



V FOUNDATION BOARD eNews



Development

- Annual Giving increased revenue by 5% in FY19, raising \$7.2 million.
- Gearing up for a robust end-of-year with several strategic activities, including mailed solicitations in November and December to general audience of over 75,000 donors and segmented appeals to our monthly recurring and mid-level donors.
- Developing digital campaigns for #GivingTuesday (December 3), V Week with ESPN and end-of-year appeal messaging through December 31.
- Working with Merkle Direct Marketing on donor profiling to enable more targeted / addressable marketing.
- Major Gifts closed 16 gifts in FY19, totaling \$2.9 million.
- Identifying new markets and individual, high-potential donors that have not yet been contacted or visited. Visits are being planned for areas such as Philadelphia, Kansas City/Topeka, Seattle/Portland and the greater Denver area.

Communications

- Developing a "follow the dollar" concept for the website, graphically showing where donations to the V Foundation's research and endowment fund are directed.
- Held a media tour highlighting pediatric cancer awareness month in September, with more than a dozen radio and television interviews nationwide and locally in the Triangle.
- Coordinating multiple high-profile check presentations nationwide to publicize our work in key markets with select partners.
- Working with a web designer on a collection of updates, including improving homepage banner functionality and updating navigation of site.
- Planning extensive social media campaigns around Giving Tuesday (December 3), V Week (December 3-14) and the 5-year anniversary of Stu Scott passing (January 6).
- The V Foundation will be represented by a pair of athletes during Week 13 of the NFL season for the "My Cause, My Cleats" charity awareness campaign. Games are slated for December 8.
- Designed sub-brand logos for the new Victory Vine and Voices for Victory events.
- Our two latest features in the "Under the Microscope" series highlight [new research in treating pediatric brain tumors](#) and [using biomarkers to save lives and lower healthcare costs for breast cancer patients](#).

Research and Grants Administration

- Awarded \$7.8 million for 13 Translational Grants from 58 applications. Reviewers commented this was the strongest group of applications to date. This year, there are two Abeloff Scholars (who received the highest possible review score given by the SAC): **Dr. Ludmil Alexandrov at Moores Cancer Center** and **Zuzana Tothova at Dana-Farber Cancer Institute**.
- Awarded \$3.3 million for eight Pediatric Grants (four Translational and four V Scholars) from 25 applications, including a \$500,000 pediatric grant to further support the work of Dr. Judith Villablanca at the Children's Hospital Los Angeles for the New Approaches to Neuroblastoma Therapy (NANT) consortium.
- Awarded two bladder cancer grants through the Canine Comparative Oncology Research program, totaling \$1 million (\$500,000 each), to two research teams: Dr. Matthew Breen, NC State University College of Veterinary Medicine, with Dr. Heather Stapleton, Duke Cancer Institute; and Dr. Nicola Mason, University of Pennsylvania School of Veterinary Medicine, with Dr. Donald Siegel, University of Pennsylvania School of Medicine.
- Awarded grants in the amount of \$2 million to support two research projects funded in partnership with the Morris Animal Foundation and the 2019 Wine Celebration Canine Comparative Oncology Fund-A-Need.
- Awarded a \$200,000 Tyler Trent Fund for Adolescent & Young Adult (AYA) Cancer Research Grant to Dr. Sandro Matosevic at Purdue.
- Three Gastric Cancer Foundation Grants totaling \$143,622 have been awarded to Dr. Hanlee Ji at Stanford Cancer Institute for two projects and to Dr. Jaffer Ajani at MD Anderson Cancer Institute.
- Seven Hooter's Mission Grants totaling \$114,828 have been awarded in Arizona, California, Florida, Georgia, Louisiana, New Jersey and Pennsylvania to support educational programs that increase the clinical trial enrollment of breast cancer patients.
- The 2019 Virginia Vine Team Science Grant (\$300,000) has been awarded to Dr. James Lerner at the University of Virginia.
- The 2019 Virginia Vine Mission Grants for clinical trial outreach have been awarded to the University of Virginia and VCU Massey Cancer Center, totaling \$50,000.
- Applications have been requested for the 2019 Victory Ride Mission Grant (clinical trial outreach) opportunity at Duke Cancer Institute, UNC Lineberger Comprehensive Cancer Center and Wake Forest Baptist Health Comprehensive Cancer Center.
- The 2020 V Scholar Summit planning is underway for March 24-25. The event will be held at the SAS Institute in Cary, N.C., and at The StateView Hotel in Raleigh, N.C., adjacent in time to the board meeting.

