyme. Turn **RIGHT** onto W. Main Street/ CT-148. Continue to follow CT-148. Turn **LEFT** onto North Main Street. 2 North Main Street is on the **RIGHT**.

### Middletown Training Walks:

Mercy High School, 1740 Randolph Road - Pull in school entrance and park in the area to the right of the Blessed Mother statue.

- Route 9: North or South- Take exit 11 Randolph Road, turn left off exit at light. Stay on Randolph Road about 3 miles to Mercy High School. Mercy High School will be on the right.
- From Main Street, Middletown. Stay on Main Street to South Main Street which is also Route 17 south and turn right at light at Randolph Road (about a half mile after Denny's and Jackson Chevrolet). Mercy High School is about another half mile on the right.
- From Middlefield, Durham and points south- Take Route 17 North to Randolph Road, turn left and Mercy High School will be about a half mile on the right.
- From Meriden and west. Take I-691/ Route 66 East (becomes Washington Street) to West Street (West Street will be a right turn at the light just after CVS pharmacy on the right.) Stay straight until the end of road, turn left on Wadsworth Street. Turn right at first stop sign (Long Lane), then right at the next stop sign (Long Hill Road), turn right at the next stop sign (Randolph Road). Mercy High School is about 0.3 mile on the right.

### Mystic Training Walks:

Mystic River Park

- I-95 North - Take Exit 89 (Allyn Street). At the end of the exit ramp take a **RIGHT** onto Allyn Street. Follow Allyn Street to the end. Turn **LEFT** onto US-1. Continue to follow US-1 to downtown Mystic. After you cross the Mystic River drawbridge, take the next **RIGHT** onto Cottrell Street. Mystic River Park is on the right side of Cottrell Street.
- I-95 South - Take Exit 90 (Route 27). At the end of the exit ramp take a **LEFT** toward Downtown (27 south). Follow Route 27 South to the end. Turn **RIGHT** onto US-1. Continue to follow US-1. Turn **LEFT** onto Cottrell Street (Whaler Inn on the left). Mystic River Park is on the right side of Cottrell Street.

### New London Training Walks:

Parking Lot across the street from Fred's Shanty at 272 Pequot Avenue.

- I-95 North - Take Exit 83 toward **NORWICH / CT-32 / DOWNTOWN / NEW LONDON**. Stay **STRAIGHT** to go onto Huntington Street. Turn **RIGHT** onto Jay Street. Jay Street becomes Truman Street. Turn **LEFT** onto Shaw Street. Turn **SLIGHT RIGHT** onto Pequot Avenue
- I-95 South -Take Exit 84S-N-E- toward **DOWNTOWN NEW LONDON / NORWICH**. Take the CT-32 N Exit- Exit 84N-E- toward **NORWICH / STATE PIER / HODGES SQ**. Take Exit 84E toward **STATE PIER / HODGES SQ**. Stay **STRAIGHT** to go onto Williams Street. Turn **LEFT** onto Huntington Street. Turn **RIGHT** onto Jay Street. Jay Street becomes Truman Street. Turn **LEFT** onto Shaw Street. Turn **SLIGHT RIGHT** onto Pequot Avenue

## Directions to Training Locations (Continued)

### Niantic Training Walks:

Hole in the Wall entrance to Niantic Boardwalk

- I-95 North - Take Exit 72, which is the Rocky Neck Connector. Turn **RIGHT** onto the Rocky Neck Connector. Follow until intersection with Route 156/West Main Street. Turn **LEFT** onto West Main Street. Continue on West Main Street. West Main Street becomes Main Street. Turn **RIGHT** onto Baptist Lane.
- I-95 South - Take Exit 74. Turn **LEFT** onto Route 161/Flanders Road, which turns into Pennsylvania Avenue. Follow to end where it meets Main Street. Turn **RIGHT** onto Main Street, then a left onto Baptist Lane.

