



## *Event Management Manual*

*[www.nfcr.org/shootforthecure](http://www.nfcr.org/shootforthecure)*

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**National Foundation for Cancer Research**  
4600 East West Highway, Suite 525 | Bethesda, MD 20814  
1-800-321-CURE (2873) | [www.NFCR.org](http://www.NFCR.org)

## Table of Contents

1. What is the National Foundation for Cancer Research?
  - a. Why work with the National Foundation for Cancer Research?
  - b. How your fundraising helps support life-saving cancer research
2. What is “Shoot for the Cure”?
  - a. “Shoot for the Cure” Commitment Form
3. Your Event
  - a. Event Website for Promotion and Fund Raising
4. Education
  - a. In your School
  - b. In the Community
  - c. Cancer Information Fact Sheet
5. Fund Raising
  - a. Fund Raising Ideas
  - b. Donation Delivery Information
  - c. Donor Letter Sample
  - d. Donation Receipt Template
  - e. Donor Thank You Letter Sample
6. Promotion and Advertising
  - a. Sample Pre-Event Media Release
  - b. Sample Post-Event Media Release

# “Shoot for the Cure” Event Management Manual



## What is the National Foundation for Cancer Research?

The National Foundation for Cancer Research (NFCR) was founded in 1973 to support cancer research and public education relating to prevention, earlier diagnosis, better treatments and ultimately, a cure for cancer. NFCR promotes and facilitates collaboration among scientists to accelerate the pace of discovery from bench to bedside. NFCR is committed to *Research for a Cure* – cures for *all* types of cancer.

The National Foundation for Cancer Research is a 501(c)3 Non-Profit, charitable organization, with a serving Board of Directors and Advisory Board. Our tax ID # is 04-2531031. Donations are 100% tax deductible under the law.

## Headquarters

4600 East West Highway  
Suite 525  
Bethesda, MD 20814  
Phone: 1-800-321-CURE (2873)  
Website: [www.NFCR.org](http://www.NFCR.org)  
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## What is the purpose of the National Foundation for Cancer Research?

When it comes to finding a cure for cancer, NFCR believes in discovery-oriented scientific research - that in order to fully conquer this devastating disease, we need to study cancer at its most fundamental level and to unite the best minds in cancer research. Our approach is paving the way for better prevention strategies, earlier diagnostic techniques, and new anti-cancer drugs and treatments.

# “Shoot for the Cure” Event Management Manual



## Who benefits from fundraising for the National Foundation for Cancer Research?

Cancer patients! NFCR has built science programs that now involve nearly 50 top research laboratories in the U.S. and other countries around the world. NFCR-funded scientists are conducting cutting-edge research around the clock on all major types of cancer and leading the way in many critical research areas. To maximize the value of our resources and to work more efficiently, NFCR organizes its Science Programs using three different funding structures:

NFCR Research Discovery Centers

NFCR Project Directors

NFCR Fellows

This structure engages top research minds from a wide range of scientific disciplines and creates a broad network within which all NFCR-supported scientists and research laboratories are interconnected, actively sharing ideas and information across research institutions. This constitutes a unique “Laboratory Without Walls” - a true research collaborative that will expedite the pace of reaching our ultimate goal - finding cures for all types of cancer.

Some of the most advanced and cutting-edge research in the world comes from the National Foundation for Cancer Research, including:

