



TABLE CAPTAIN PACKET

# Little Heroes

LUNCHEON - WESTLAKE VILLAGE

Tuesday, May 23, 2017



This event is a great way to introduce people to TBCF and to learn how they can support families who have children with cancer.

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**THERE IS NO COST TO ATTEND THE BREAKFAST**

Instead, we will call on your leadership to help us invite all guests to make a contribution the day of the event.

## WHY TABLE CAPTAINS MATTER

TEDDY BEAR CANCER FOUNDATION

# THANKS YOU

FOR BEING A TABLE CAPTAIN



### DEAR FRIEND,

On behalf of Teddy Bear Cancer Foundation (TBCF), thank you for committing to be a Table Captain for our **Inaugural Little Heroes Luncheon (LHL) on Tuesday, May 23, 2017 at North Ranch Center Westlake Village, CA.**

By volunteering as a Table Captain, you will help raise awareness of TBCF's critical mission and galvanize a community of people to support families living in the Tri-County Region and their "little heroes" who have cancer.

There is no ticket cost for your guests to attend the Breakfast. Instead, we will call on your leadership to help us invite all guests to make a contribution the day of the event. Additionally, a formal ask will be made by a TBCF representative as part of the program. Thanks to the tremendous support by our sponsors and underwriters, all donors can be sure that their investment directly supports families in need.

If you have any questions, please don't hesitate to contact me at (805) 617-0845 or [Shelby@TeddyBearCancerFoundation.org](mailto:Shelby@TeddyBearCancerFoundation.org)

*Bonnie Trejos, Event Chair*

*Lindsey Leonard, Executive Director*

*Shelby Thomas, Special Events Director*



## WHY TABLE CAPTAINS MATTER

# YOU WEAR THE CAPE

BECAUSE OF YOU AND YOUR INVOLVEMENT WITH THIS BREAKFAST, OUR COMMUNITY OF SUPPORTERS WILL GROW.



We ask you to invite at least 7 additional people to fill a table.  
Our goal is that each table will seat 8 people raise \$1,600 in donations.  
(\$200/person)



## SHARE YOUR PASSION ABOUT TEDDY BEAR

Tell your invitees why you have chosen to support Teddy Bear Cancer Foundation. Have you volunteered? Attended an event? Met a family? Share these stories with your friends, colleagues, and family members.

## The need for our services continues to grow.

In 2016, a total of 53% of the families we served lived in Santa Barbara County. As a direct result of your donations, we are able to continually provide support to families in your very own community.



**1,808**

THE NUMBER OF INDIVIDUALS  
THAT HAVE BENEFITED FROM  
OUR SUPPORT PROGRAMS  
SINCE 2002.

WE OFFER EMOTIONAL  
SUPPORT TO ANY TRI-COUNTY  
INDIVIDUAL EXPERIENCING  
PEDIATRIC CANCER.

**100%**

**GRANTED \$1.7M**

AMOUNT OF FINANCIAL ASSISTANCE GRANTED  
SINCE OUR FOUNDING TO FAMILIES IN NEED.



**\$5,000**

DIRECT FINANCIAL ASSISTANCE  
GIVEN TO FAMILIES TO PAY FOR  
CRITICAL EXPENSES.

**33** AMOUNT OF TRI-COUNTY BENEFICIARY  
EVENTS HELD IN HONOR OF TBCF IN 2016.

**53%**

OF THE FAMILIES WE  
SERVE ARE SANTA  
BARBARA COUNTY  
RESIDENTS.



**TEDDY BEAR CANCER FOUNDATION  
PAYS FOR CRITICAL EXPENSES &  
SUPPORTS THE ENTIRE FAMILY,  
INCLUDING SIBLINGS.**

**6 YEARS OLD**

THE AVERAGE AGE OF A CHILD  
DIAGNOSED WITH PEDIATRIC  
CANCER.

41% OF FAMILIES SERVED ARE IN VENTURA COUNTY & 6% OF FAMILIES SERVED ARE IN SAN LUIS OBISPO COUNTY.

**156 LOCAL FAMILIES**

WE SERVE FAMILIES LIVING IN SANTA BARBARA, VENTURA, AND SAN LUIS OBISPO COUNTIES.