### Old Saybrook Training Walks:

Old Saybrook Point

- I-95 North - Take Exit 67 (Route 154). At the end of the exit ramp, bear **RIGHT** onto Route 154 South. Go to 3rd traffic light and bear **LEFT** onto Main Street (Route 154). Saybrook Country Barn is on the left. Continue straight for 2 miles on Main Street to the water. At **STOP** sign go straight through it and turn **LEFT** into the parking lot - directly across from Saybrook Point Inn.
- I-95 South - Take Exit 67 (Elm Street). At the end of the exit ramp, turn **LEFT** and go .8 miles to 1st traffic light (Route 1). There's a Dunkin Donuts at that corner. Continue straight through light to a **STOP** sign. North Cove Outfitters is on your right and Liberty Bank is across the street on the left corner. Turn **RIGHT** onto Main Street (Route 154). Continue straight for 1.8 miles on Main Street to the water. At **STOP** sign go straight through it and turn **LEFT** into the parking lot - directly across from Saybrook Point Inn.

### Westbrook Training Walks:

Teresa Mulvey Municipal Center, 866 Boston Post Road

- I-95 North - Take Exit 65 (C-153) toward Westbrook. Turn **RIGHT** onto CT-153 South/Essex Road. Turn Slight **RIGHT** on Boston Post Road/US 1. End at 866 Boston Post Road on the right.
- I-95 South - Take Exit 65 (C-153) toward Westbrook. Turn **LEFT** onto CT-153 South/Essex Road. Turn Slight **RIGHT** on Boston Post Road/US 1. End at 866 Boston Post Road on the right.

## Fundraising First Steps

- Set your fundraising goals.
- Make a list of everyone you know. This will become your donors' list.
- Become your first donor.
- Draft fundraising letters or e-mails (example Appendix I).
- Draft follow-up e-mails.
- Be enthusiastic!
- **Tell everyone** you know that you are participating.
- Forward your donations to the Foundation on an ongoing basis.
- Send thank you notes to your sponsors!

## Fundraising Mentoring Program

We provide optional fundraising strategies and orientation sessions. The role of our mentoring team is to:

- Support and encourage walkers in their fundraising efforts
- Offer “hands-on” workshops to help walkers with their letter campaign
- Supply individual assistance as needed

## How to Make a Donation

### On-Line:

- Log on to [www.terribrodeurbreastcancerfoundation.org](http://www.terribrodeurbreastcancerfoundation.org)
- Locate the **Sponsor a Walker** link at the top of the Home Page
- Enter the first and last name of a participant and click “**Search**”. The participant's name will be displayed.
- Click on the **Donate** link located to the right of the participant's name.
- The online form guides you through the donation process. It ends with an opportunity to designate your donation “In memory of \_\_\_\_\_”, “In honor of \_\_\_\_\_”, “In support of \_\_\_\_\_”.

*Please note that the website is secure! We have safeguarded the integrity of credit card information by using “Secure Sockets Layer” (SSL) technology.*

### By mail:

Provide potential sponsors with a copy of the “**Sponsor a Walker**” form (see Appendix II). In your fundraising letter, remember to request a copy of the form with each donation. Have sponsors mail a donation with the form to: Terri Brodeur Breast Cancer Foundation, PO Box 785, New London, CT 06320. Another option is to collect the donations yourself and mail them with the forms to the Foundation address. **Mail the forms when you receive them to avoid a delay in the Foundation processing your donation**

## Matching Gift Process

Matching gifts can really help boost your fundraising efforts. Many companies, e.g., Monsanto, Merck, Pfizer, St. Paul Travelers, to name a few, will match any donations their employees raise or give. We encourage you to remind your walk sponsors if they are eligible for company matching gifts to submit matching gift forms to us.

Here's how our process works:

1. Complete, sign and mail matching gifts forms to the Foundation using the information below.
  - a. Name of Organization: Terri Brodeur Breast Cancer Foundation
  - b. Program Designation: 2009 Walk Across Southeastern Connecticut and **your first initial and last name**.
  - c. Address: PO Box 785
  - d. City/State/Zip: New London, CT 06320
  - e. Name of Officer: Geralyn McPhail
  - f. Title: Director
  - g. Organization Address: P.O. Box 785, New London, CT 06320
  - h. Organization Telephone #: 860-245-0402
  - i. Employer ID #: 20-4149832
2. Once we receive the matching gift form, we will complete and mail the form to the matching gift company.

Note: Some companies have the ability to fill out the matching gift form online.

Donors may request matching gifts either via mail or online.

