

CAUSE MARKETING PLANNER 2008

CHARITY/CAUSE	PROGRAM OVERVIEW	SUPPORT	COST	DEADLINE
Boys & Girls Clubs of America Michael Huey (404) 487-5851 http://www.bgca.org	Boys & Girls Clubs of America comprises a national network of some 4,000 neighborhood-based facilities annually serving more than 4.6 million young people, in all 50 states and on U.S. military bases worldwide. Known as "The Positive Place for Kids," the Clubs provide guidance-oriented character development programs on a daily basis for children 6- to 18-years-old, conducted by a full-time professional staff. Key B&GC programs emphasize leadership development, education and career exploration, financial literacy, health and life skills, the arts, sports, fitness and recreation and family outreach. Sponsorship opportunities are available in five core program areas: Character & Leadership, Education & Career, Health & Life Skills, The Arts and Sports, Fitness & Recreation	Support varies by reach and scope of sponsorship.	Cost varies by reach and impact of sponsorship/partnership	Ongoing
Easter Seals Joan Fishman (800)221-6827 Fax (312)492-1492 http://www.easterseals.com	Easter Seals is the leading non-profit provider of services for individuals with autism, developmental disabilities, physical and mental disabilities and other special needs. Easter Seals serves more than 1.3 million clients annually through its network of nearly 100 affiliates, with more than 550 centers across the U.S., Puerto Rico and Australia. Through therapy, training, education and support services, Easter Seals creates life-changing solutions so that people with disabilities can live, learn, work and play in their communities. Walk With Me —Signature event provides visibility, tabling and sampling opportunities to reach more than 25,000 consumers in nearly 50 markets nationwide.	<i>SmartSource Magazine</i> FSI, retail tie-ins, TV spots. Online initiatives to meet sponsor needs; in-store promotions with tie-ins, consumer incentives and sampling opportunities. Program-specific initiatives tailored to meet sponsors needs. National sponsorships available. Local media including TV/radio/print/outdoor in select markets tailored to sponsors' needs	Varies	Ongoing
International Foundation for Functional Gastrointestinal Disorders (IFFGD) Peggy LeBrun (414) 964-1799 http://www.iffgd.org	Supports patients through educational materials and programs. Sponsors international symposia for researchers, clinicians. Awards research money. Public awareness initiatives focusing on digestive health matters, irritable bowel syndrome (IBS), gastroesophageal reflux disease (GERD) and incontinence.	Web site visibility. National publicity campaigns. E-mail blasts to database. Brochures. Sponsorship of research awards. Media support for awareness campaigns.	Varies	Ongoing
Keep America Beautiful Gail Cunningham (203) 323-8987, ext. 821 http://www.kab.org	Great American Cleanup —Since 1985, the largest annual nationwide community improvement program, featuring 30,000 cleanup, green-up, fix-up events in 15,000 communities involving 2+ million volunteers from March 1—May 31. Category Exclusive National Sponsorship opportunities include self-generated national promotions under the program umbrella; cooperative merchandising programs; access to a nationwide grassroots network of over 1,000 participating organizations; brand presence on program promotional materials; use of program logo on packaging; ability to leverage through Sponsor's promo/TV and print ads; sampling millions of volunteers at events; in-market event participation and community/hospitality events.	Media support on local, state and national level by internal and external p.r./communications team; Web site and media partner links	\$200,000/year annual sponsorship donation (2-year min.). Each National Sponsor challenged to generate incremental sales/merchandising support and funding for KAB to help support/facilitate program growth and performance-based grants to local organizations, with a yearly minimum goal of \$150,000 (in addition to the \$200,000 yearly sponsorship donation.)	November 30
Love Our Children USA Ross Ellis (888) 347-KIDS http://www.loveourchildrenusa.org	Leading national nonprofit that works to break the cycle of violence against children. It has become the go-to prevention organization for all forms of violence and neglect against children in the U.S. It promotes prevention strategies and positive changes in parenting and family attitudes and behaviors through public education. Its goal is to keep children safe and strengthen families. Corporate collaborations vary by reach and impact of sponsorship/partnership from: National Love Our Children Day to events, cause-related marketing promotions, various public education programs, college scholarships, the National Block Parenting Program, a Wish Program for child victims and foster kids, cash and in-kind donations, holiday promotions, matching gifts and employee-giving campaigns.	Program specific initiatives customized to partners' needs and by event to include: press releases, national and or local print/TV/radio media, celebrity participation, e-blasts to database, hospitality, promotional materials and events, Web site and newsletter presence, direct marketing, identification on collateral materials and on-site event signage and more,	Varies	Ongoing

