

V FOUNDATION BOARD eNews



Board eNews: February 2018

Board Notes

- The V Foundation Board meeting in April will be held in conjunction with our fourth annual Virginia Vine event. Joe Theismann will be our host for the third year, (You may remember Joe hosting the Wine Celebration in 2016) Stephanie McMahon, Chief Brand Officer of WWE, will be the honored guest. We are hoping all of you will make every effort to attend!
- Rooms have been reserved at the [Salamander Resort & Spa](#) at a rate of \$275.00/night. [Please use this link](#) to make your reservation. The room block is for Friday and Saturday, April 27 and 28. **Reservations must be made by April 6.** Tickets for Saturday evening are \$500/pp and can be purchased at www.jimmyv.org/virginiavine
- Weekend activities include the **Board Meeting** and lunch on Friday, April 27 from 12:30 - 4:00 p.m. at the Salamander Resort & Spa. A **VIP reception** follows from 6:00 - 8:00 p.m. On Saturday, April 28, a **Cancer Research Symposium** will be held from 10:30 a.m. - 12 p.m. That's followed by **Raising Spirits, Raising Hope ... An Evening of Fine Wine, Food and Conversation** from 6:00 - 10:30 p.m.
- A warm welcome to our newest Board Members: David Robinson and John Thiel.
- Congratulations to Lesley Visser on [being inducted into the Sports Broadcasting Hall of Fame](#).
- [Lesley's new book](#) is also now available for purchase.



- Nancy Davidson's commentary on cancer incidence was featured in [this New York Times story](#).

Research and Grants Administration

- The V Foundation has awarded a special grant **in memory of Tony Smith**, member of the V Foundation Board, 2003-2017. The V Scholar Grant in his memory supports the work of Robert Signer, Ph.D., at the Moores Cancer Center at UC San Diego, for his project, "Ex vivo expansion of hematopoietic stem cells."
- We have awarded over \$7M in BRCA grants. These grants were made possible through a generous match from two foundations dedicated to the support of BRCA cancer research: Evan Goldberg and the BRCA Foundation, as well as the Gray Foundation, each of which contributed \$1.5M to this initiative. BRCA was also the focus of the 2017 Wine Celebration's Fund-A-Need.
 - **Recipients of three \$2.1 million Convergence Grants included:**
 - Karlene A. Cimprich, Ph.D., at Stanford University, "BRCA 1/2 Mutation Associated R-Loops: Roles in Genomic Instability and Biomarker Development"
 - Roger Greenberg, M.D., Ph.D., at the University of Pennsylvania, "Understanding and Exploiting the Heterogeneity of Cell Intrinsic and Extrinsic Responses to DNA Damage in BRCA mutant Cancers"
 - Tony Huang, Ph.D., at New York University's Langone Medical Center, "Elucidating the Replication Fork Protection Problem Caused by PARP inhibitors in BRCA2-mutated Ovarian Cancers"
 - **Recipients of two \$600,000 Translational Grants included:**
 - Judy E. Garber, M.D., MPH, at the Dana-Farber Cancer Institute, "Development of Effective Hormonal Chemoprevention for BRCA2 Carriers"
 - Fiona Simpkins, M.D., at the University of Pennsylvania, "Novel PARP and ATR inhibitor combination therapies for BRCA-mutant ovarian cancer"
- Launch of the canine Comparative Oncology Research Consortium (CORC) is scheduled for February 24, when the first meeting for all representatives from NCI-designated cancer centers and their veterinary school affiliates will occur. This meeting will be an opportunity to discuss the structure, research plans and benefits of CORC membership. CORC is a new initiative to accelerate advances in cancer research for the benefit of human and canine patients. The V Foundation will serve as a fiscal agent and provide grant administrative services.
- V-funded Dr. Andrea Schietinger of Memorial Sloan Kettering Cancer Center is receiving media attention after her [research findings on immunotherapy](#) were published in *Nature* last May.