- Within three to four weeks, the matching gift will appear on the **My Profile** page as **Pending**. This indicates the form was received, completed and mailed to the matching gift company.
- Once the matching gift is approved and paid, the status on **My Profile** will be changed from **Pending** to **Received**.

If the matching gift is not approved, you will be notified and the entry will be removed from the **My Profile** utility.

A copy of the Pfizer Matching Gift form is attached as Appendix III for your convenience.

## Track Your Fundraising Efforts Online – My Profile

**My Profile** was designed to give you easy access to the names and contact information for individuals who are supporting your walking marathon. The **My Profile** button is located at the top of the Terri Brodeur Breast Cancer Foundation Web Site Home Page.

While we can post donation checks to your online account, you might want to encourage donors to donate online. They won't have to fill out a form, copy down postage information or write a check. They will automatically receive a confirmation e-mail with tax deduction information. Remember, it may take up to two to three weeks before checks are posted on the website.

**The first time you log-in to My Profile, use the temporary password, my4file.**

My Profile Login

**E-mail :** miknah@comcast.net  
**Date of Birth :** 05/23/1942 (mm/dd/yyyy)  
**Password :** my4file

**Submit**

Please note: password is case sensitive.

**Once you log-in, the system will prompt you to change your password.**

My Profile Password

Please fill out the form below to create a new password. Enter your new password (twice for verification) then click on **Submit** button. Passwords must be at least 6 characters and can be mixed case. Once you click **Submit**, your password change will take effect immediately.

---

**New Password**   
**Confirm New Password**

**Submit**

Please note: password is case sensitive.

[smaniscalco.tbpcf@sbcglobal.net](mailto:smaniscalco.tbpcf@sbcglobal.net)

Once you have changed your password, you can use “MY PROFILE’ to update your personal data, check on your fundraising status, change your password, or logout

### My Profile Personal Details

Personal | [Fundraising](#) | [Password](#) | [Logout](#)

You joined as both <b>Walker</b> and <b>Volunteer</b> .	
<b>First Name</b>	Jane
<b>Last Name</b>	Doe
<b>Address Line 1</b>	12 Main Street
<b>Address Line 2</b>	
<b>City</b>	Mystic
<b>State</b>	CT
<b>ZIP/Postal Code</b>	06355
<b>E-mail</b>	jdoe@email.net
<b>Phone</b>	1231231234
<b>Business Phone</b>	
<b>Cell Phone</b>	1231231234
<b>Gender</b>	Female
<b>Birth Date</b>	xx/xx/xxxx
<b>Please indicate a team shirt size</b>	Medium
<b>Guardian</b> (If between 16 and 18 years of age)	
<b>Are you a breast cancer survivor?</b>	No
<b>Have you ever participated in an endurance walk (25 miles or more)?</b>	Yes
<b>Are you interested in becoming a training walk leader/coach?</b>	Yes
<b>Fundraising Goal</b>	\$ 500
<b>Emergency Contact Information</b>	
<b>Name</b>	John Doe
<b>Relationship</b>	Husband
<b>Daytime Phone</b>	860XXXXXXX
<b>Evening Phone</b>	860XXXXXXX

Click [here](#) to edit your personal details.

You can check on your fundraising status by clicking on the “Fundraising” link It will list your donors, their addresses, the donation amount and the donation designation. Please note, checks may take up to three weeks to process.

### My Profile Fundraising Details

Personal | [Fundraising](#) | [Password](#) | [Logout](#)

Fundraising Goal: \$500

Total Donations: \$0

Name	Contact Details	Donation	Designation

# Appendices



**Terri Brodeur Breast Cancer Foundation  
Sponsor a Walker Form  
October 3, 2009 Walk Across Southeastern Connecticut**

**Please complete and mail this form with your donation to:** Terri Brodeur Breast Cancer Foundation, PO Box 785, New London, CT 06320

Please fill this form out completely to avoid processing delays. All donations are tax deductible to the extent allowed by law. Donations over \$250 will be acknowledged by a mailed receipt. Sorry, we cannot accept cash donations or foreign checks.

**WALKER'S Name:** \_\_\_\_\_

**Matching gifts:** If you are eligible for company matching gifts, please mail your employer's matching gift form along with your donation to TBBCF.