- **Launching life-saving drugs such as Avastin™.** Thanks to an NFCR scientist, the drug Avastin has been used to save and extend the lives of nearly hundred thousand cancer patients. It all started with one discovery by NFCR scientist Dr. Harold Dvorak at Beth Israel Deaconess Medical Center. He discovered Vascular Endothelial Growth Factor (VEGF), a protein secreted by cells to start the growth of new blood vessels—including vessels that bring blood to tumors for growth. By shutting off VEGF, scientists were able to cut down the growth of the tumor, often saving patients from reaching late-stage cancer. Avastin is currently used for treating patients with colorectal, lung, breast, kidney, and brain (glioblastoma) cancers.
- **Hormone therapies for breast cancer, including Tamoxifen and Aromatase Inhibitors.** NFCR scientist Dr. Jack Gorski at University of Wisconsin at Madison provided the crucial groundwork for today’s use of hormone therapies for breast cancer. His research helped us understand how the hormone, estrogen, interacts with its protein partner or receptor, and how the two together regulate cell functions such as growth. This work helped lead to the development of Tamoxifen and Aromatase Inhibitors—breast cancer drugs that block or prevent the growth signals of estrogen and its receptor.

# “Shoot for the Cure” Event Management Manual



- **Cladribine, a first-line treatment for leukemia.** The research of NFCR scientist Dr. Dennis Carson at the University of California, San Diego, led to the development of Cladribine, a landmark drug that can cure patients with hairy cell leukemia. Dr. Carson discovered that a purine nucleoside agent, which prevents cells from making DNA and RNA, can selectively kill hairy cell leukemia cells – a breakthrough discovery. Today, Cladribine remains the first-line treatment for this disease.
- **Stopping the spread of cancer.** Six genes that stop the spread or metastasis of cancer have been identified by a team of collaborators led by NFCR scientist Dr. Danny Welch, Director of NFCR Center for Metastasis Research, at the University of Alabama, Birmingham. These findings opened an entirely new avenue for the development of drugs that could stop cancer from spreading, holding great promise for controlling the seemingly uncontrollable cancer cell in a variety of cancer types.
- **Personalized medicine for patients with lung cancer.** Sometimes, the most challenging task of a physician is to determine which patients will benefit most from which treatments. Fortunately for lung cancer patients, NFCR has made that decision easier. NFCR scientist Dr. Dr. Daniel Haber at the Massachusetts General Hospital discovered a specific mutation that affects about 10% of all lung cancer patients. This discovery means that it is now possible to identify patients who are most likely to benefit from the drug Iressa™, providing crucial guidance for personalized medicine for patients with lung cancer.
- **A new technology that is helping develop better cancer drugs.** A new technology framework that allows the design and synthesis of  $\beta$ -peptide Inhibitors was developed by NFCR scientist Dr. Alanna Schepartz, Director of the NFCR Center for Anti-Cancer Drug Design and Discovery at Yale University. Whereas other drugs may have failed,  $\beta$ -peptide inhibitors are able to specifically inhibit or target almost any protein-to-protein interactions occurring in diseases. This new technology is tremendously improving the current capacity of drug development.

## Why work with the National Foundation for Cancer Research?

The National Foundation for Cancer Research makes fundraising easy! We have online tools that help you create your own fundraising webpage, and a team of professionals ready to help you with your event. We can provide up-to-date materials on cancer prevention and detection, and we tell you exactly where your funds are going. If you want to designate your funds to a specific type of cancer, or even to a specific research project, we can do that too. We can also help educate you and your teammates on how cancer research is changing the face of cancer care.

# “Shoot for the Cure” Event Management Manual

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## What is “Shoot for the Cure”?

“Shoot for the Cure” is an event supported by college and high school basketball coaches and teams committed to funding life-saving cancer research.

## How can a school show support?

By hosting a featured “Shoot for the Cure” basketball game. The event will promote cancer awareness by encouraging players and fans to distribute educational materials, collect donations, and designate any proceeds to cancer research. It will also help promote your school and your team, both in the school and in the community!

## How do we get started?

1. Determine which home game you wish to feature as the “Shoot for the Cure” event.
2. Obtain the support of the visiting team.
3. Communicate your intent to the school’s Activities/Athletic Director.
4. Engage the school’s Boosters in promoting the event – boosters should be supportive because more fans in the stands equates to more funds for the school.
5. Fill out the “Shoot for the Cure” Event Sign Up form and fax or mail it to Erin Stewart Chen at [esc@nfc.org](mailto:esc@nfc.org) or (301) 961-9116.

