



Board eNews: March 2020

Board Notes

- [This piece from The Washington Post](#) highlights Dick Vitale's passion for life.
- [Watch as Robin Roberts](#) celebrates three decades with Disney.
- As most of you are aware, Susan Braun has announced she will retire at the end of this year. The Search Committee, chaired by Evan Goldberg, had its first call on March 2. RFPs will be sent in March to select search firms. Evan plans to update the board at the upcoming meeting.
- We look forward to seeing you at the Board Meeting on March 24
 - SAS Institute in Cary, N.C.
 - 1:00-4:00 p.m.

Development

- Revenue for annual giving increased by 5% last quarter, with donations in the quarter totaling over \$4.1 million.
- Monthly/recurring donations increased by 14%.
 - An additional \$10k per month has been added, making monthly revenue \$78k per month.
- We are working with Merkle Direct Marketing on donor profiling to enable more targeted and addressable marketing.
- Our team is planning a multi-channel coordinated campaign with ESPN leading up to this year's ESPYS.
- After a very successful night at the Robin Roberts event in December, the Major Gifts team is focusing on securing Fund-A-Need gifts for Virginia Vine and Wine Celebration. Several commitments have been made.
- Gift Officers are establishing relationships in new markets in all regions.
- Our team is identifying prospects and strategizing for the 3forV endowment gifts initiative.

Cause-Related Marketing

- It was a very successful 2019 V Week, including the Jimmy V Men's and Women's Classic basketball games.
 - Our team worked closely with ESPN to drive awareness and engagement with expanded V Week events including a UFC Stuart Scott-themed Fight Night, a Top Rank Boxing fight and an American Kennel Club National Championships partnership.
 - A new Stuart Scott "Boo-Yah" t-shirt raised over \$100,000 during December.
- Constellation Brands' 2020 distributor campaign is off to a great start, with over \$1.2 million in commitments to date compared to \$1.6 million for all of 2019.
- We launched a new partnership with American Kennel Club during AKC National Championships in December and "Meet the Breeds" event in New York City in January. We are developing plans for expansion to AKC breeder clubs.
- There is extensive March activity planned with partners, including Constellation Wine's ESPYS Sweepstakes, Constellation Beer Brands' "Corona For A Cure" program, Applebee's March Hoops initiative and Delta Chi's national tournament bracket fundraiser.

Research and Grants Administration

- In 2019, we awarded \$29 million to support 91 grants.
 - Adult Cancer Research: \$23.2 million for 74 grants.
 - Pediatric Cancer Research: \$5.3 million for 15 grants.
 - Adolescent Young Adult: \$400K for two grants.
- The 5th annual V Scholar Summit is scheduled for March 24-25 in Cary/Raleigh, N.C. (SAS Campus and StateView Hotel).
 - The event takes place at the same time as the Spring Board meeting.
 - Thirty-two V Scholars are registered for the Summit.
 - Taelor and Sydni Scott will serve as the keynote speakers at the banquet.
- The 2020 NYC Summit is scheduled for June 16.
 - We anticipate it will be held at the Hearst Building in NYC.
 - Attendees will include sponsors for the Thrivership and Stuart Scott Research grants including ESPN and BMS.
 - Approximately 10 recipients of Thrivership and Stuart Scott grants will serve as speakers and share highlights from their research.
- We awarded \$200K (\$100K each) for two V Scholar Plus grants: Dr. Correa at Jonsson CCC and to Dr. Garrett-Bakelman at UVA.
- The 2019 Victory Ride mission grants have been awarded to Duke Cancer Institute, UNC Lineberger and Wake Forest University totaling \$240K (\$80K each). These mission grants are educational grants to increase knowledge of and accrual to clinical trials.
- We funded \$133K in collaboration with the Leukemia & Lymphoma Society to Dr. Avery at Colorado State for a canine comparative grant, trying to determine if leukemia in dogs is analogous to human leukemia.
- The project for the Kay Yow Cancer Fund Final Four Research Award for \$100K has been selected at Tulane Cancer Center. It will be announced by the KYCF at the Women's Final Four in early April.

- Applications have been requested for the (new) 2020 V Clinical Scholar Program. This grant is for MDs to develop a program of clinical trials to systematically increase one's knowledge of the best treatments for patients.
- Applications have been requested for the 2020 V Scholar Program.
- Applications have been requested for the 2020 Pediatric Cancer Research Program. We received 51 nominations (17 V Scholars and 34 Translational).
- Applications have been requested for the NFL's Miami Dolphins/Sylvester grant program and the Kansas City Chiefs/KCCC grant program, which support research grants to early career investigators.

