



2020 Pay It Forward Campaign

because it matters now more than ever

A campaign to support the Caring Community Foundation's mission to ease the burden of cancer by providing emergency financial assistance to cancer patients in need in our community.



**CARING COMMUNITY
FOUNDATION**



Caring Community Foundation helped Rodney and Rochelle with their mortgage payment while Rodney was receiving treatment for a malignant brain tumor.

Caring Community Foundation is taking every step possible to address the unprecedented challenge that the COVID-19 pandemic presents to us all.

COVID-19 has had a serious impact on our community, our economy, and our lives. And for the families that we serve, this pandemic has left many of them reeling. Every day, we hear stories of people whose support systems are gone because of COVID-19. And the longer people go without a paycheck, the more likely it is we will see an increase requests for assistance with housing, transportation, utilities, medication, and food.

While needs are skyrocketing, physical distancing and the possible long-term impact of COVID-19 have forced us to cancel multiple necessary fundraisers. As a result, we are projecting a significant budget gap for 2020. However, we simply must be there for cancer patients in need.

Caring Community Foundation was founded on the principle of paying it forward. We are there to help cancer patients meet their basic needs and stay in treatment. Someone in a battle for their life shouldn't have to choose between food on the table, keeping the lights on, or having a roof over their head and whether they should receive life-saving medication.



**CARING COMMUNITY
FOUNDATION**

Every day we're providing vital financial support to North Carolina cancer patients in need. We couldn't provide that help without the people in the community who support us — people like you. You are truly making a difference in the lives of cancer patients who need that help - now more than ever.

How It All Began

In May 1999 Jill Wolford, a young Cary mother of two was diagnosed with breast cancer. The subsequent nine months were filled with chemotherapy, radiation, hospitalizations, and many experiences that challenged her and her family. Throughout that time, friends, neighbors, family, coworkers, and even strangers helped them through this very difficult period. Overwhelmed by the support they received, she and her husband Eric decided that the best way to show appreciation for those who had helped them would be to help other individuals challenged with cancer — in other words, pay it forward.



How Your Donation is Put to Work

We partner with social workers from Duke, UNC and REX Cancer Centers to provide immediate emergency financial assistance to cancer patients in need.

Over the past twenty years, the Caring Community Foundation has been providing emergency assistance to cancer patients in our community. With the help of our donors, we've made some incredible progress.

Since 2001, we have provided over \$2.3 million in emergency financial assistance to more than 4 thousand cancer patients across 73 North Carolina counties.



Pay It Forward Campaign 2020 — Giving Levels



Our sponsors mean the world to us because they make our work possible! In return, we provide our sponsors with the recognition they deserve and meaningful benefits that demonstrate our appreciation and gratitude. Please consider being a 2020 Pay It Forward Campaign Sponsor. Together we can help cancer patients in need — because it matters now more than ever.

\$25,000 and above | Lead Circle

- Company logo with link/recognition on CCF website homepage
- Customized social media promotion for your business
- Primary recognition on all 2020 prospective virtual/actual events
- Primary recognition on 20th anniversary t-shirt
- Dedicated thank you in e-newsletters
- Opportunity to customize sponsor benefits based on marketing objectives

\$10,000 and above | Benefactor Circle

- Company logo with link/recognition on CCF website
- Prominent recognition on social media
- Prominent recognition on all 2020 prospective virtual/actual events
- Prominent logo recognition on 20th anniversary t-shirt
- Dedicated thank you in e-newsletters

\$7,500 and above | Premier Circle

- Company logo with link/recognition on CCF website
- Recognition on social media
- Logo recognition on all 2020 prospective virtual/actual events
- Logo recognition on 20th anniversary t-shirt
- Thank you in e-newsletters

\$5,000 and above | Founder's Circle

- Company logo with link /recognition on CCF website
- Recognition on social media
- Logo recognition on all 2020 prospective virtual/actual events
- Logo recognition on 20th anniversary t-shirt
- Thank you in e-newsletters

\$2,500 and above | Campaign Partner

- Company logo with link/recognition on CCF website
- Recognition on social media
- Logo recognition on all 2020 prospective virtual/actual events
- Logo recognition on 20th anniversary t-shirt
- Thank you in e-newsletters

\$1,000 and above | Campaign Champion

- Company listing with link/recognition on CCF website
- Thank you in e-newsletters

\$500 and above | Campaign Patron

- Company listing/recognition on CCF website
- Thank you in e-newsletters

Packages can be customized to better serve your marketing or community relations goals. Contact Maria Hernandez at 919-451-7597 or mhernandez@caringcommunityfoundation.org

Pay It Forward Campaign 2020 — Sponsorship Agreement

Elevate your exposure with a Sponsorship — Business or Personal:

- Lead Circle | \$25,000 and above
- Benefactor Circle | \$10,000 and above
- Premier Circle | \$7,500 and above
- Founder's Circle | \$5,000 and above
- Campaign Partner | \$2,500 and above
- Campaign Champion | \$1,000 and above
- Campaign Patron | \$500 and above

DONOR INFORMATION:

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

For name recognition benefits and sponsor level listings, how would you like your name to appear on printed materials?

NAME

WEB ADDRESS

PAYMENT INFORMATION:

- My check made payable to the *Caring Community Foundation* for \$_____ is enclosed.
- Please charge my Visa / MasterCard / Discover / American Express (*circle one*)

CARD NUMBER

EXP DATE

(3 OR 4 DIGIT SECURITY CODE)

NAME AS IT APPEARS ON CARD

SIGNATURE

CONTACT:

Maria Hernandez, Executive Director, 919-451-7597, mhernandez@caringcommunityfoundation.org



MAIL TO: Caring Community Foundation | 3000 Stanford Drive | Durham, NC 27707

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