**PLEASE PRINT YOUR INFORMATION CLEARLY**

**Title:** \_\_\_\_ Mr. \_\_\_\_ Ms. \_\_\_\_ Mrs. \_\_\_\_ Dr.

**First Name:** \_\_\_\_\_ **Last Name:** \_\_\_\_\_

**And/Or**

**Company Name:** \_\_\_\_\_

**Address #1:** \_\_\_\_\_

**Address #2:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

(Mandatory for credit and debit payments)

**E-mail Address:** \_\_\_\_\_

**Matching Gift Form Attached:** \_\_\_\_\_

**Payment Information (Check Amount):**

<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100	<input type="checkbox"/> \$50	<input type="checkbox"/> Other \$_____
----------------------------------	--------------------------------	--------------------------------	--------------------------------	-------------------------------	--

**Personal Check:** Please make all checks payable to Terri Brodeur Breast Cancer Foundation or TBBCF. Checks may be mailed to PO Box 785, New London, CT 06320. We cannot accept cash or foreign checks.

**Designate Your Donation (optional):**

<input type="checkbox"/> In Memory of	<input type="checkbox"/> In Honor of	<input type="checkbox"/> In Support of
---------------------------------------	--------------------------------------	--

-----Office Use Only-----

Date Donation Entered \_\_\_\_\_ Entered By \_\_\_\_\_ Check # \_\_\_\_\_

Date Matching Gift Form Entered \_\_\_\_\_ Entered By \_\_\_\_\_

Date Matching Gift Form Forwarded to Matching Gift Company \_\_\_\_\_ Sent by \_\_\_\_\_



## THE PROGRAM

The Pfizer Foundation Matching Gifts Program is part of the Foundation's continuing efforts to support non-profit organizations that benefit the communities in which Pfizer employees and retirees live and work. The Program is a voluntary one designed to provide participants with an additional incentive to make periodic contributions benefiting eligible organizations of their own choosing.

## HOW IT WORKS

The Pfizer Foundation will match active Pfizer employee gifts of at least \$25 each but up to \$15,000 in total gifts per person per calendar year made. Retiree donations will be matched at 50% up to a maximum of \$5,000. The minimum applies to each gift a donor may wish to make; the maximum applies to the total contributions to one or more organizations the Foundation will match.

Matching Gifts Program application forms must be submitted to the eligible organizations (their affiliated funds, foundations or associations) during the calendar year in which the contribution is made. The recipient organization must then complete and submit the applications to The Pfizer Foundation Matching Gifts Program. Applications must be received by the JK Group no later than **March 1** for contributions made during the prior calendar year.

Contributions may be paid by cash, check, credit card, real estate (a qualified appraisal per IRS rules must be attached) or by negotiable securities that have a publicly listed market value. The value of securities, for the purpose of the Program, will be determined based upon the median market price on the date of the gift. **GIFTS MUST BE PAID, NOT MERELY PLEDGED.**

**Gifts must be charitable contributions which are deductible for federal tax purposes. Please note that neither Pfizer Inc, the employee, retiree, board member, or any member of their family may directly or indirectly benefit as a result of the matching gift.**

## ELIGIBLE INDIVIDUALS

Individuals eligible for the program are US-based regular full-time or regular part-time employees including Puerto Rico, expatriates, retirees or Board members of Pfizer Inc or its wholly-owned subsidiaries, and retirees of Warner Lambert.

## ELIGIBLE ORGANIZATIONS

Any non-profit charitable Health Care, Education, Civic and Cultural organization is eligible for the Matching Gifts Program provided it is located in the United States or Puerto Rico, recognized as tax exempt by the Internal Revenue Service under Section 501(c)(3) of the Internal Revenue Code, and is not a private foundation. Public Schools are also eligible.

## EXAMPLES OF ELIGIBLE ORGANIZATIONS

- Eligible health care organizations include: hospitals, hospices, psychiatric/mental health organizations, ambulatory care facilities, long-term convalescent facilities, etc.; as well as a range of national and local health-related organizations, including those whose programs relate to specific diseases.
- Eligible educational organizations include: graduate and professional schools; colleges and universities; public or private secondary, elementary and pre-elementary schools; as well as a range of national and local education-related organizations.