Signature Events

- Virginia Vine (April 24-25) ticket sales are moving along nicely. We are trending ahead in terms of dollars compared to last year.
 - Attendees can purchase full weekend tickets for \$750 and receive one seat at each of the weekend activities: Friday night "Wine|Country, Nashville comes to Middleburg," Saturday's afternoon Symposium and Saturday night's Auction Gala at Stone Tower Winery.
 - Attendees can also purchase one ticket a la carte to the Friday night event only. There are approximately 75 more tickets available to Wine|Country.
 - Voices for Victory will be the new cancer research symposium and will feature Jay Bilas, Ralph Sampson and Dereck Whittenburg, along with representatives from our two mission partners, VCU and UVA.
 - Thank you to Julie Chase for hosting two warming events this year to promote Virginia Vine to new audiences.
- This year's Dick Vitale Gala is set for May 8 in Sarasota, Fla.
 - Mark Few (Head Coach, Gonzaga University men's basketball), Stephen A. Smith (ESPN commentator) and Bruce Arians (Head Coach, Tampa Bay Buccaneers) are this year's honorees.
 - Kevin Negandhi will be this year's emcee, and Mitch Albom is the special guest.
 - The 2020 John Saunders V Foundation Courage Award will be given to NFL Hall of Famer Jim Kelly and author, speaker and former Orlando Magic executive Pat Williams.
 - Over \$400k in sponsorship is confirmed, along with approximately 400 tickets allocated.
- The Victory Gala will be held on April 18 at the New York Public Library. The Next Generation Committee, led by Mike Nardella and Marla Milone, is leading the planning of the event, and it is expecting more than 650 people.

Wine Celebration

- The 22nd annual V Wine Celebration will be held August 6-9, with fundraising focused on colorectal cancer research.
- Mike Krzyzewski and Katie Couric will be co-hosting the event.

- Katie will fly in directly from the Tokyo Olympics on Thursday, August 6 and attend a private dinner at The French Laundry on Friday, August 7 with executives from ESPN. On Saturday at Nickel & Nickel, Katie will be on stage for an “interview-style” presentation and then leading off the Fund-A-Need at the end of the Live Auction.
- Michelin-star Chef Michael Mina will be the featured chef for the gala. Chef Mina is a James Beard Foundation inductee and Bon Appetit Chef of the Year, with 45 bold dining concepts across the globe.
- Thursday evening, Far Niente will host “Dinner with the Docs,” followed by a private concert by multi-platinum artist, Andy Grammer. Our founding partner, ESPN, launched Andy’s promo recently at the Jimmy V Classic at Madison Square Garden.
- [Andy Grammer: Help Fight Cancer & Donate to the V](#)
- [Andy Grammer: Thank You ESPN](#)
- The Fund-A-Need is targeted to have a \$3 million dollar match-challenge for colorectal cancer research.
- The event shows a consistent spend on auctions, hovering around \$2 million, with monetary success coming in the Fund-A-Need. Fund-A-Need will now move to the last lot of the evening to garner all money left on the table.
- Pre-registration for Giving Club and Board members is in progress. General registration opens mid-March during Colorectal Cancer Awareness Month.
- With hotel costs increasing and ticket admissions at a premium, it costs nearly \$10,000 for a couple to participate in the Wine Celebration before any auction bidding. Ticket prices will not be raised in the next few years.

Communications

- Collateral
 - 3forV targeted collateral pieces are almost complete.
 - We are preparing the look and feel for the first Voices for Victory event.
 - The February newsletter was mailed to 80,000 donors.
 - The V Scholar Summit program, signage, video content and publicity plans are all underway.
- Digital
 - Follow Your Dollar, an engaging online animation that follows the path of a donation to research/endowment, will be finalized for a spring launch.
 - The V Foundation Annual Report should be ready mid-April.
 - Our team created a presentation for Team V to share tips on training and fundraising.
- Ambassador Program
 - The V Foundation ambassadors participated in a Stuart Scott Boo-Yah t-shirt social media campaign:
 - Willie Cauley-Stein (Dallas Mavericks) 237.7K Twitter followers
 - Ben Revere (MLB Free Agent) 55.3K Instagram followers
 - David Blough's Tyler Trent cleats had an estimated reach of 135.92 million (TV, Social, Digital)
 - Estimated publicity value is roughly \$2 million
- Publicity