National Foundation for Cancer Research

“Shoot for the Cure”

4600 East West Highway, Suite 525 Bethesda, MD 20814

# “Shoot for the Cure” Event Management Manual



## “Shoot for the Cure” COMMITMENT FORM

To Whom It May Concern: We have read all of the preliminary information provided to us by the National Foundation for Cancer Research and we would like to host a “Shoot for the Cure” featured match at our school. We agree to use the “Shoot for the Cure” and NFCR logos only in conjunction with our fundraising efforts for this purpose. Here is our event information:

### Event Information

Name of Hosting School: \_\_\_\_\_

Name of Opponent School: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Time of the Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Fundraising Goal: \_\_\_\_\_

### Mailing Address

Street: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

### Contact Info

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**Please fax a signed and completed copy of this form to: Erin Stewart Chen, [esc@nfcrr.org](mailto:esc@nfcrr.org) or fax to (301) 654-5824**

THE NATIONAL FOUNDATION FOR CANCER RESEARCH | 4600 EAST WEST HIGHWAY SUITE 525

P: 1-800-321-CURE (2873) | F: 301-654-5824

E-MAIL: [INFO@NFCRR.org](mailto:INFO@NFCRR.org) | [www.NFCRR.org](http://www.NFCRR.org)

# “Shoot for the Cure” Event Management Manual



## How to Run Your Event

The National Foundation for Cancer Research is happy to support your event in any way we can.

However, this is your event, and we encourage you to be creative and to include thoughts or ideas that will work for you. Here are a few of our suggestions:

## Getting People There

1. Post Fliers all over the school and the town.
2. Ask the school to send out an email on your behalf about the event.
3. Ask teachers if you can write the event name, date, and time in classroom chalkboards and keep it up during their classes.
4. Ask teachers to make announcements about the event in the classes.
5. Set up a table in the cafeteria or student union to promote the event and recruit people to help spread the word.
6. Set up a table at fall sporting events prior to your match to promote the event and recruit people to help spread the word.
7. Set up a table in supermarkets, malls, and other community areas to to promote the event and recruit people to help spread the word.

## Making it Special

1. Have cancer survivors stand up to be recognized or say a few words before the game begins.
2. Get your cheerleaders to come and boost the crowd's spirits.
3. Find a dynamic Master of Ceremonies to announce events and engage the fans (consider a local celebrity).
4. Offer free admittance to Survivors.
5. Ask the Marching Band/Pep Band, Choir, or Soloist to perform the national anthem.
6. Enlist support of other sports teams to attend.
7. Ask Cheerleaders to cheer during the event.
8. Give out or have people buy balloons at the event. Have sharpie markers available where people can write the names of loved ones who have battled cancer on the balloons, in their honor. Post the balloons up all over the gymnasium.
9. Have a sheet, banner, or portable chalkboard where people can write messages and names of loved ones who have battled cancer.

## Raising Funds for Cancer Research

You may be surprised at the desire of the community to not only support the event, but also to contribute additional funds to support the cause.

# “Shoot for the Cure” Event Management Manual



## Setting Goals

Fundraising is easier than you think! If you have 14 players on your team, and you ask each one to raise \$75 (easy to get this amount from family, friends, neighbors, teachers, etc.) = \$1,050 for the cause!