Eligible civic organizations include: a wide range of national and local civic and social service groups, such as community recreational centers, programs for the elderly, halfway houses,

women's centers, drug/alcohol rehabilitation projects, youth programs, conservation groups, legal assistance centers, programs for the handicapped, vocational/technical training and non-academic research organizations.

- Eligible cultural organizations include: aquariums, arboretums, art galleries, arts councils, botanical gardens, cultural/performing arts centers, dance companies, film societies, historical societies/restorations, libraries, museums, music/choral groups, opera companies, orchestras, planetariums, public broadcasting television and radio stations, theater companies and zoos.

## RESTRICTIONS & NON-ELIGIBLE GIFTS

The Pfizer Foundation will **NOT** contribute matching funds in these cases:

- Forms received after **March 1** for gifts made in the prior year
- Gifts to organizations that do not have a 501(c)(3) exemption, except for public schools
- Private Foundations or trusts
- Individual, family or group memberships in organizations
- Gifts to individual research projects
- Pooled gifts
- Alumni dues
- Amounts payable as dues or subscription fees for publications
- Insurance premium payments
- Payments that cover the costs of services, tuition, books, student fees
- Unitrust or charitable remainder organizations
- In-kind services, materials, supplies or pledges
- Payments to satisfy legal obligations
- Gifts to partisan political organizations, candidates, or to support specific legislation
- Gifts made to anti-business organizations or organizations that practice discrimination
- Tickets for benefit dinners or events
- Gifts made by spouses or surviving spouses
- Gifts made to Donor Advised Funds
- Gifts made to religious organizations (e.g. churches, temples, synagogues, mosques)  
Gifts may be eligible for a match if the programs operated by faith-based social service organizations meet certain criteria:
  - o The organization has a 501 (c)(3) determination letter from the IRS;
  - o If the gift is designated to a particular program that is available and open to all individuals in the community;
  - o The program is for non-religious purposes (such as a food pantry or domestic abuse shelter) and;
  - o The organization does not use the program to promote any religion.

For more information including application, program guidelines and giving history:

- Log on to the portal at <http://employeegiving@pfizer.com>
- Contact the Pfizer Foundation Matching Gifts Program at 888-782-3048 or send an e-mail to [pfizer@easymatch.com](mailto:pfizer@easymatch.com)

## ADMINISTRATIVE CONDITIONS

**The Pfizer Foundation will determine whether specific grant requests comply with the eligibility requirements, application procedures and intent of the program. While the Foundation hopes to continue the Matching Gifts Program indefinitely, the Foundation reserves the right to modify or terminate the program at any time.**

**Fundraising Sample Letter #1:**

Dear <>:

Did you know that every three minutes someone in the United States is diagnosed with breast cancer, and that someone dies of this disease every 13 minutes? These are sobering statistics, but many groups are working on ways to not only decrease the numbers, but hopefully find a cure. As in any endeavor, funding is essential to keep these efforts alive.

The Terri Brodeur Breast Cancer Foundation is a local 501 (c) (3) non-profit organization dedicated to fighting this devastating disease. In 2005, Norma Logan and Sandy Maniscalco led a group of walkers in raising \$200,000 for an internationally renowned breast cancer foundation. But afterwards, they found out that 40% of all the money their team raised went to overhead. Of the \$200,000 raised, \$80,000 never made it to critical research programs.

Many organizations raise money for breast cancer research and awareness. The pink ribbons we see everywhere are evidence of their success. The Terri Brodeur Foundation is different from other breast cancer foundations in that 100% of our fundraising dollars go directly to breast cancer research. You might ask, "How is that possible?" The answer is we are run by experienced volunteers and depend on sponsorship dollars to cover our fundraising events and administrative costs. The Foundation's name honors Terri Brodeur, of Old Saybrook, Connecticut. Terri Brodeur was Norma Logan's dear friend. They were both Stage 4 breast cancer patients. After a two-year battle Terri succumbed to the disease on October 11, 2005 as did Norma six months later on April 20, 2006.

The Foundation's signature fundraising event will be a walking marathon through Southeastern Connecticut in October. I have committed to walk the 26.2 miles from Old Saybrook to Waterford. I am currently in training for this event, and by the end of the experience will have walked over 300 miles. This is a huge commitment for me and for my family. I need your help to complete the monetary part of this commitment. Won't you please consider making a fully tax-deductible donation of \$<> to help me meet my goal?

