



Simms/Mann  
UCLA Center for Integrative Oncology  
*Optimizing Wellness*

## The Birthday Celebration Fundraising Program



Celebrate your Birthday, support the Center  
and make a difference along the way!

## **THE BIRTHDAY CELEBRATION FUNDRAISING GUIDE**

As you begin your birthday celebration, you may have some questions about fundraising. This guide will help you figure out how you should initiate the campaign, who you should ask for support or assistance, and what you should do to maximize your fundraising efforts. In essence, this helpful guide will be your one stop shop toward meeting the goals of your birthday fundraising campaign.

### **THE CENTER IS HERE TO HELP**

Simms/Mann Center Project Manager, Jenn Kolu, is your point of contact for any help you may need in preparing your birthday celebration fundraising campaign. She is here to answer questions, give guidance, and assist you with any challenging situations that may arise during the fundraising process. Through regular check in calls and emails, the Simms/Mann Center team will provide each participant with fundraising tips and an unlimited stream of support and encouragement!

### **PUTTING A PLAN INTO ACTION**

It's important to the Simms/Mann Center that every participant feels empowered to anchor the direction of their own fundraising endeavors without the pressure of having to reach a specific goal or amount. We have a dedicated staff that is a constant resource for participants who have questions, need positive reinforcement or run into situations throughout the fundraising process that might be difficult to problem solve. The Birthday Fundraising Club is a joint effort. You don't have to do this alone. If you have friends and family members who have a moment to spare, invite them to participate by being a part of your fundraising committee. Once you've formed your committee, you are ready to put your plan into action. Always remember throughout this process that the Simms/Mann Center believes in you and trusts in your capabilities to make your birthday fundraising program a wonderful success.

### **FUNDRAISING**

Thinking about raising one big lump sum can be daunting to many people but it doesn't have to be. Remember that no donation is too small. It only takes five individuals to donate \$20 for that to equal a total of \$100.00. If 50 people were to donate \$20.00 each, the combination of those contributions would be enough money to provide services to a cancer patient, family member, or caregiver for an entire year. The Center is incredibly thankful that you have chosen to take part in this program, and is tremendously grateful for every contribution made to our organization.

## SHARING YOUR STORY

We all come to the Simms/Mann Center for a reason. Whether you have utilized the resources provided through the center yourself, or had a friend or family who was able to make use of these incredible resources, your story matters. We can provide each participant with a variety of resources that will allow them to set their birthday fundraiser into motion and share their story in a way that makes them feel most comfortable. Resources that include sample letters and email templates geared towards individuals, businesses, family member or friends. Express exactly what the center means to you and your reasons for choosing to participate in this fundraiser to continue the support of the Center. You can find these templates on our website, <http://www.simmsmanncenter.ucla.edu/index.php/support-the-center/birthday-fundraising-program/>.

## WHERE TO START

Here are some helpful fundraising tips:

### 1. CREATE A LIST OF POTENTIAL DONORS

Even before you begin to write your fundraising letter or email, you should consider who your audience will be. Set a goal to come up with at least 50 people to contact regarding making a donation in honor of your birthday! You never know who has been touched by cancer – many people set aside an annual charity budget and are just waiting for someone to ask.

Use family members, wedding lists, friends' email lists, club rosters, and social media sites. Ask your friends to help brainstorm too.

Here are some suggestions to help you create your mailing list:

Athletic Team Members	Employer/Boss	House-sitter
Aunts and Uncles	Faith-based Communities	In-laws
Baby Sitter	Family	Local Businesses
Bank Teller	Fitness Center Owner/Instructor	Mail Carrier
Boy or Girl Scouts	Former Co-Workers	Manicurist
Bus Driver	Former Teammate and Coaches	Mother/Father
Business Acquaintances	Former/Current Professors	Newspaper Delivery Person
Business Associations/Groups	Friends and Acquaintances	Nieces/Nephews
Car Mechanic	Friends Across the Country	Physician
Friends of Friends	Friends from College	PTA Members
Choir/Vocal Groups	Friends from High School	Spouse's Co-workers

Classmates	Friends from Current Activities	Spouse's Employer/Boss
Close friends	Friends Overseas	Therapist
Clubs	Friends' Employers	Travel Agent
Community Organizations	Friends' Family	Veterinarian
Cousins	Friends' Grandparents	Volunteer Groups
Co-workers	Gardener	Wedding Invitation List
Doctors' Office Staff	Grandparents/Grandchildren	Holiday Card List

While e-mail is the fastest, least expensive and most effective method of sending fundraising requests, some people don't work or use e-mail, or would prefer to use a letter. Some people like to use checks and some people like to use credit cards. Know your audience and decide the best method of contacting each person. We have pre-made donation envelopes that you can include with your letters. Please let one of the Simms/Mann Center Staff members know that you would like some envelopes to use in your efforts.

