

MAKE A DIFFERENCE IN THE BRAIN TUMOR COMMUNITY

Community-Driven Giveback Fundraisers

ABOUT US

Head for the Cure
Foundation™



THE MISSION OF HEAD FOR THE CURE (HFTC) IS TO BUILD AWARENESS, RAISE FUNDS, AND IGNITE HOPE FOR THE BRAIN TUMOR COMMUNITY.

Chris Anthony, avid runner, and brother of HFTC Founder Matt Anthony, was diagnosed with a glioblastoma multiforme (GBM) brain tumor in 2000 at age 34. After his passing, Chris' family, led by brother Matt, took on the fight in his honor. To date, more than \$22 million has been raised to support our mission. Our 5K events continue to drive our fundraising to support clinical trials, research, and programs. Head for the Cure has been a registered 501(c)3 organization since 2007.



Our mission is accomplished by these 3 pillars.

1. **Building Awareness** for a disease that is not widely known and needs advancements in treatments to help patients.
2. **Raising Funds** through events and campaigns to support clinical research and programs.
3. **Igniting Hope** for all who have faced this disease.

Brains for the Cure (BFTC) - a program within Head for the Cure - was created to be a resource for someone going through a brain tumor diagnosis

Online you will find information for each stage of a patient and caregiver's journey. We are continuously adding resources such as financial help, support groups, and clinical trials. BFTC provides opportunities to connect with others in the community through an online video library, support group calls via Zoom, and speaking individually with our Ambassadors.



STEPS FOR PLANNING YOUR OWN GIVEBACK

1. Find a Business Willing to Donate a Portion of the Proceeds

Some Examples Include; Restaurants, Bars, Jewelry Stores, Boutiques, Independent Sellers, Coffee Shops, Lemonade Stand, Bake Sale, etc.

2. Discuss and Finalize Terms and Conditions

- **What percentage will our organization receive?** Local businesses tend to donate higher percentages while chains and franchises trend toward the low side. Usually the range is between 10-25% and/or a certain dollar amount per item purchased.
- **What day or days are available?** Some local businesses will agree to a week long promotion, but usually it is limited to one day or night.
- **What hours are available?** Obviously the more hours available the more potential for income.
- **Is it limited to just the business we bring in? Or will we receive a percentage from everyone who dines during our time period?** (This is extremely important to know in terms of marketing and advertising)
- **If take out, drive through, or online ordering is available, will we receive income from these sales?**
- **Can we set up an informational display and solicit funds during our giveback?** Setting up a booth or table to help explain the organization and where the funds are going is a great way to get people excited and engaged in the cause.

3. Advertise like Crazy

- Create a Facebook event page and invite your friends
- Post on Instagram, Twitter, etc.
- Print flyers/posters/and invitations
- Canvass to local coffee shops, bakeries, gyms, etc advertising the event
- Signage at various holes for donation requests
- Ask the giveback location if an informational display can be set up in advance of the event

4. Show up, and have fun!

Head for the Cure Support

Brainstorm: Helping you decide what type of event will work best for you and your goal.

