


**12th Annual
Jimmy V
CYO Classic** 
... 4 special days

To: Players/Coaches/Parents/Supporters of the 12th Annual Jimmy V CYO Classic

From: The Committee

Subject: *Player/Participant/Parent/Supporter* Fundraising Campaign

Thank you for your participation in the Philadelphia Friends of V 12th Annual Jimmy V "**Four Special Days**" basketball event (**February 19th through February 22, 2015**). Like many organizations, we have been challenged to raise funds in a bumpy economy. One thing is certain; the fight against cancer continues and still needs our efforts.

In order to continue support at or exceeding prior year levels, we're asking for help from everyone to take action in the war against cancer and at the same time **make it personal** by recognizing an individual or family you know that has been affected by cancer. The individual or family that you are supporting will be noted by the "***I Don't Ever Give Up for _____***" certificate and displayed on the gym wall during the event.

What:

- ◆ Each player is asked to solicit donation(s) from friends and family (including those unable to attend games) to raise funds supporting them in the four day event
- ◆ Contributions can be solicited from friends, families and neighbors (ex. *Grandma, Uncle, Cousin, Neighbor.... Hi, I'm playing in a Jimmy V basketball game to raise funds for cancer research in February.... would you make a donation and help me fight this disease?*) *If applicable: I'm playing in honor of (deceased name) or in support of (survivor name)*
- ◆ Parents and or other supporters who attend the games are also encouraged to take part in this fund raising campaign.
- ◆ **Incentives**
 - For every \$50.00 raised (1) one entry on your behalf will be placed in a 'bucket' and the winner will be drawn during the 4 day event: A choice of an ***IPAD or 2 courtside seats at Madison Square Garden for the Jimmy V College Classic in December 2015. (Winner will be contacted if not present at the time of the drawing).***

- For every \$50.00 raised an **'I Don't Give Up For (named cancer victim or survivor)'** certificate will be displayed the wall during the 4 day event on your behalf.
 - Recognition of extraordinary fund raising efforts will also be announced throughout the four days.
- ◆ *Payments will be accepted via on line and or checks made out to Philadelphia Friends of V.

When: January 1, 2015 through February 22, 2015

How:

1. Register:
 - ◆ On line using the below link
<http://www.phillyfriendsofv.org/basketball-tournament-registration/>
 - ◆ Contact program director, Patrick Lubey, via email: patrickl@phillyfriendsofv.org or phone (215) 880-8104.
2. *Solicit donations from family, friends, neighbors and local businesses using personal contacts and social media and tell them about the event and who you are playing for and why.
 - ◆ Once your register use the donation link supplied on the website and send to your contacts
 - ◆ Send checks payable to Philadelphia Friends of V to 1300 Fountain Rd; Newtown, PA 18940-3744

*It will be important for all donations to clearly identify the program participant in order to award credit for their donation total. We will not be responsible for clarifying donations that are unclear and or do not designate a participant.

Questions:

Please direct any and all questions to the 'I Don't Give Up for _____' Program Director, Patrick Lubey email: patrickl@phillyfriendsofv.org or phone (215) 880-8104.

Technical questions regarding the donation links should be sent to help@phillyfriendsofv.org

Thank you for your support. The Philadelphia Friends of V has raised nearly \$300,000.00 for cancer research in our 12 year history.....this program provides you with the opportunity to do your part in the war against cancer while at the same time making it personal for you by supporting someone you know who's life has been impacted by cancer.