## 2. WRITE YOUR FUNDRAISING LETTER/EMAIL

Use our sample letters to get started. These sample letters are available on our website. Using a sample letter for reference can really help you decide how to start your letter, and once you've crossed that bridge, you can personalize it with your own information. Discuss what the Simms/Mann Center means to you. Don't be afraid to share your experiences. Creating an emotional connection with people is one of the best ways to convince them to donate in honor of your birthday celebration.

It is important to include in your letter what impact a donation will have on the Simms/Mann Center. The following statistics and information will help you frame your message to potential donors:

A gift of \$10 can buy cancer-education pamphlets and other materials for our library. Also, when we go to charitable foundations to ask for support, they seem to be more interested in how many people support us rather than how much they give. **All donations are tax-deductible to the maximum extent allowable by law.**

Each donation directly supports our staff and programs. Listed below are some of the services for which donated funds might be used and examples of some average costs we incur for some of these services as part of our operation:

*One hour per week of counseling (telephone/in person) 1 year/1 patient    \$15,600*

<i>One support group per week for 6 people per year</i>	<i>\$21, 000</i>
<i>One hour of psychotherapist time (psychologist/clinical social worker)</i>	<i>\$300</i>
<i>One complete Newsletter (development/printing/mailing)</i>	<i>\$25,000</i>
<i>Insights into Cancer Lecture Series per Year</i>	<i>\$140,000</i>

Gifts are used to support the production, printing and mailing of the Newsletter, the Insights into Cancer lecture series, pamphlets for the library, streaming video on the website, patient amenities, handouts and other educational materials for programs. All gifts support the daily operations of the Center which is primarily salaries for the professionals who provide free psychological support and other services through the Center to people with cancer and their families.

Make sure to include information about matching gift programs. Many businesses and corporations have matching gift programs so that when someone who works at that company makes a donation to a charity, the company also donates (either a percentage or a direct match). Make sure that all of your donors know they should ask their employers, usually through Human Resources, if there is a matching gift program. Completed matching gift forms should be sent to us at:

Simms/Mann – UCLA Center for Integrative Oncology  
200 UCLA Medical Plaza, Suite 502  
Los Angeles, CA 90095-6934

***We understand that writing a personal letter, especially about your treatment or the loss of a loved one can be extremely difficult. Our staff is available to help create a letter on your behalf. We can schedule a time to discuss your story in as much detail as you are comfortable with, and then Jenn will write a letter for you to use in your efforts. Our team is here to make it as easy as possible for you to take part in the Birthday Celebration Fundraising Program.***

### 3. SEND FOLLOW-UPS

Do not get discouraged because people don't donate immediately upon receiving your letter. People are busy, and sometimes need a gentle reminder that you are fundraising. Don't take the fact that someone doesn't donate right away as a sign that they will never donate. You should send out reminder letters or updates at least once during your birthday month. Also, you can contact Jenn Kolu and track your donations so that you can send thank you notes to donors.

The Simms/Mann UCLA Center for Integrative Oncology appreciates your willingness to participate in the Birthday Fundraiser Program. The Center is fully donor funded so every donation helps to provide valuable services free of charge to cancer patients, their family member and care givers.

- ♦ Go to [www.simmsmanncenter.ucla.edu](http://www.simmsmanncenter.ucla.edu)
- ♦ Click “Support the Center” in the top, left-hand navigation
- ♦ Then select “Donate Now!”
- ♦ At the top of the page, select “PAY BY CREDIT CARD”
- ♦ Enter the required information \*be sure to ask those making a donation to include, HAPPY BIRTHDAY (NAME OF THE BIRTHDAY PARTICIPANT OR PERSON REMEMBERED)\*
- ♦ Click the “Review Submission”
- ♦ ALL SET! Your donation is on its way to helping the patients, families, and care-givers that use the services provided at the Simms/Mann Center

*UCLA promises to protect the personal information of all donors. Our secure server protects donor information using 128-bit advanced encryption and firewall technology.*

### **CREATE A FUNDRAISING PAGE**

Your personal Fundraising webpage on the Jonsson Cancer Center website makes donating easy and quick for both you and your donors. We are happy to provide you with step by step instructions for setting up and using your personal fundraising webpage. Jenn our Project Manager can also help you to set up your personal page, so please contact her with any questions or for assistance during this process.