This event isn't easy, but I promise you, I wouldn't be doing it if I didn't believe that it was worth every muscle ache, weary night and months of training to do it! Remember, 100% of your donation in support of my walk will fund breast cancer research.

I've enclosed a self-addressed envelope and a donation form for you to fill out and send in, and I'll be writing or e-mailing you to follow-up in a month or two. You can also choose to donate online at <http://TerriBrodeurBreastCancerFoundation.org> by searching for <your name>.

If you have any questions or want to hear more about what I'm doing, please feel free to contact me at <>, as I love talking about the event! Thanks for all of your support.

Warmest regards,

## Fundraising Sample Letter #2

Dear <>:

On October 4, 2008, I will be joining hundreds walkers on a walking marathon through Southeastern Connecticut I have taken on this challenge – Terri Brodeur Breast Cancer Foundation's Walk across Southeastern Connecticut - to raise funds for breast cancer research.

Breast cancer is the leading cause of death in women between the ages of 40-55. The need for education and early detection is unquestionable – currently, one million women in the United States have the disease and do not know it. I am very fortunate – breast cancer has not taken the lives of any women in my family . . . YET. I want my children and their grandmothers, cousins, aunts, friends, teachers, counselors, acquaintances, etc. to be as lucky.

A life goal of mine is to better the lives of others – I try to do that in my professional life. Participating in the Walk across Southeastern Connecticut, will allow me to be a part of something that will affect the lives of people I will never meet ... to truly make a difference.

The Terri Brodeur Breast Cancer Foundation is a new, local, 501 (c) (3) non-profit organization dedicated to fighting this devastating disease. In 2005, Norma Logan and Sandy Maniscalco led a group of walkers in raising \$200,000 for an internationally renowned breast cancer foundation. But afterwards, they found out that 40% of all the money our team raised went to overhead. Of the \$200,000 raised, \$80,000 never made it to critical research programs.

Many organizations raise money for breast cancer research and awareness. The pink ribbons we see everywhere are evidence of their success. The Terri Brodeur Foundation is different from other breast cancer foundations in that 100% of our fundraising dollars go directly to breast cancer research. You might ask, "How is that possible?" The answer is we are run by experienced volunteers and depend on sponsorship dollars to cover our fundraising events and administrative costs. The Foundation's name honors Terri Brodeur, of Old Saybrook, Connecticut. Terri Brodeur was Norma Logan's dear friend. They were both Stage 4 breast cancer patients. After a two-year battle Terri succumbed to the disease on October 11, 2005 as did Norma six months later on April 20, 2006.

In order to participate in this exciting event, I need to raise \$1,000; however, my personal goal is \$2,500. I hope I can count on your support to help me reach my goal. When considering how much to give, think of how hard I will be training and how you can truly make an impact on others. And remember, your gift is tax-deductible.

I've enclosed a self-addressed envelope and a donation form for you to fill out and send in, and I'll be writing or emailing you to follow-up in a month or two. You can also choose to donate online at <http://TerriBrodeurBreastCancerFoundation.org> by searching for <your name>.

If you have any questions, please feel free to call me at <> or e-mail me at <>.

Thank you.

### **Fundraising Sample Letter #3**

Dear Friends and Family,

Setting a goal, and making it reality, is what I am doing. This goal is to participate in the Terri Brodeur Breast Cancer Foundation Walk across Southeastern Connecticut on October 4, 2008. Join hundreds of walkers who will have the rubber meet the pavement for a total of 26.2 miles. We will form a bond, that is for certain, after walking so many miles- rain or shine – sharing outdoor meals and port-a-potties.

The mission of this walk is to ultimately find a cure for breast cancer. One out of every 9 women in America will develop breast cancer in her lifetime, and over one million women are living with this undetected cancer now. The statistics go on and on. The encouraging news is over two million survivors are alive today, and early detection increases the odds for survival dramatically.

The Terri Brodeur Breast Cancer Foundation is a new, local, 501 (c) (3) non-profit organization dedicated to fighting this devastating disease. In 2005, Norma Logan and Sandy Maniscalco led a group of walkers in raising \$200,000 for an internationally renowned breast cancer foundation. But afterwards, they found out that 40% of all the money our team raised went to overhead. Of the \$200,000 raised, \$80,000 never made it to critical research programs.