Signature Events

- The 2019 Robin Roberts Dinner is sold out! Please contact pcarney@v.org to be placed on the waitlist.
- This year, the Robin Roberts event will debut a Thriver Award, which will be presented to Scott Hamilton.
- [Virginia Vine](#) is expanding into a full, two-day weekend experience. Our new activity will take place on April 24-25 at the Middleburg Barn at Fox Chase Farm and will feature prominent songwriters from the Nashville area. The new event component will be called, "Wine|Country, Nashville comes to Middleburg." Tickets will be \$175. 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.
- Virginia Vine committee members Charlie Britt and Tom Cabaniss recently hosted a warming event in Richmond at the Hermitage Country Club. We were able to introduce the V Foundation and the Virginia Vine event to 60 people.
- Dick Vitale had a successful event in Tampa in September at the Palma Ceia Golf & Country Club, which grossed over \$400,000.

Finance

- The V Foundation completed a strong fiscal 2019 (FY19) with \$33.1 million in revenue. This is the third straight year the Foundation has surpassed \$30 million in revenue.
- Net revenue from investments is \$1.3 million.
- Operating expenses ended 10% below budget at \$5.2 million.
- Grant expense for FY19 is \$27.5 million, which is 5% higher than FY18 expense.

Cause-Related Marketing

- The 2019 Annual Jimmy V Men's Basketball Classic presented by Corona will feature UConn vs Indiana and Louisville vs Texas Tech on December 10. On December 8, the 2019 Jimmy V Women's Classic presented by Corona will feature Notre Dame vs UConn at Gampel Pavilion. The men's and women's events will be part of the 13th annual V Week, which kicks off on December 3 for Giving Tuesday.
- Constellation Brands' 2019 "Your Corona Makes a Difference" campaign is expected to raise nearly \$1.6 million.
- WWE's Pediatric Cancer Awareness Month campaign in September included sales of Connor's Cure merchandise and promotion on various WWE live and digital platforms. WWE reports having raised \$127,000 from merchandise sales, auctions and a sizeable Hyundai Hope on Wheels donation. The month-long campaign resulted in \$3 million in donated media and achieved 128.5 total media impressions and 1.7 million social media engagements.
- The Hooters national "Give a Hoot" program for Breast Cancer Awareness Month took place in October. This annual, month-long campaign generates donations for breast cancer research, through calendar sales, special drink sales, pink wristband sales and donations added to checks.

Events

- The 2019 Coast 2 Coast 4 Cancer ride, which features Bristol-Myers Squibb employees fundraising and participating in a cross-country bike ride, raised nearly \$1.5 million. You can [watch an inspiring recap video](#).
- Registration and fundraising for the third-annual Victory Ride to Cure Cancer started in September. The 2020 event will take place on May 16, beginning and ending at NC State University's Centennial Campus. Braswell Family Farms is returning as the presenting sponsor.
- Team V, the V Foundation's endurance fundraising program, has raised nearly \$350,000 for the 2019 New York City Marathon, which took place on November 3.
- The DIY Fundraising program recently supported the organizers of our two largest fundraisers, the Transperfect Victory Lap series of 5Ks and Kasey Obarski Memorial golf tournament, raising over \$200,000 combined.
- The Alumni Challenge, a peer-to-peer running event held by Legendary Sports Group benefitting the V Foundation takes place on November 23 at National Harbor, outside of Washington, D.C.

Wine Celebration

- The V Wine Celebration has now raised over \$115 million in 21 years. This year's event welcomed more than 475 guests and \$5 million in "Fund-A-Need" donations to support the Canine Comparative Oncology program.
- The three year plan for 2016-2018 raised \$40 million (\$13.2M in prostate, \$8.8M for BRCA and \$18.1M for the endowment). Our three year plan for 2019-2021 projects to raise \$24 million (\$8.1M for canine comparative, with 2020 set for colorectal cancer and 2021 for pancreatic cancer).
- 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.
- For the 2020 event, Coach K and Katie Couric will host, with Katie verbally confirmed through ESPN. (There could be a potential conflict for Katie with the closing ceremonies of the Tokyo Olympics. At a minimum, Katie will be asked to do a video piece to introduce our Fund-A-Need.)
- 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.
- The Strategy Committee needs to determine if Fund-A-Need focus should be the area of fundraising for all Signature Events across the country to drive awareness.

Upcoming Events

- **December 3-14:** V Week
- **December 8:** Women's Jimmy V Classic (Storrs, Conn.)
- **December 9:** Robin Roberts Event (New York, N.Y.)
- **December 10:** Board Meeting (New York, N.Y.)
- **December 10:** Men's Jimmy V Classic (New York, N.Y.)
- **March 2-3:** NaplesNext (Naples, Fla.)
- **March 24:** Board Meeting (Cary, N.C.)