Development

- Development has reviewed the perceived implications of the new tax code and are adapting their outreach strategies and approaches appropriately.
- One **new major gift commitment for \$25,000** was closed in the last quarter of 2017. In addition, four solicitations for new major gifts are currently awaiting responses.
- October's Newsletter was mailed in mid-October to 60,000 active donor households. The content strategy was to thank donors for past support and remind them how their contributions make a difference. We received **1,237 donations that totaled over \$200,000**.
- Our Annual Giving donations from November and December 2017 had a **10.6% increase over the prior year**. We had strategic email and print marketing and solicitation efforts during those time frames, including the following initiatives:
 - On November 15, our Holiday Appeal mailing was sent to 60,000 active donors. Our letter was authored by Stacy Sager and recounted the cancer journey of her late husband, **Craig Sager**. This letter directly received **1,946 donations totaling \$339,691**. Other December contributions are thought to be attributed to the donor's impression of receiving this letter.
 - V Week started on November 28 (#GivingTuesday) and concluded on December 8. In collaboration with ESPN, we used the "Cancer Is ..." theme, design collateral and overall messaging. TVF increased our digital presence by sending four emails to our subscribers, elevating the design of our website's splash page, including an Express Donation Form and e-wallet payment options, and increasing activity on social media platforms. ESPN announced V Week totals, which included **\$2.5 million from annual donors**, which was a **17% increase** over \$2.1 million during V Week 2016.
 - We launched our monthly giving program, the [V Foundation MVPs](#). This program includes all recurring donors with automatic monthly gifts. They receive special and personal communication that reflects their status as an MVP member. Since launching, we have seen a **13% increase in the number of monthly donors** and a **9% increase in the revenue received**.
 - For the first time, we sent a second letter during the year-end timeframe. This letter was sent on December 8 to 20,000 households that had not given in over 12 months. The strategy for this piece was to reactive lapsed donors, which typically see a low response rate. Directly in response to this letter, we have received **162 donations totaling \$21,037**.
 - As part of our End-of-Year email campaign, we conducted a test to conclude if sending four emails or seven emails was more effective to receive contributions. Our test concluded that a more aggressive seven email strategy resulted in 50% more dollars raised. Our entire email campaign resulted in **677 donations totaling \$169,166**.

Events

- **The Victory Ride to Cure Cancer** (peer to peer cycling fundraiser) is scheduled for Saturday, May 19 at NC State University's Centennial Campus with routes taking participants throughout the Triangle. A majority of the funds will be distributed to the three North Carolina NCI-designated Cancer Centers – Duke Cancer Institute, UNC Lineberger Comprehensive Cancer Center and Wake Forest Baptist Health Comprehensive Cancer Center.
- Team V, the V Foundation's charity endurance program, **raised \$582,735 at November's TCS New York City Marathon** (the highest of any Team V event in history). Team V's Boston Marathon program sold out in under three weeks and has already garnered over \$100,000 in fundraising. The previous high for this event was \$42,000.
- Coast 2 Coast 4 Cancer – The V Foundation was recently named the beneficiary of the existing **Bristol-Myers Squibb** Coast 2 Coast 4 Cancer fundraising ride. Previously, they raised funds for Stand Up 2 Cancer. The event takes place during the month of September and goes from Portland, Ore., to Long Branch, N.J., in a series of seven legs (relays). The event has previously raised **\$1,000,000** in each of the past few years. The V Foundation will assist the ride with marketing, media and fundraising support.
- Carl and Amy Liebert, along with the San Antonio Friends of V, are hosting a ***Not a Moment to Lose* campaign reception** at La Cantera Resort & Spa in San Antonio on March 29. The evening is in celebration of the NCAA Men's Basketball Final Four, and it will feature dinner, wine tastings and a live auction. If you are interested in attending, please [RSVP](#).
- The fourth annual **Virginia Vine** will take place on April 27-28, with a Friday night VIP reception and a Saturday morning Cancer Research Symposium at Salamander Resort & Spa. The Gala event is Saturday night at Stone Tower Winery. Joe Theismann will host the Gala, which will honor Stephanie McMahon and benefit pediatric cancer research through Connor's Cure. With the V Scholar Summit and V Board meeting just before the Gala, we hope many Board members will attend.
- The 13th annual **Dick Vitale Gala** will take place at the Ritz-Carlton, Sarasota on May 11, benefiting pediatric cancer research. The Gala will honor University of Michigan Head Football Coach Jim Harbaugh, ESPN Television and Radio personality Mike Greenberg and Florida State University Head Men's Basketball Coach Leonard Hamilton. Dick sold out the first Mercedes car raffle, and the second raffle is almost sold out. [Get more information or tickets here](#).



