

AVON BREAST CANCER 3-DAY WASHINGTON, D.C. 2000 PLEDGE FORM

Walker No. _____

Name of Walker or Crew Member You Are Sponsoring _____

THANK YOU

Thank you for sponsoring the walker named above in the Avon Breast Cancer 3-Day. Please read over this pledge form carefully, and fill it out completely and legibly in order to prevent processing delays. **WE ARE SORRY, BUT WE CANNOT ACCEPT CASH PLEDGES. PLEASE MAKE CHECKS PAYABLE TO: AVON BREAST CANCER 3-DAY.** Pledges are tax deductible to the fullest extent allowed by law.

MATCHING GIFT PROGRAMS

Many companies provide their employees with matching gifts/pledges. Please check with your employer on its specific matching gift guidelines.



*Approximately, pending final route.

IMPORTANT NOTE

The Avon Breast Cancer 3-Day is committed to ensuring that the maximum percentage of donor dollars is returned to non-profit programs. We cannot predict, however, what the percentage will be. This depends on many variables, including how many walkers participate, how much money they raise, and recruiting, logistics and event expenses.

Send all pledges and pledge forms directly to:
Avon Breast Cancer 3-Day
c/o La Salle Bank
135 S. La Salle, Dept. 3824
Chicago, IL 60674-3824

888-332-9286

1

I'M BEHIND YOU EVERY MILE!

Please print clearly in the spaces provided below

Last Name			First Name			M.I.		
Last Name or Business Name			First Name			M.I.		
Mailing Address						Suite/Apt. No.		
City			State			Zip		
() _____ Phone (Mandatory for credit card payments)								

Would you like to be included on other mailing lists?

Avon Yes No The Avon Breast Cancer Crusade Yes No
National Alliance of Breast Cancer Organizations (NABCO) Yes No

2

I'M SUPPORTING YOU IN THIS HEROIC COMMITMENT

Please mark the circle corresponding to your pledge commitment

HONORARY WALKER \$1000	COMMITMENT \$250
<input type="radio"/> Paid in Full	<input type="radio"/> Paid in Full
<input type="radio"/> 10 monthly payments of \$100	<input type="radio"/> 5 monthly payments of \$50
HEROISM \$750	SPIRIT \$150
<input type="radio"/> Paid in Full	<input type="radio"/> Paid in Full
<input type="radio"/> 10 monthly payments of \$75	<input type="radio"/> 3 monthly payments of \$50
INSPIRATION \$500	OTHER AMOUNT
<input type="radio"/> Paid in Full	<input type="radio"/> Single Payment in Full (amount \$ _____)
<input type="radio"/> 10 monthly payments of \$50	<input type="radio"/> _____ monthly payments of \$ _____ totalling \$ _____ (Monthly payments must be \$25 or higher and cannot extend beyond 10 months.)

3

2 EASY PAYMENT OPTIONS

Based on the selection I made in Section 2, I would like to pay my pledge via:
(please choose one form of payment)

A **PERSONAL CHECK — SINGLE PAYMENT IN FULL**
Please make checks payable to: Avon Breast Cancer 3-Day.
Full single payment of pledge only; installment payments by checks cannot be accepted.

B **PLEDGING BY CREDIT CARD** — Single payment or installments.
Choose One: Visa MasterCard American Express

Account Number	Exp. Date	Signature
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IMPORTANT: Please read and complete the following. I (we) hereby authorize the Avon Breast Cancer 3-Day to initiate debit entries and to initiate, if necessary, credit entries and adjustments for any debit entries in error to my (our) account each month. This authority is to remain in full force and effect until my pledge is fulfilled or until revoked by me (us) in writing. **Your monthly statement(s) will read Avon Breast Cancer 3-Day.** Payments commence immediately upon processing of this form by the Pledge Office.

I have read and understand the above.

Signature _____ Date _____



THANK YOU! PLEASE MAIL THIS FORM DIRECTLY TO THE ADDRESS AT LEFT.



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A NOTE TO DONORS

Pallotta TeamWorks and Avon Products, Inc. are committed to ensuring that the maximum percentage of dollars donated to the Avon Breast Cancer 3-Days are returned to non-profit programs. We cannot guarantee, however, what that percentage will be. This depends on many variables, including how many walkers participate, how much money they raise, and recruiting, logistics and event expenses.