## Fundraising Ideas

1. Pledges: people can pledge a dollar amount for every point scored during the game.
2. Community Groups & Fraternal Organizations: many groups such as Rotary, Masons, and Kiwanis support certain kinds of activities. Ask them for participation or donations.
3. Have a Bake sale. Ask the culinary school or home economics class make cupcakes or cookies.
4. Collect items to auction off in either a Silent or a Live auction.
5. Have a Raffle. Sell tickets and give out prizes donated by local businesses.
6. Have decorative donation jars at the event and encourage fans to drop in donations throughout the game. Have your Emcee keep a running tally of how much is being raised.
7. Make event t-shirt sales with the “Shoot for the Cure” logo. T-shirt designs are up on the event website at [www.nfcr.org/shootforthecure](http://www.nfcr.org/shootforthecure). You might be able to find a local printer who will donate the T-shirt printing or give you a discount if you add their logo.
8. Sell items to be worn at the event such as beads, bracelets, t-shirts, or hats.
9. Talk with boosters about donating portion of ticket price to the event (suggest raising the ticket price to cover the donation).
10. Sell tickets in advance at premium prices.
11. Ask players to host dinners at their homes to raise funds.
12. Start a fundraising webpage at [www.firstgiving.com/nfcr](http://www.firstgiving.com/nfcr) and send the URL out to all your friends and post it on social networking sites.
13. Sell flowers at the event.
14. Matching funds: Local businesses and employers are often willing to match proceeds or a percentage thereof.
15. Collect loose change in lunch room or dining hall.
16. Have a Car wash.
17. Bottle Drives or Collections such as:
  - a. Aluminum Can and Glass Bottle Drives
  - b. Plastic Containers
  - c. Recyclable Paper
  - d. Cell Phones
  - e. Precious (and not-so-precious) Metals
  - f. Inkjet Cartridges
  - g. Coupon Collections
18. Hold basketball training in the evening.
19. Serve-a-thon or other skills contest.
20. Stand out in front of a store front, pass out materials and ask for donations.

# “Shoot for the Cure” Event Management Manual



## Sponsorships

Encourage individuals and local businesses to make donations to the cause in exchange for special acknowledgement at the event and free advertising (e.g. in match program, banner on website, hanging banners in on the field).

## Video and Photographs

- Take LOTS of photos. The National Foundation for Cancer Research really wants to see the success of your event. With your permission, we will post your pictures online.
- Shoot video. We need you to help us show how awesome and successful an event can be. The video of your event will go a long way to achieving that goal.

## How do we handle on-site donations?

- By check:
  - » Donors should make checks payable to: The National Foundation for Cancer Research
  - » Checks should reference the school name and the basketball team name in the memo of the check.
  - » Checks should be sent to:
  - » The National Foundation for Cancer Research, “Shoot for the Cure,” 4600 East West Highway, STE 525, Bethesda, MD 20814
- By credit card:
  - » Print out the Credit Card donation form from the Shoot for the Cure Website ([www.nfcr.org/shootforthecure](http://www.nfcr.org/shootforthecure)) and have some on-hand at the event for people to fill out.
  - » Mail all credit card forms to: The National Foundation for Cancer Research, “Shoot for the Cure”, 4600 East West Highway, STE 525, Bethesda, MD 20814

## Online Donations

Donations can be made online by setting up your own fundraising page at [www.firstgiving.com/nfcr](http://www.firstgiving.com/nfcr). The team can set up their own page, or each member can set up an individual page.

## Sending in Donations

- Take all cash donations to your local bank and request a cashier’s check made out to The National Foundation for Cancer Research.
- Make 2 Xerox copies of all checks received. Multiple checks on a single sheet of paper will be fine. One copy for your records and one to enclose with the checks in the forwarding manila envelope.

## Donation Receipts

The National Foundation for Cancer Research will provide you with an electronic version of a donation receipt that can be distributed to donors at the event or during a fund raising effort.

# “Shoot for the Cure” Event Management Manual



It is also recommended that you total your checks for better tracking purposes.

The checks should be mailed at any US Post Office, to the address below, by using Priority Mail. Place your sealed manila envelope into the USPS special tear-proof Priority Mail envelope and specify “Registered Mail” and that it should be sent with a Return Signature and Hold for Pickup for your piece of mind that the donations arrived safely. This will insure that the envelope will be tracked.