- The press release highlighting our 2019 grants awarded was distributed on the wire and generated a potential reach of more than 124 million.
- A media raid is scheduled on March 9 to highlight March corporate partners and the Victory Ride.
- Our team secured an article placement in a philanthropy issue of *USA Today*, which is expected to run on March 20.
- Content Creation
 - The communications team attended the AKC Meet the Breeds event in January for the launch of the Raise Your Paw program.
 - [See the blog](#) highlighting the Raise Your Paw program.
 - [Watch the sizzle video](#) highlighting the Raise Your Paw program.
 - Promotion of the Victory Ride has continued with blog posts leading up to the event, which you can read [here](#) and [here](#).
 - Our Under the Microscope series highlighted researchers working on a [personalized approach to breast cancer](#) and discovering how [cancer cells' communication is key to their survival](#).

Marketing

- We are launching a national brand awareness research study funded by a grant from ESPN to understand how well people who are not current donors know the V Foundation brand.
- Our team has engaged Seer Interactive to audit the V Foundation's website and help develop and launch an SEO strategy to increase site traffic and brand recognition.
- We are working with ESPN's social impact agency, MadPow, to run key stakeholder interviews and a half-day design workshop to develop a strategy for how the V Foundation can better illustrate its impact to donors.
- We are developing a pitch to market the V Foundation to athletes as the best option for managing their philanthropic giving via funds in their names.

Strategic Initiatives

- Two new fundraising event formats have been developed to facilitate expansion of the Signature Events portfolio to new geographic donor markets.
 - Victory Vine is a wine-themed gala format that capitalizes on the V Foundation's experience in using food and wine events to raise funds.
 - Voices For Victory is a fundraising event format designed to leverage influential Voices to educate and inspire donors and sponsors. The event combines aspects of our Answers for Cancer symposium with an entertaining conversation featuring prominent sports broadcasters and sports and entertainment legends
- We are launching a new signature event in Chicago on June 4 at the Chicago Athletic Association Hotel on Michigan Avenue. The event will be a Voices For Victory event and Save the Date and invitations will be distributed in March.

- A new partnership has been secured with the Nashville Sports Council and Music City Bowl that positions the V Foundation as the official charity partner and beneficiary. This partnership will create a series of fundraising event opportunities, including a new College Football Kick-off event on August 30-31, 2020, and activities during bowl week at the TransPerfect Music City Bowl between Christmas and New Year.
- A new partnership with Myrtle Beach creates a series of fundraising opportunities around events, third party partner cause marketing programs and an integrated media campaign.
- Derby 146 is right around the corner! Join the V Foundation in Louisville, Ky.
 - Thursday, April 30 for the House of Games V Foundation fundraiser
 - Friday, May 1 for the Trifecta Celebrity Charity Gala
 - For more details or to RSVP, contact Jeremy Jones at jjones@v.org.

Community Events

- Team V, the V Foundation's endurance fundraising program, has several upcoming events.
 - Team V runners are participating in the NYC Half Marathon in March.
 - We are hosting a booth at the Tobacco Road Marathon to build awareness.
 - Team V has secured 80 entries to the 50th anniversary of the New York City Marathon, and we have set a goal to raise \$500,000.
- The 2020 Coast 2 Coast 4 Cancer ride, which features Bristol-Myers Squibb employees, will add more legs and more riders and fundraisers.
- Registration and fundraising for the third-annual Victory Ride to Cure Cancer presented by Braswell Family Farms is tracking more than 30% ahead of last year at the same time. The 2020 event will take place on May 16, beginning and ending at NC State University's Centennial Campus. We added on-site spin classes this year for those uncomfortable riding on the road.
- We are starting to build out a more robust marketing program for DIY Fundraisers, combining efforts with development to target donors with low-engagement.
- Delta Chi is hosting a nationwide NCAA basketball bracket fundraiser that will leverage ESPN's Tournament Challenge platform.

Finance

- The fiscal year 2019 financial statements and 990 tax return are completed and available [here](#).
- The V Foundation started fiscal 2020 with a strong performance in the first quarter. Due largely to another successful V week promotion on ESPN, an effective Holiday Appeal mailing and a \$1 million gift from Bristol-Myers Squibb, the organization brought in \$7.1 million in operating activity revenue. This is 15% or \$.9 million greater than the same period last year.
- Investment Income for the first quarter is \$1.6 million. This is \$1.2 million above the budgeted amount of \$.4 million. Additionally, this is a drastic improvement

over prior year, when investment activity after the first quarter was a loss of \$2.5 million.

- Expenses for the quarter matched the budget at \$1.3 million.