**1,002**

THE AMOUNT OF PRESENTS  
GIVEN OUT TO CHILDREN  
DURING PROJECT HOLIDAY IN  
2016.

**3 LITTLE HEROES**

THE NUMBER OF TBCF KIDS WHO HAVE BEEN  
HONORED WITH OUR LITTLE HERO AWARD.

**12%** CHILDREN DIAGNOSED WITH CANCER  
DO NOT SURVIVE.



INVITE  
**FRIENDS**  
**NEW FACES**  
**CO-WORKERS**  
**RELATIVES**  
**NEIGHBORS**

THESE ARE JUST SOME IDEAS.



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There is no ticket price, however we anticipate your guests to be so inspired by the stories of families in our community that they will choose to make a significant gift at the event.

A very personal invitation from you is the best way to ask guests to attend the breakfast. Think creatively about whom to invite and then make a phone call, send an email, or invite them over coffee – use the best method for you and the guest you are inviting.

# HOW TO GET GUESTS AT YOUR TABLE



## INVITE WHO YOU KNOW

Compile list of friends, colleagues, and family members to invite. Send an invitation email as soon as possible. Follow-up with a second email or phone call a week later. Don't wait--start today!

## TELL FRIENDS ABOUT THE EVENT

This is a fundraising event, but there is no minimum or maximum donation. There is no ticket price, however we anticipate your guests to be so inspired by the stories of families in our community that they will choose to make a significant gift at the event.

## OVERSUBSCRIBE YOUR TABLE

Each table accommodates upwards of 8 guests. Oversubscribe your table! Due to unforeseen circumstances, guests may drop-out last minute. If you have more than 8 confirmed guests, we will be sure to place any overflow of guests at an adjacent table.

## SEND SAVE THE DATE REMINDERS

We will send an email reminder to all guests for whom email addresses are submitted. The most effective reminder is for you to personally contact each guest a few days prior to the event. Tell all your friends that you're excited by posting messages on social media!

## THE "ASK"

Toward the end of the program, there will be a call to action culminating in an "ask" for donations from guests. A large white envelope filled with pledge cards in gold envelopes will be given to each table captain at the start of the event. These pledge cards are to be passed out to your guests at this point of the program.

Your table has a collective goal to raise \$1,600 or approximately \$200 per guest. It is suggested you set an example by making a donation yourself.

At the end of the event, you can collect and return your guest's envelope to one of the exit greeters on your way out of the conference room. Table captains will be provided with the amount their table raised post-event.

WE MAKE IT EASY FOR YOU!

# COPY & PASTE

BELOW ARE SAMPLE EMAILS TO USE.

SAMPLE INVITE EMAIL

**SUBJECT: JOIN ME AT THE LITTLE HEROES BREAKFAST**

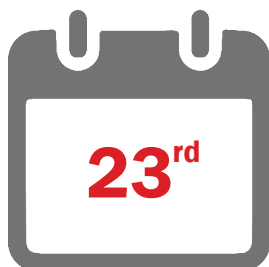
Dear [Invitee's Name],

I am honored to be hosting a table at Teddy Bear Cancer Foundation's Inaugural Little Heroes Luncheon - Westlake Village and would love for you to join me. Let's catch up and unite under an incredible cause! This event supports Teddy Bear Cancer Foundation's efforts to alleviate the enormous emotional and financial burdens families experience when caring for their child who is sick. Affectionately named in honor of our children, our "little heroes," this gathering will bring together local business and community leaders. I hope you will join me at my table.

**The Luncheon will be held Inaugural Little Heroes Luncheon (LHL) on Tuesday, May 23, 2017 at North Ranch Center Westlake Village, CA and will begin at 12:00pm. The program will conclude at 1:30pm.** There is no cost to attend the breakfast, but there will be a formal ask at the event. Just reply to this email, or register online at [www.TeddyBearCancerFoundation.org](http://www.TeddyBearCancerFoundation.org) under Little Heroes Luncheon and come prepared to join a community of supporters changing the lives of families that have a child with cancer.

All the best,  
(Your name)

**YOUR INVITES HAVE ALL SAID "YES!"**



Help them get it on their calendar by sending out a meeting request.

- Outlook
- Gmail



WE MAKE IT EASY FOR YOU!