The cost for Priority Mail with the additional services designated above can be easily calculated on the USPS website and will depend on weight. In most cases across the country it should generally be less than \$10.00 which is also a deductible expense. There is no charge for the Priority Mail tear-proof envelopes.

## Education

Education is the key to increasing an individual’s cancer awareness and knowledge about the disease. Armed with knowledge, there is a much better chance of early detection, which is the first step in lowering the mortality rate.

### Educating the School

1. Set up a table at lunches/before/after school (for Colleges in the Dining Hall or Student Union) with educational materials. The National Foundation for Cancer Research will provide you with electronic files that you can print out and pass around, through the website [www.nfcr.org/shootforthecure](http://www.nfcr.org/shootforthecure).
2. Set up a table at all fall sporting events occurring prior to your “Shoot for the Cure” match and distribute educational materials.
3. Present quick facts about cancer during the week of the event on school announcements.
4. Ask the health/medical classes to teach their cancer unit during the week of the event – if this is not possible, ask the teacher to mention your “Shoot for the Cure” event.
5. Have players ask teachers if they can speak to the class about cancer and your event.

### Educating the Community

Prior to your Event

1. Set up tables at local supermarkets and malls to pass out educational information, such as the Cancer Prevention & Detection Kit, and to let them know about the event.
2. Set up tables at back to school nights or parent nights.

At the Event

1. Have a table set up in a prominent location with educational materials.
2. Have the announcer present facts about cancer during the match.

# “Shoot for the Cure” Event Management Manual



## SAMPLE DONOR/SPONSORSHIP LETTER



4600 East West Highway  
Suite 525  
Bethesda, MD 20814  
Phone: 1-800-321-CURE (2873)  
Fax: 301-654-5824  
[www.NFCR.org](http://www.NFCR.org)

[Insert Date]

The National Foundation for Cancer Research  
4600 East West Highway, Suite 525  
Bethesda, MD 20814

[School Name and Address]

Dear Prospective Donor,

This season, basketball teams from around the country will participate in the “Shoot for the Cure” National Campaign. This will be an event we hope involves a large number of individuals in the community. High School and College teams will promote cancer education as well as raise funds to help eradicate this disease.

“Shoot for the Cure” attendees will not only cheer the players on as they compete, but will support the cause by donating funds. The proceeds will benefit the National Foundation for Cancer Research, a national 501(c)(3) with Tax ID # 04-2531031.

We need your help, and you can make a difference! The players, coaches, and school administrators sincerely thank you for your donation consideration and hope to see you at one of our “Shoot for the Cure” events!

**A TAX EXEMPT CHARITY (TAX ID#: 04-2531031)**

# “Shoot for the Cure” Event Management Manual



## DONATION RECEIPT



4600 East West Highway  
Suite 525  
Bethesda, MD 20814  
Phone: 1-800-321-CURE (2873)  
Fax: 301-654-5824  
[www.NFCR.org](http://www.NFCR.org)

[Insert Date]

The National Foundation for Cancer Research  
4600 East West Highway, Suite 525  
Bethesda, MD 20814

On behalf of The National Foundation for Cancer Research, we would like to thank you for your donation received on [DATE] in support of the 2010 “Shoot for the Cure” Campaign.

Your contribution will assist the National Foundation for Cancer Research in its mission to raise funds and awareness about cancer research through basketball. The support you lend to our event is not only counted in dollars and cents but also in the “spirit of community”. You have lent us your voice in fighting this deadly disease.

We are very grateful for caring individuals like you who share the same determination to find a cure for cancer. Thanks to you, NFCR’s research has consistently led to breakthrough discoveries - many of which are now being used to treat cancer patients around the world.

Together we will find a cure for this devastating disease.

**Event:** “Shoot for the Cure”  
**Contribution Type:** Donation  
**Donor Name:**  
**Amount:**

National Foundation for Cancer Research is a 501 (c)(3) public charity, IRS Tax ID 04-2531031. All donations are tax-deductible as allowed by law.