Cause-Related Marketing

- ESPN's 11th annual V Week set a new record, raising more than \$4.5 million for the V Foundation for Cancer Research. That represents a **17% increase** from the 2016 total of \$3.8 million. This year's campaign — with the theme "Cancer Is ..." - ran from November 28 to December 8 and focused on capturing each person's journey and experience as a patient, caretaker, researcher or individual affected by cancer. Also new for 2017 was ESPN's collaboration with Twitch — the world's leading social video service and community for the video game culture — hosting a 24-hour live streaming marathon called "Don't Ever Give Up."
- The Constellation partnership continues to grow and set records. Donations exceeded \$1.3 million dollars in 2017, the eighth year of the program. The annual March campaign theme for 2018 is "Hoops for Hope." The 2018 program will include an option for consumers to donate directly to the V Foundation through PayPal. Constellation is also launching a "Buzzer Beater Challenge" initiative. The social media campaign will encourage consumers to create and post a video that includes a message of support for the V Foundation, a challenge to friends to create and post video of a "buzzer beater" basketball shot. Constellation Beer Brands will support the effort with media and celebrities, and we are encouraging all board members to participate in the program.
- Hooters raised \$610,000 in October by asking America to "Give A Hoot" in the fight against breast cancer in support of National Breast Cancer Awareness Month. During the campaign, Hooters guests were invited to contribute to the cause by grabbing a pink bracelet, enjoying one of several "pink drinks," with proceeds benefiting the campaign, or pinking up their check during a visit to Hooters. For every 2018 Hooters Calendar purchased, Hooters donates \$1 toward the "Give A Hoot" fundraising effort.
- Pepsi Bottling Ventures completed another very successful year in 2017 raising **\$110,000** through their vending machine program. This brings the five-year total for the program to \$333,000. Pepsi Bottling Ventures customers in North and South Carolina donate commissions from vending machine sales to the V Foundation. The program has grown from just 158 vending machines in 2013 to 1,032 machines in December 2017. We are working with the Pepsi Bottling Ventures team to expand the program to other regions across the U.S.



Wine Celebration

The 20th anniversary of **the V Foundation Wine Celebration, *Time is Precious*, is poised to hit a milestone of \$100 million raised** for research during a full weekend of events.

- **Our website** has undergone a major re-design, as we have stepped into our new signature style, as part of the *Don't Ever Give Up, Inc.* family of signature events, benefiting the V Foundation. Check it out: www.winecelebration.org.
- **Registration** for this year's event will have a more curated feel, through our Office & Events Manager, [Sasha Ekstrom](#), who will be working to personally register you and your guests for the anniversary weekend. This year's event is expected to sell out quickly, so I would encourage you to connect with Sasha directly, so she can accommodate your attendance. Our general online registration, as a result, will be activated after we work through accommodating our Board Members, High Bidder Guests and other historic VIP supporters of the wine event, anticipated to be early March.
- Limited paper invitations will be available for a select demographic of donors, with the primary focus for Sasha to personally register priority guests from now, until March, when the online registration feature will be accessible broadly. If you wish to request some paper invitations for your use, please let us know how many you would like to have, bearing in mind that a limited number has been printed for use, given the special nature of our design.
- We encourage you to view and share our **2017 video highlights piece**, found on the [V Wine Celebration website](#), which we have created as an overview of the weekend series of events. It's just over 10 minutes in length, but we feel it is a wonderful centerpiece, particularly for new guests we are cultivating to attend our event this year! A 2-3 minute "sizzle" piece will be distributed soon.
- The **2018 Fund-A-Need** will be a match-challenge for raising funding for the Endowment.
 - **A gift to the endowment is a wise investment.** A strong endowment provides us with financial stability and allows our Board to "think outside the box" when considering fundraising opportunities. During 2018, we will be strengthening the V Foundation endowment to keep us growing and investing 100% of all direct donations to research.
 - **A gift to the endowment has high returns.** The return on a strong endowment comes from its ability to cover all of our operating and fundraising costs. It means we spend ALL of our direct donations and ALL of our event proceeds on our mission. 100 cents on the dollar is a powerful incentive for new and existing donors. A strong endowment builds our ability to make more grants and make curing cancer a reality.