# COPY & PASTE

BELOW ARE SAMPLE EMAILS TO USE.

## CONFIRMATION EMAIL

**SUBJECT:** TBCF EVENT CONFIRMATION - LITTLE HEROES BREAKFAST

**WHEN:** Tuesday, May 23, 2017 | 12:00pm – 1:30pm

**WHERE:** North Ranch Center Westlake Village, CA  
1400 N Westlake Blvd, Westlake Village, CA 91362

Thank you so much for joining me for breakfast!  
I WILL SEE YOU APRIL 20th!

## THANK YOU EMAIL

**SUBJECT:** THANK YOU FOR SUPPORTING LITTLE HEROES

Dear [Guest's name],

Thank you so much for joining me at yesterday's Teddy Bear Cancer Foundation's Little Heroes Breakfast - Santa Barbara County. I hope you found the event both inspiring and uplifting. I appreciate your support in helping the families serviced by this organization. It means a lot to me and to the "little heroes" in our community.

All the best,  
[Your name]



# FAQs

## IS THERE A COST TO ATTEND?

There is no cost to attend the Breakfast, but there will be a formal ask at the event. Come prepared to join a community of supporters dedicated to changing the lives of families that have a child with cancer.

**OUR GOAL AT EACH TABLE IS TO COLLECTIVELY RAISE \$1,600.**

## WHERE DOES THE MONEY GO?

Teddy Bear Cancer Foundation provides financial, emotional, and educational support from initial diagnosis, during treatment and into recovery to support families that live in the Tri-County Region that have a child, age 0 – 21, with cancer.

### FINANCIAL ASSISTANCE:

Families that have a child with a cancer diagnosis are eligible to receive assistance valued at up to \$8,850. In tragic cases, a family may receive an additional \$8,850 for each relapse and a supplementary \$4,000 if their child passes. Cumulatively, some families are eligible for up to \$30,550 of financial assistance.

- Direct Financial Assistance
- Hotel Accommodations
- Funeral Fund

### EMOTIONAL SUPPORT:

A pediatric cancer diagnosis can be very isolating for the child in treatment and their family. We offer a variety of emotional support groups and family fun events, providing a safe space and educational tools for families to learn how to support one another.

- Family Fun Events
- Bear Necessities
- Project Holiday
- Care for Caregivers
- Family Support Groups

### EDUCATIONAL PROGRAMS:

The average length of treatment for pediatric cancer is 6 months to 3 years, however, treatment can be longer if a child relapses. Going through treatment can cause the child to miss a lot of school. The objective of the program is to assist with the transition back to school and to test for any side effects of chemotherapy.

- Tutoring Services
- Neuropsychological Testing

## WILL MY INVESTMENT MAKE A POSITIVE IMPACT?

TBCF earned recognition with a Gold Level rating, the highest level possible, as a highly efficient non-profit organization through GuideStar Exchange, whose mission is to revolutionize philanthropy by providing information that advances transparency, enables donors to make better decisions and encourages charitable giving. TBCF is committed to maintaining exceptional financial health, furthering excellence in impact and effectiveness, and guaranteeing fiscal responsibility.

You can be assured that this year, and long into the future, your generous investment will continue to make a significant positive impact in the lives of families that we serve.

## HOW MANY PEOPLE DOES TBCF SERVE?

In 2016, TBCF provided services to 681 individuals with the support of five full-time and three part-time staff members and 802 volunteers who dedicated 6,824 hours of service.

# IS SOMEONE BUSY THAT DAY?

## WHY I GIVE

“

‘Pay it forward , it’s about CARING and SHARING, it’s about COMPASSION and KINDNESS, it’s about GENEROSITY, it’s about sacrifice and love. You get what you give, SO GIVE GOOD.’ I give because it makes me feel good.”

- Emilee Garfield, Event Co-Chair

“

To me, the meaning of life has always been about helping those who are in need. I am so passionate about the TBCF because of its local achievements in providing aid to young cancer patients and much needed support for their families. If everyone on this earth could put some time and effort into a project they care about, the world would become a much more beautiful place. I give because it is my duty to provide love and care to those who need it most in order to create that vision of a better earth.”