How much money has gone back to the cause?

Since the first Avon Breast Cancer 3-Day in Los Angeles in 1998, five 3-Day walks have been completed. On average, approximately 58.14% of every dollar raised—representing a total of over \$20 million—has been returned to breast cancer organizations nationwide through the Avon Breast Cancer Awareness Crusade, whose mission is to provide medically underserved women with direct access to breast health education and early detection services, and to support medical research on breast cancer. Please note that these figures are averages and the specific percentage for the 3-Day in your city may be different. Please call your local 3-Day office for further information.

How is the money distributed?

The net proceeds from the Avon Breast Cancer 3-Days are awarded as grants by the Avon Products Foundation, Inc., a non-profit 501 (c)(3) operated exclusively for charitable and educational purposes. Grants are awarded to non-profit breast health programs, programs that provide support services for women undergoing treatment for breast cancer, and leading academic health centers that conduct cutting-edge medical research on breast cancer. The services the grants support include:

- information about the importance of detecting breast cancer early, and referrals to low-cost or free mammograms and clinical breast exams;
- financial assistance for biopsies and diagnostic follow-up services;

- support for women undergoing treatment for breast cancer, e.g. counseling, transportation, childcare and personal grooming (makeup and wigs);
- seminars about the science of breast cancer and methods of effective advocacy;
- medical research to find the causes and a cure for breast cancer.

Where does the rest of the money go? On average, about 17.45% of every dollar has gone to administrative expenses. An average of 18.59% covers walker safety and support—meals, showers, safety, signage, tents, and everything it takes to move your friends and loved ones, and thousands of other people, safely, from town to town, for three days. *Safety is the number one priority of the Avon Breast Cancer 3-Day.* Approximately 5.82% has been dedicated to advertising and marketing—promoting the 3-Days in order to recruit walkers and increase breast cancer awareness. Again, the specific percentage for the 3-Day in your city may be different. Please call your local 3-Day office for further information.

What is the standard for return on donations?

Guidelines for special event fundraising vary. Different organizations say different things and this always depends on the nature of the fundraising event and its appeal. Standards are different for a special event like the 3-Day than they are for a solicitation you receive in the mail. As a person who gives to charity, you should do all you can to understand the complexities of charitable fundraising. Don't accept any one number as a norm. The total amount of money raised is as important as the percentage. For instance, an event that returns 70% of your dollar back to charity may look better than one that sends 60% back. But what if the event that returns 70% raised \$100,000, while the event that returns 60% raised \$5 million? The 60% event returned a lot more money to the cause. One of the leading professional fundraising trade organizations, the Philanthropic

Advisory Service of the Council of Better Business Bureaus, states that at least 50% of every dollar raised by a special event should go back to charity. The historic average of the Avon Breast Cancer 3-Day— 58.14%—falls well above that guideline.

The Avon Breast Cancer 3-Day is very different from most fundraising events. In addition to raising money, it raises public awareness of the cause on a huge scale, and instills tremendous feelings of empowerment among participants and those whose lives the 3-Days touch. For many participants, the 3-Day is a life-changing experience. Creating an environment for that kind of experience requires the expertise to execute very complicated logistics and to mobilize massive operations. The 3-Day is truly in a class by itself.

Does Pallotta TeamWorks work to get things donated?

Pallotta TeamWorks works constantly with Avon and with local businesses to generate donations and sponsorships to the event which help defray costs and send more dollars back to breast cancer organizations.

An important note...

The 3-Day has many non-financial benefits that you can be enormously proud of. These include:

- news stories about the 3-Day that are reported in the media and inform millions of men and women about breast cancer as well as the importance of early detection and its impact on survivability;
- hope for survivors and those fighting breast cancer;
- a first-hand experience of what giving back to humanity is all about for the children who line the streets to cheer walkers as they pass by;
- a demonstration of people working together to solve problems.

These are just some of the things that make the 3-Day so remarkably magical. And these are things you can count on when you participate in the Avon Breast Cancer 3-Day as a donor, walker or volunteer.