- We are exploring four areas for endowment fundraising that include the **2018 Wine Celebration Fund-A-Need, Capital Creation Plan, Estate Planning (Trusts & Annuities) and Board and other Major Donor/Lead Gifts.**
- **At our 2018 Auction,** the Super Silent, Barrel, Showcase & Live Auction revenues will have a match-challenge for breast cancer research.
- The V Wine Celebration will honor a strong group of six women as our **Vintner Grant Honorees for Breast Cancer Research:** Suzanne Pride Bryan, Karen Aldorty, Gina Gallo, Lauren Ackerman, Mary Novak (Spottswoode) and Robin Lail.



Communications

- During V Week, we generated **233% more Facebook likes and 980% more Instagram followers** than the previous year.
- In December, **Facebook Lives with Robin Roberts and Miami Dolphins player Michael Thomas**, as well as an Instagram takeover by former GMA producer Paige More, led to increased interaction on the V Foundation's social media platforms.
- Winter newsletter to hit mailboxes in late February and can be viewed [here](#).
- Brooks Bell, the V Foundation's website optimization partner, tested two variations of a **splash page** the weeks prior to V Week (11/01-11/15). Splash Page A included more emotional language, while Splash Page B promoted our 100% language. **Splash Page B was the winning design, with a 10.8% lower bounce rate and 1.1% higher conversion rate.** These learnings directly influenced the design of the 2017 V Week Splash Page.

- Big Ideas (success stories of V-funded researchers) continues to grow. Read the latest successes [here](#).

- 25 year anniversary: “25 for 25” video series kicked off with messages from [Dereck Whittenburg](#), [Nick Valvano](#) and [Robin Roberts](#). The blog series has kicked off and activities are planned throughout the year. We're theming the 25th anniversary "silver linings."



- We have secured **Victory Ride media sponsorships** (\$300,000 total, in-kind):

- WTVD-TV: \$120,000
- iHeart Media Raleigh: \$120,000
- *Raleigh Magazine*: \$20,000
- 99.9 FM Radio: \$20,000
- *Cary Magazine*: \$20,000

- **Google AdGrants**

- Overall, the V Foundation has received a **5.35% click-through rate** since July 1 (benchmark is 1%).
- There have been 2,537 total conversions with a **52.75% conversion rate** with a direct value to the V Foundation through **donations of \$76,717**.
- Of those who visited the V Foundation site through AdGrants links, **77.23% were new visitors** who had never visited the site before.

Finance

- The V Foundation had a strong first quarter of fiscal year 2018, with \$8.8 million in revenue. In addition to the extremely successful V Week promotion on ESPN and the Holiday Appeal mailing, we secured a \$2.5 million research grant from Bristol-Myers Squibb.
- Expenses for the quarter came in at \$1.05 million, under the budget of \$1.3 million, primarily due to lower than expected employee benefit costs.
- Once again this year, we received an unqualified or "clean" audit report. This means our financial statements are fairly and appropriately presented and in accordance with Generally Accepted Accounting Principles (GAAP).
- In addition, there were no internal control findings or recommendations. This is what we always shoot for - and have achieved for the first time this year. Many thanks to the Finance Committee, Audit Committee, our treasurer Connie Skidmore and to our CFAO Jefferson Parker and his finance team on staff for doing all it takes for this to happen. This is a big deal!
- Our total assets increased more than \$5 million over prior year.
- Our endowment ratio has increased by 11 months, to 55.7 months. (This is a measure of how many months we could survive on our endowment income if there were no new revenues.)
- Total support and revenue is up by 18%.
- Our total expenses were up 8.8%. Of the total, 91% was for program expenses, 4% for G and A and 5% for fundraising. This far exceeds nonprofit standards.
- At \$.05, our fundraising efficiency (cost to raise a dollar) is well below the threshold of \$.35 recommended by Charity Navigator and other watchdogs. The creation of DEGU has played a significant role in this declining measure.

Upcoming Events

March 18	Team V at the Tobacco Road Marathon	Raleigh, N.C.
March 29	Carl & Amy Liebert Event	San Antonio, Tex.
April 16	Team V at the Boston Marathon	Boston, Mass.
April 25-26	V Scholar Summit	Fairfax, Va.
April 27	Board Meeting	Middleburg, Va.
April 27-28	Virginia Vine	Middleburg, Va.
May 11	Dick Vitale Gala	Sarasota, Fla.
May 19	Victory Ride	Raleigh, N.C.