



## Join Our Community Partner Program

Bay Area Cancer Connections (BCC) supports those in our community who have been touched by breast and ovarian cancer by providing comprehensive, personalized services in an atmosphere of warmth and compassion. We strive to offer a wide variety of opportunities for people to get involved and give back.

**Community Partners** help BCC continue to be a critical community resource to those facing breast and ovarian cancer, including such services as support groups, practical help, and early breast cancer detection for the uninsured. Partners accomplish this through fundraising events, shopping days, or product promotions.

We invite you to consider how our **Community Partner Program** can help you to effectively realize your philanthropy goals.

### Why Should I Become a Partner?

We offer BCC **Community Partners** these benefits:

- ✓ Premium visibility with BCC's network of donors, volunteers and supporters through our website, social media, and email marketing.
- ✓ Partnership with a trusted, well-regarded organization. BCC is one of the most highly regarded, broadly supported and well-respected cancer nonprofits in the San Francisco Bay Area, earning the highest achievable, four star Charity Navigator rating for six years in a row for financial accountability and transparency.
- ✓ Your employees and consumers have a positive impact on people facing cancer.

## Partnership Benefits

Bay Area Cancer Connections employs a variety of marketing channels to help promote your event, shopping day, or product. Community Partners receive the following benefits:



- ✓ Event or promotion listing on our website.
- ✓ Event or promotion listing on our Breast Cancer Awareness email.
- ✓ 2 Facebook posts about your event or promotion.
- ✓ 2 Twitter posts about your event or promotion.
- ✓ BCC marketing materials for your event or promotion, including brochures, program calendars, fundraising ideas, and more.
- ✓ Some partners may have the opportunity to have a BCC representative attend their event. Please inquire for details.

## How it Works

Most of our retail partners donate a percentage of revenue to Bay Area Cancer Connections. You can setup your promotion for one day, a month, or an entire year. We also work with community groups, such as golf clubs, school teams, or mom's groups who host fundraising events for BCC. We're flexible and are happy to help you design a promotion or an event that works for you.



### Shopping Day

A retail store hosts a shopping day and donates a portion of the day's sales.

*Example:* Eileen Fisher, women's clothing store, donates 10% of sales and offers loyal customers *double points* through their rewards program for one day.



### Product Promotion

Retail company designates a percentage of online or in-store sales from a special product or products.

*Example:* gorjana & griffin, a lifestyle brand, designs a special bracelet every October for Breast Cancer Awareness Month and donates 100% of proceeds to BCC.



### Create Your Own Event

Individuals, groups, or companies host a fundraising event and raise money through crowd funding, ticket sales/entrance fee, or auctions.

*Examples:* Golf tournament, volleyball game, benefit concert, bake sale or yard sale.

## Benefits to Your Community



Your partnership will help Bay Area Cancer Connections continue to provide **free** information and support to people touched by breast or ovarian cancer in our community by:

- Offering a compassionate community and resource center.
- Providing free breast screenings for young low-income women and men challenged by financial, geographical, cultural and language barriers.
- Providing emotional support and counseling.
- Educating clients about cancer and women's health.
- Increasing confidence in medical decision-making by educating clients about their cancer.
- Offering wellness programs to help clients reach their health and fitness goals.
- Encouraging self-expression through creative writing and other workshops.



Access to Care



Cancer Information



Emotional Support



Health & Wellness



## Community Partner Application

Thank you for your interest in Bay Area Cancer Connections. Please send us this form so we can endorse your event and the use of our name and logo. Then we'll send you our fundraising toolkit to help make your event a success!

Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Company Name \_\_\_\_\_  
*as it should appear in marketing materials*

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Are you a BCC client?  Yes  No

### Tell us about your promotion

Shopping Day  Product Promotion  Other

_____	Estimated Attendance: _____
_____	Start Date: ____/____/____
_____	End Date: ____/____/____
_____	<input type="checkbox"/> Ongoing
_____	Fundraising Goal:
_____	\$ _____

#### SUBMIT TO:

Bay Area Cancer Connections, 2335 El Camino Real Palo Alto, CA 94306

**Phone:** 650-326-6299, ext. 27 | **Fax:** 650-326-6673 | **Email:** [lilani@bccconnections.org](mailto:lilani@bccconnections.org)

Bay Area Cancer Connections (formerly, Breast Cancer Connections) is a 501(c)(3) nonprofit organization with **tax ID number 77-0417605**. A check for your promotion or event's net proceeds (i.e. gross proceeds less all related expenses), must be delivered to Bay Area Cancer Connections within 30 days of the promotion or event's conclusion.

For details regarding Third Party Event Tax Deduction/Donation Receipts and Regulations please visit our partner program webpage: <http://bccconnections.org/get-involved/partnerships/>

Internal Use Only \_\_\_\_\_

Approved  Not Approved