We encourage you to personalize the information and the photo on your webpage. It's very easy to do. There are step by step directions when you login and Jenn can also walk you through setting up your fundraiser page if you need additional assistance.

### **HAVE A FUNDRAISING BIRTHDAY PARTY**

If you want to be a bit more interactive with your fundraising program, consider having a birthday party on your actual birthday and on the invitation state that in lieu of gifts, please bring a check made out to the JCCF/Simms/Mann – UCLA Center for Integrative Oncology. In taking this route, your friends get a chance to spend your special day with you and have the opportunity to add more funds to your fundraising goal.

## **THANK YOU FOR PARTICIPATING!**

We truly appreciate your willingness to help raise funds for the Simms/Mann – UCLA Center for Integrative Oncology. The Center is fully donor funded so every donation helps to provide valuable services, free of charge to cancer patients, their family members, and care givers.



# **SIMMS/MANN FAQ's**

## **HOW IS THE CENTER FUNDED?**

We at the Simms/Mann – UCLA Center for Integrative Oncology are committed to maintaining wellness, maximizing health, and complementing the best oncologic practices and scientific research through individualized care offered by a multidisciplinary team committed to enhancing the physical, psychological and spiritual well-being of people touched by cancer.

Our comprehensive approach addresses the needs of the whole person with cancer and their family members. The majority of the Center's programs are offered to individuals free of charge. No bills are issued for psychological and support services for our UCLA patients. We seek donations through voluntary contributions – not fees – from our patients, their families and other friends of the Center. We hope that these gifts will generate sufficient support so that we will never have to require fees from patients and family members for support groups, our lecture series or the individual and family counseling. We have been here for 21 years and we want to be here until cancer is no longer a problem for anyone!

We do charge fees for the individual education sessions and small group classes with our integrative oncology specialists. However, these fees do not fully support these programs and we would like to be able to offer a sliding scale fee in the future for patients and family members who lack resources to pay for these services. In order to do this, we will need voluntary contributions to help support this goal.

We also charge a fee (billed through Psychiatry) for our psychiatrist who helps with medication that assists with sleep, depression, anxiety, fatigue, and other mood changes, although some patients and families just need our help anyway and we try to give it whenever we can.

Our Center does not receive any portion of the fees you pay for your medical care.

We charge for products sold in Reflections. The Reflections Boutique is not seeking to make a profit, but rather to help support its operations and the free services of the Center.

## **IS THE CENTER ENDOWED?**

No, the Center has no endowment. It relies on donations made on a yearly basis and a small operating reserve. We must raise \$1.5 million every year to fund this Center.

## **WHAT ARE THE CENTER'S SOURCES OF SUPPORT?**

The Center is funded in a variety of ways, all of which are important. The Simms/Mann Family Foundation has a long history of substantial philanthropic support to the Center and continues



to provide significant funding for many of our programs and services. While we greatly appreciate the funding that we receive from the Simms/Mann Family Foundation, due to the high volume of patients and family members touched by cancer – and the extraordinary demand for our services – additional private donations of all kinds are needed.

Since its inception, the Center has relied on the donation of grateful patients, their families and friends as well as some private foundations. Over the years we have received gifts for specific projects from many different foundations such as, The Annenberg Foundation, The Joseph Drown Foundation, The Weingart Foundation, and The Ralph M. Parsons Foundation. We also have been supported by family foundations such as the Carl and Roberta Deutsch Foundation, the Georgina Frederick Foundation, the Nancy and Alan Baer Foundation, and the Fred and Rose Dortort Foundation just to name a few. More recently the Hirschberg Pancreatic Cancer Research Foundation and the Tower Cancer Research Foundation, both of which have offered support for special populations such as patients with pancreatic cancer or young adults with cancer.

Several years ago a few of our grateful patients decided to help start an Advisory Board and these donors make regular and substantial gifts of at least \$10,000 per year to help make sure we are here for the next patient or family. So many of our Advisory Board members have been personally touched by cancer and many supported through the Center.

People who use our programs and their loved ones are a substantial source of our support. Our lung cancer program was supported for five years by a substantial gift from the husband of a former patient, John Nickoll. Our one – year operating reserve comes from an estate gift from someone who valued our programs and services and believed that they should continue. Several of our support groups are supported by families or estates of individuals who valued the support of that particular group.

### **CAN YOUR DONATION MAKE A DIFFERENCE?**

Absolutely! When an individual decides to speak for us, especially when based on personal experience, your voice will be heard louder than any email, letter or proposal that we could possibly write. We need you! Our Center is built and maintained by generous efforts made by many. You can make a difference and we hope you will do it this year and maybe in the years to come.