

**Ways You, Your Organization, School or Company Can  
Help the BCRFA Fund Research and Save Lives!**



The Breast Cancer Research Foundation of Alabama

Post Office Box 531225

Birmingham, AL 35253

(205) 996-5463

Email: [BCRFA@uab.edu](mailto:BCRFA@uab.edu)

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

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## Thank you for your interest in helping us “Fund Research... and Save Lives!”

There are many ways you can support the Breast Cancer Research Foundation of Alabama as an individual, company or group. We are excited that you want to join us in the fight against breast cancer. As you begin planning your fundraising effort, we wanted to provide a few key facts about our organization and mission.

### Who We Are and What We Do:

- The *Breast Cancer Research Foundation of Alabama (BCRFA)* was formed in 1996 with the goal of infusing additional funding and expanding breast cancer research and facilities at the UAB Comprehensive Cancer Center (now the O’Neal Comprehensive Cancer Center at UAB)
- Our Mission: “To help find a cure for breast cancer by funding promising Breast Cancer Research in Alabama and raising community awareness and funding for that research.”
- With community support, the foundation has provided almost \$11 million for life-saving breast cancer research and treatments in Alabama. The BCRFA’s most recent contribution or research was \$1,050,000 from fundraising efforts in 2020 thanks to the support of its donors, sponsors and partners.
- For every dollar raised and donated by the BCRFA, the O’Neal Comprehensive Cancer Center is able to generate at least \$14 in federal funding

*\$10.8M x \$14 in leverage = \$151M total impact on breast cancer research*

- All funding stays right here in Alabama, but the benefits of the research are shared across the nation
- Funds provided by the BCRFA have been used to recruit and retain world-class breast cancer researchers, support research projects to help identifying and treating breast cancer, and encourage collaboration among researchers helping to eradicate this disease.
- 1 in 8 women will be affected by some form of breast cancer in their lifetime
  - 30 years ago, 4 out of 5 breast cancer patients lost their lives to the illness
  - Today, thanks to research, those numbers are reversed with 4 out of 5 conquering cancer.

Further details on our organization and history are also available on our website (BCRFA.org), or give us a call if you have further questions about how we help fund breast cancer research in Alabama at (205) 996-5463.

## Ways You Can Help Fund Breast Cancer Research in Alabama

1. Make a donation to the BCRFA via mail or online ([www.BCRFA.org/donate](http://www.BCRFA.org/donate)). If you have a job, take a moment to check our website to *see if your employer will match your donation*. If yours does, please follow the instructions to take advantage of it. A matching gift doubles your impact!
2. Get our *Breast Cancer Research specialty license plate* when you renew your car, motorcycle, or boat - or your company's fleet of vehicles – tag at the DMV. All proceeds received by the BCRFA supports research in Alabama. Help us get the word out while you drive around. Send us a picture of your car or fleet w/ our tag and you will be added to our Tag Photo Gallery on our Facebook page (BCRFAAlabama).
3. Include the BCRFA in your Estate Planning. Leave a lasting legacy by designating a portion of your estate to benefit the BCRFA's mission of funding breast cancer research. Your gift of real estate, stocks, or selecting the BCRFA for a beneficiary through your Will, IRA, or life insurance policy can support cutting-edge breast cancer research which saves lives.
4. Support the BCRFA while you shop! When shopping online, visit *Smile.Amazon.Com* and select the Breast Cancer Research Foundation of Alabama for your charity to support. When you continue to shop online in the future, shop via *Smile.Amazon.Com* and your purchases will continue to support the BCRFA as long as we are listed as your charity partner! Also, download the *Planet Fundraiser* app to your phone, select BCRFA as your charity partner. Then *Shop, Snap* (take a picture of your receipt) and *Give* (participating merchants will make a donation to the BCRFA)!
5. Ask your local Fire Department to participate in our annual *Pink Ribbon T-shirt Campaign*. The BCRFA designs and prints t-shirts for fire departments across Alabama to purchase, wear, and sell in their communities during October (Breast Cancer Awareness Month). All campaign profits support research.
6. Get your local schools to “Go Pink” in October, raising money in for the BCRFA and breast cancer research! Talk to your high school's SGA, National Honor Society or Athletics Team about coordinating a Pink Game during football or basketball season, do a coin drive for research and send us a check at the end of the month, sell pink t-shirts to raise money and awareness. Get your fraternity and sorority groups engaged with a car wash, or corn-hole or disc golf tournaments... there are tons of ways to get schools and students involved! Talk to them and see what fits best with your school and community.
7. Ask your church or synagogue to do a Pink Sunday or special offering or donation drive in October to honor survivors, remember those who have been lost and raise money to support breast cancer research in Alabama through a donation to the BCRFA.
8. Coordinate your own fundraiser for BCRFA. There are tons of ways to raise money – some ideas are:
  - Hold a Dinner or holiday party at your home or office - Ask guests to make a donation for research.
  - Set up an online crowdfunding page to support BCRFA. Ask us how!
  - Donate for research in lieu of gifts (bridal, anniversary, birthday, bat and bar mitzvah)
  - Coordinate a Workplace Fundraiser: Have a casual day for research. Ask the President of your company to host a casual event on a Friday. Ask everyone to give a \$10 donation and they could wear blue jeans and pink shirts. Consider donating a percentage of sales one day to the BCRFA.
  - Host a “Non-Event”- Send invitations to friends, family and colleagues to NOT attend your event. In the invitation include an RSVP card including donation increments. On the invitation, remind them of the money they will save not purchasing new clothes and shoes, hiring a sitter, etc. Make it fun.