Many organizations raise money for breast cancer research and awareness. The pink ribbons we see everywhere are evidence of their success. The Terri Brodeur Foundation is different from other breast cancer foundations in that 100% of our fundraising dollars go directly to breast cancer research. You might ask, "How is that possible?" The answer is we are run by experienced volunteers and depend on sponsorship dollars to cover our fundraising events and administrative costs. The Foundation's name honors Terri Brodeur, of Old Saybrook, Connecticut. Terri Brodeur was Norma Logan's dear friend. They were both Stage 4 breast cancer patients. After a two-year battle Terri succumbed to the disease on October 11, 2005 as did Norma six months later on April 20, 2006.

Won't you help me stamp out breast cancer? Your part requires no special equipment or training; but it does require your generous 100% tax-deductible donation. In order to participate in this event, it is required that I raise a minimum of \$1000 in donations. Imagine how much help your contribution can mean to the lives of women, men and families.

I have enclosed a donation form and a stamped return envelope. Any added donations from your friends and family are greatly appreciated. (One donation allowed for each donation form.)

I would like to answer any questions you might have, in between my training walks. Please feel free to contact me at <>.

I feel blessed that this disease does not affect my health, and have great gratitude that my physical abilities allow me to undertake this ambitious Terri Brodeur Breast Cancer Foundation Walk Across Southeastern Connecticut.

Thankfully,

## Fundraising Sample Letter #4

Dear <>:

I am excited to tell you of my plans to join the 2008 Terri Brodeur Breast Cancer Foundation (TBBCF) Walk Across Southeastern Connecticut to be held on Saturday October 4th.

This organization stands out from all others because of its promise that 100% of gross fundraising dollars go directly to breast cancer research. This is a new, local, 501 (c) (3) non-profit organization dedicated to fighting this devastating disease. In 2005, Norma Logan and Sandy Maniscalco led a group of walkers in raising \$200,000.00 for an internationally renowned breast cancer foundation. But afterwards they found out that 40% of all the money the team raised went to overhead. Of the \$200,000.00 raised, \$80,000.00 never made it to critical research programs. In 2006 these two friends formed an all volunteer foundation dedicated to this promise that 100% of all donations be given to fund research. And so, in the first year of the TBBCF, Logan's promise was fulfilled with three \$100,000.00 grants awarded to three different cancer researcher scientists chosen by the Foundations Scientific Board. Your donations cannot be any more direct than this.

I encourage you to go to the website [www.terribrodeurbreastcancerfoundation.org](http://www.terribrodeurbreastcancerfoundation.org) to learn more about this amazing Foundation. I intend to reach my goal of a minimum of \$1,000.00, required by all participants to join this dedicated group in a 26.2 mile walk. The dollars and the distance are a challenge that I embrace wholeheartedly. It is my hope that I can count on your financial support in this endeavor.

Sincerely,

## Fundraising Sample Email Message

Dear Friends and Family,

I hope this note finds you all well.

I am so excited to introduce you to the Terri Brodeur Breast Cancer Foundation. Two years ago I, along with a group of committed friends, launched a non-profit Foundation to fund breast cancer research. The Terri Brodeur Foundation is different from other Breast Cancer Foundations in that 100% of our fundraising dollars go directly to breast cancer research. You might ask, "How is that possible?" We are run by experienced volunteers and depend on sponsorship dollars to cover our fundraising events and administrative costs. Some of our sponsors include great companies like Pfizer Pharmaceuticals and the Mohegan Sun Casino. These companies share our vision to eradicate breast cancer by 2010.

Please check out our website at: [www.TerriBrodeurBreastCancerFoundation.org](http://www.TerriBrodeurBreastCancerFoundation.org)

I encourage you to read the '**About Terri Brodeur**' and the '**About Us**' links to learn more about our inspirational namesake and our Foundation Leaders. These individuals are the heart and soul behind our organization.

If you are interested in volunteering, making a donation or would like your company to be a Corporate Sponsor, let me know. I hope you too will be as energized about this great cause as I am. As Margaret Mead said, *"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

Warmest regards,

(YOUR NAME)

# Thanks for all your efforts!