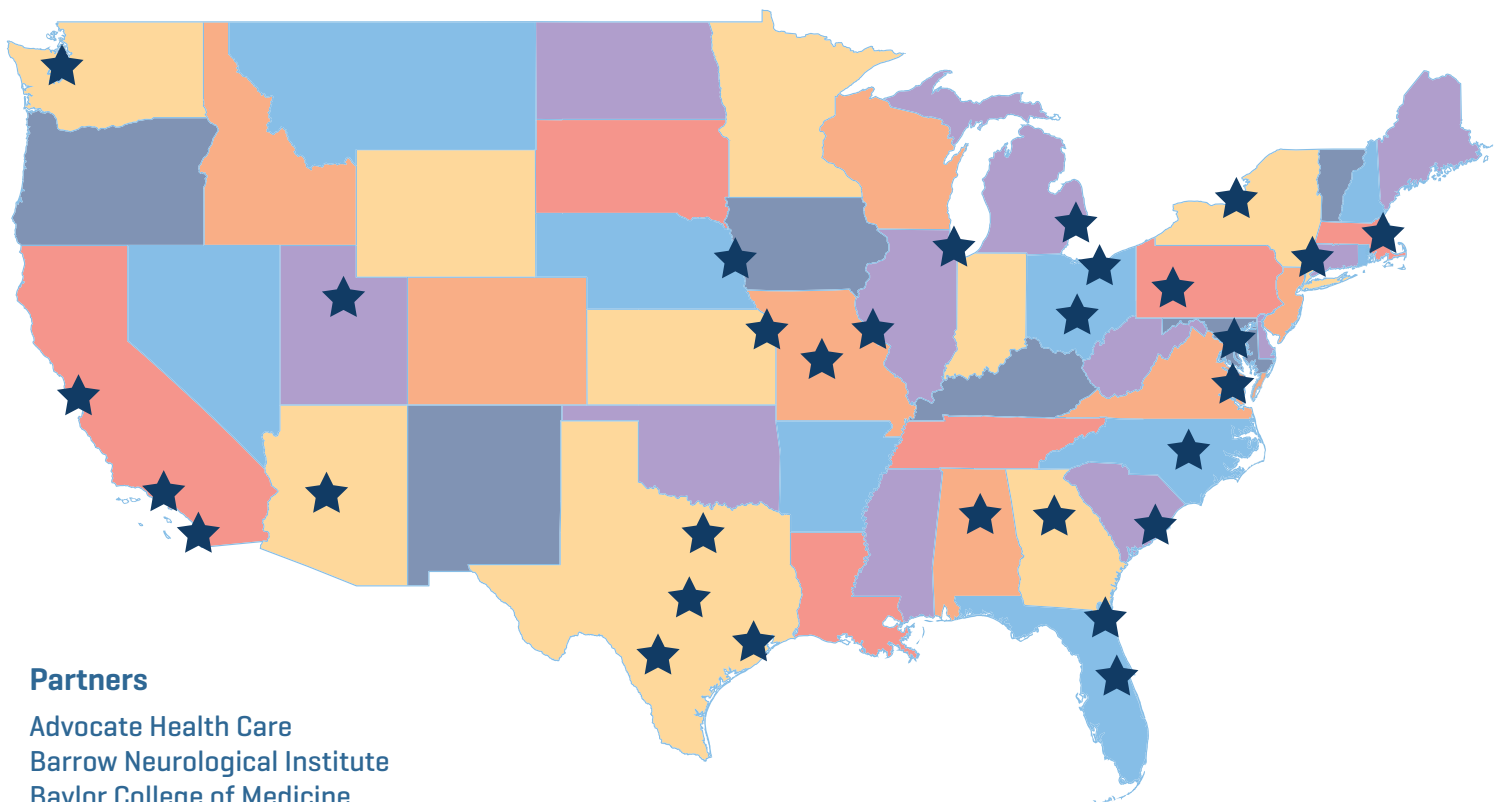
Promotion: We are more than happy to share your event through our social media channels and add your event to our online events calendar at headforthecure.org.



WHO YOUR EVENT BENEFITS

Funds raised through your event will benefit national brain cancer programs, education, and initiatives, such as clinical trials, research, and Brains for the Cure (BFTC). BFTC is our online navigator designed to lend a helping hand throughout one's brain tumor journey as they advocate for themselves, become educated on the latest research and treatments, and connect with others through Ambassadors, online support groups, and stories.

Head for the Cure joins the fight against brain cancer across the country.



Partners

Advocate Health Care
Barrow Neurological Institute
Baylor College of Medicine
Baylor University Medical Center
Cedars-Sinai Medical Center
Cleveland Clinic
Columbia University Medical Center
Dana Farber Cancer Institute
Henry Ford Health System
Massachusetts General Hospital
Medical University of South Carolina
National Institutes of Health
NorthShore University Health System
Northwestern University
Ohio State University Medical Center
Orlando Health
Piedmont Brain Tumor Center

Texas Oncology - Austin Brain Tumor Center
University of Alabama at Birmingham
University of California, Irvine
University of California, San Diego
University of Kansas Cancer Center
University of North Carolina
University of Pittsburgh
University of Utah - Huntsman
University of Washington Medical Center
UT Southwestern Medical Center
Virginia Commonwealth University Massey Cancer Center
Wake Forest Baptist Health
Walter Reed National Military Medical Center
Washington University in St. Louis