**Please contact us with any questions as you consider your options for supporting the BCRFA!**

## Tips to Help You Produce a Successful Fundraiser for Breast Cancer Research

1. Define your purpose and objective: The purpose is to raise money for research in Alabama, but you need to have an objective or goal that you would like to reach. Make it clear to your friends, family and colleagues. They will help you achieve your personal fundraising goals.
2. Decide what type of event you would like to host: Whether you go with one of our ideas we have listed or come up with your own, be creative and think of a meaningful, entertaining way you can host an event. *Complete the BCRFA Fundraising Effort Request Form in this packet so that we are aware of and can help you promote your event.*
3. Recruit Volunteers and Committees: Ask your family, friends and colleagues to help you with your fundraiser and be responsible for a particular item or job. Most will accept the challenge. Also, ask groups or clubs that you are members of to get involved. This will also expand your contacts and keep the community involved. Ask all of your volunteers/committee members to provide you with new contacts and mailing addresses for people who might support your event.
4. Choose a location: Whether at your home or somewhere else, you will need to choose a location during the beginning of your event planning.
5. Prepare a Budget: If you have out of pocket expenses, take this in to consideration when deciding what to charge event attendees. Some hosts prefer to donate the actual costs of putting on the event. Your goal should be to donate all of the proceeds from your event to support breast cancer research. This makes guests feel more comfortable when donating.
6. Secure Sponsor(s) to Underwrite the Event: Reach out to local businesses to pay for the expenses of rentals, food, entertainment, if needed. Put together a solid budget and present it to the businesses you are soliciting.
7. Promote your event: Use social media to help get the word out. Have your volunteers share news about the event among their social network. Tag BCRFAAlabama on Facebook and Twitter if you would like for us to share your event on our social media. Ask local newspapers and TV to allow you to put information about your event (if it is open to all the community). *Once we have reviewed your request form, we will forward our logo for use during promotion.*
8. Thank your Supporters: After the event, send thank you notes to your attendees and donors. Everyone appreciates a “thank you” and they will remember your event. If your donors or sponsors would like to receive a thank you from the BCRFA, please email us a spreadsheet with your donors with their gift amount and contact information when you forward your donation to donation for research. We will mail letters on our letterhead for individual donations of \$25 or more. Checks may be made payable to BCRFA. Donations may be made online at: [www.BCRFA.org/donate](http://www.BCRFA.org/donate) . Please have your supporters note your event fundraiser in the comments section when donating online so we can attribute their gift to your event.
9. Make it an Annual Event: The first year you host an event will be a learning experience. Make sure you have fun. Each year it will grow and you will make wonderful memories while saving lives!

*Be sure to check out the Photo Gallery on our website to see pictures of community fundraising activities for ideas and inspiration!*

## The Breast Cancer Research Foundation of Alabama (BCRFA) Fundraising Effort Request Form

1. Please provide the name and contact information of the person(s) or organization requesting to host a fundraising event/activity to benefit the BCRFA:

Contact: \_\_\_\_\_ Business/organization (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

2. Indicate the date of the event. If the date has not been determined at this time please list the potential dates or month: \_\_\_\_\_  
\_\_\_\_\_

3. Please give a detailed description of fundraising event/activity and its location: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Will your fundraising efforts be limited to one event date? \_\_\_\_\_ If no, please specify the length of time estimated. (i.e. week, weekend, month, etc.) \_\_\_\_\_

5. Please list media efforts. (i.e. local newspaper, social media, flyers, invitations, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Will your event require the BCRFA logo for advertisement or signage? \_\_\_Yes \_\_\_No  
*\*Prior BCRFA approval required*

7. Please estimate your fundraising goal. \_\_\_\_\_ (Donation should be sent within 3 weeks to BCRFA)

8. Do you plan to seek corporate sponsors? \_\_\_\_\_ If yes, please list potential sponsors.  
\_\_\_\_\_  
\_\_\_\_\_

9. Describe the fundraising efforts of your organization to make a donation to the BCRFA (i.e. 100% of event proceeds, t-shirt sales, auction, percentage of ticket sales, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Would you like for a BCRFA representative to attend your fundraiser or group to accept your donation, or speak about the BCRFA to your organization? \_\_\_\_\_ If so, we will do our best to make that happen.

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

BCRFA Approval (to be completed by BCRFA): \_\_\_\_\_ Date: \_\_\_\_\_

*Please note this form is not specific to any certain type of fundraising efforts. Please be as descriptive as possible and feel free to contact our office for any questions concerning your request to raise funding for the BCRFA .*

**BCRFA • P.O. Box 531225 • Birmingham, AL 35253**  
**Office: (205)996-5463 • Fax: (205)975-5040 Email: [bcrfa@uab.edu](mailto:bcrfa@uab.edu)**