- Adriana Mezic, Event Co-Chair



## WAYS YOU CAN GIVE

### DONATIONS & TRIBUTES

#### MONTHLY GIVING

Monthly giving allows you to conveniently and automatically provide long-standing support to provide resources to our families. You can choose a pre-determined amount you want to give each month. It’s easy. And, even better, you’ll be making a difference each and every month.

#### SPONSOR AN EVENT

Sponsorships are an ideal investment for your company, or your family, to make a positive impact in the lives of families in need while receiving marketing exposure that is associated with our critically important mission.

#### CELEBRATE A LOVED ONE

Give in celebration of a loved one, a person you admire, or someone fighting cancer. We’ll mail a beautiful card to the person you choose to acknowledge announcing your meaningful gift. You can also give in memory of someone special. Support someone today!



# feel good



JOIN US AS A SPONSOR.

Teddy Bear Cancer Foundation invites you to make a significant positive impact in the lives of families with a child battling cancer by joining us as a 2017 event sponsor. Sponsors are essential to help us carry out our mission, and we would be honored to showcase your support.

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## PARTNERSHIP THROUGH SPONSORSHIP

By working together, we can alleviate families' financial and emotional challenges so they can be there for what's most important—caring for their child during their darkest times of need. The fight against cancer is a battle that no child should ever have to endure alone.

## EXPAND YOUR EXPOSURE AND REACH IN THE COMMUNITY

We are grateful for each sponsor's championing of our mission. TBCF offers unique marketing opportunities that enhance visibility and promotes businesses within the community. We look forward to extending these opportunities for increased involvement in our organization, thereby building enduring partnerships with our supporters throughout the years.

Make a huge impact for a  
family who has a child  
with cancer.

## VISIONARY BEAR \$5,000

- Premier seating for 8 guests
- Opportunity to have exhibitor table at a Little Heroes Event
- Exclusive logo and name placement in event program, e-blasts, website and select media
- Invitation to present 2016 Little Heroes Award or introduce Keynote Speaker
- Visionary Bear recognition in video presentation
- One page tribute ad
- Coffee with keynote speaker
- “Teddy the Bear” delivers coffee and bear claws to your home or office
- 2 social media posts

## ADVOCATE BEAR \$2,500

- Premier seating for 8 guests
- Logo and name placement in event program, e-blasts, website and select media
- ½ page tribute ad
- 2 social media posts

## HEALER BEAR \$1,000

- Name listing in event program, e-blasts, and website
- ¼ page tribute ad
- 2 social media posts



### WHAT DOES \$5,000 COVER?

Supports one family with FINANCIAL ASSISTANCE to help defray everyday household expenses by covering payment for rent, mortgage, auto expenses, utility bills, medication and home care services.

### WHAT DOES \$2,500 COVER?

Sponsors 10 SUPPORT GROUPS for families going through various stages of their child's treatment by covering the cost of a translator, licensed-therapist, and a meal.

### WHAT DOES \$1,000 COVER?

Provides 10 families with HOLIDAY HELP by providing them with gifts, food and decorations.



Send us your guest's information

**NAME**  
**PHONE**  
**EMAIL**

Guests list deadline is May 16, 2017.



### **MAY 9TH**

**SPONSOR/TABLE CAPTAIN  
DEADLINE FOR PROGRAM LISTING**

### **MAY 16TH**

**TABLE GUESTS DEADLINE**

### **MAY 23RD**

**DAY OF THE EVENT  
TABLE CAPTAINS ARRIVE AT 7:15AM**

Have more than 7 guests?

No worries, there will be plenty of French toast for everyone!

**Email your guest list to Shelby Thomas, Special Events Director**  
**[shelby@teddybearcancerfoundation.org](mailto:shelby@teddybearcancerfoundation.org) | 805.617.0845**



Bonnie Trejos  
Event Chair  
[bonnytrejos@gmail.com](mailto:bonnytrejos@gmail.com)  
805.732.6270

Lindsey Leonard  
Executive Director  
[lindsey@teddybearcancerfoundation.org](mailto:lindsey@teddybearcancerfoundation.org)  
805.563.4740

Shelby Thomas  
Special Events Director  
[shelby@teddybearcancerfoundation.org](mailto:shelby@teddybearcancerfoundation.org)  
805.617.0845