# “Shoot for the Cure” Event Management Manual



## Publicity and Advertising

The National Foundation for Cancer Research will help promote your event by working with you to draft a local press release and by sending it out to local media. Here are some ways you can help:

1. Create a fundraising webpage at [www.firstgiving.com/nfcr](http://www.firstgiving.com/nfcr). This page will allow you to upload photos, write your own story, and send the link out to your player’s friends, family, and potential sponsors.
2. Involve marketing programs/classes to participate in promoting the event.
3. For High Schools: generate interest in future players by getting information out to feeder schools inviting them to attend the event – think about ways to engage the younger kids during the event.
4. For Colleges: generate a fan base for future events – reach out to the community via media to local high schools, middle schools, and elementary schools

## SAMPLE PRE-MATCH MEDIA RELEASE

**Event Host:** [Insert Host name]

**Opponent:** [Insert Opponent Team Name]

**Event Date:** [Insert date]

**Event Time:** [Insert time]

**Location:** [Insert place]

[City, State – Date] - This season, teams from around the country will be participating in the “Shoot for the Cure” Campaign with the National Foundation for Cancer Research. High School and College teams will be promoting health education in the community as well as raising funds to help eradicate cancer.

Admission will be [Insert Ticket Prices]. The proceeds from all donations will benefit the National Foundation for Cancer Research, a national 501(c)(3) located in Bethesda, MD.

# “Shoot for the Cure” Event Management Manual

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## Sponsors

[Insert Sponsor Name/Logos Here]

For more information about the event, please contact [Insert Contact Name] at [Insert E-mail Address and Phone Number].

[Insert School Team Name]

[Do a small write up on the background of the coaches, team, and school]

## National Foundation for Cancer Research

The National Foundation for Cancer Research (NFCR) is a leading cancer research charity dedicated to funding cancer research and public education relating to cancer prevention, earlier diagnosis, better treatments and, ultimately, a cure for cancer. NFCR promotes and facilitates collaboration among scientists to accelerate the pace of discovery from bench to bedside.

Since 1973, NFCR has provided over \$275 million in support of discovery-oriented cancer research focused on understanding how and why cells become cancerous, and on public education relating to cancer prevention, detection, and treatment. NFCR's scientists are discovering cancer's molecular mysteries and translating these discoveries into therapies that hold the hope for curing cancer. NFCR is about **Research for a Cure**—cures for *all* types of cancer. For more information, please visit [www.NFCR.org](http://www.NFCR.org) or call 1-800-321-CURE (2873).

# “Shoot for the Cure” Event Management Manual



## SAMPLE POST-MATCH MEDIA RELEASE

Event Host: [Insert Host name]  
Opponent: [Insert Opponent Team Name]  
Event Date: [Insert date]  
Event Time: [Insert time]  
Location: [Insert place]

[City, State – Date] - This season, basketball teams from around the country participated in the “Shoot for the Cure” Campaign with the National Foundation for Cancer Research. High School and College basketball teams did a tremendous job promoting cancer awareness in the community and raising funds for cancer research.

[Insert Number of Supporters] showed up to cheer on the [Team 1 Name] and the [Team 2 Name] as they competed.. The event raised over [Insert Fund Raising Amount] for the cause. [Insert Coaches Quote]

The proceeds from all donations benefited the National Foundation for Cancer Research, a 501(c)(3) located in the Washington DC Metropolitan Area.

### Sponsors

[Insert Sponsor Name/Logos Here]

For more information about the event, please contact [Insert Contact Name] at [Insert E-mail Address and Phone Number].

[Insert School Team Name]

[Do a small write up on the background of the coaches, team, and school]

### National Foundation for Cancer Research

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Contact:

Erin Stewart Chen  
Director of Marketing and Communications  
(301) 961-9116  
[esc@nfc.org](mailto:esc@nfc.org)