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<p>March of Dimes Foundation Rob Lucas 914.997.4644 http://www.marchofdimes.com</p>	<p>March of Dimes WalkAmerica—Annual event that attracts more than 24,000 companies and more than 1 million walkers and volunteers to 1,100 sites nationwide. Delivers more than 3 billion quantified impressions (IEG Valuated). Since 1970, WalkAmerica has raised more than \$1.7 billion to help give every baby a healthy start.</p> <p>Prematurity Awareness Campaign—Ongoing campaign culminating with Prematurity Awareness Month (November) and Prematurity Awareness Day (second Tuesday in November). Promotes public awareness, consumer education and supports research to help families have healthier babies.</p> <p>NICU Family Support—Direct service program that provides information and comfort to families whose babies are admitted to a newborn intensive care unit</p> <p>Special Events—Includes Signature Chef’s Auction events held in 175 cities featuring acclaimed chefs; RIDE events in 80 sites uniting motorcycle clubs, dealerships, vendors and individual motorcyclists; Testimonial (Honorary events); and, Golf Tournaments.</p>	<p>Programs supported with account planning and management, promotional events, internal and external comm. tools, Web site presence, direct marketing, print and outdoor advertising, national and local publicity, and local activation in select markets. Identification on collateral materials and on-site on event signage with venues for sampling/couponing. Fulfillment reports provided.</p> <p>Fully integrated media campaign.</p> <p>Customized by market to complement existing NICU programs.</p> <p>Customized by event to include media, hospitality opportunities and business-to-business marketing. Programs are supported with account planning and management, promotional events, internal and external communication tools, Web site presence, direct marketing, and local activation in select markets. Identification on collateral materials and on-site on event signage with venues for sampling/couponing.</p>	<p>Multi-market sponsorship opportunities vary; National sponsorship \$150,000 to \$1 million</p> <p>Varies</p> <p>Varies</p> <p>National & multi-market sponsorship varies.</p>	<p>National sponsorship: September 15; Multi-market sponsorship: November 30.</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
<p>The Mr. Holland’s Opus Foundation Felice Mancini (818) 784-6787 http://www.mhopus.org</p>	<p>The Mr. Holland’s Opus Foundation (MHOF) supports music education and its many benefits through the donation of new and refurbished musical instruments to underserved schools, community music programs and individual students nationwide. The Foundation has served more than 700 music programs and individuals across the country, effectively helping thousands of students and hundreds of dedicated teachers. New and refurbished instruments with a value of \$4.6 million have been donated. The Foundation has been recognized by the National Association of Music Education with their FAME and Partnership of Professionals Award for outstanding work in promoting music education across the country and was recognized by the First Lady of the United States as part of a White House Panel on Arts Education. The Mr. Holland’s Opus Foundation Award recognizes and thanks exceptional music teachers with a \$10,000 gift, made possible through the generous sponsorship of Guitar Center, Inc. MHOF has assisted 90 schools in six states affected by Hurricane Katrina, donating more than 1,000 new and refurbished instruments worth \$1.6 million, enabling hundreds of students to keep the music alive in their schools and communities.</p>	<p>MHOF distributes press releases, locally and nationally involving contributions by major donors, and highlights on Web site and in newsletter. Opportunity to provide instruments to several schools with presentation/press element if desired. MHOF can customize a program for any corporate donor.</p>	<p>The minimum corporate contribution is \$25,000.</p>	<p>Ongoing</p>

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National Prostate Cancer Coalition Leslie Sanders (202) 303-3115 http://www.fightprostatecancer.org	The National Prostate Cancer Coalition is the country's largest organization working to eradicate the effects of prostate cancer through awareness, outreach and advocacy. Prostate cancer represents a significant untapped opportunity for marketers hoping to create a resonant message with men age 35+ and the women and families who love them. Prostate cancer is the second leading cause of cancer-related death for men. One in six men will get prostate cancer and more than 27,000 men will die from prostate cancer this year. The risk of prostate cancer in the African-American community is more significant. Black men have a 60% higher risk of prostate cancer than white males, and suffer higher mortality rates. The trick is catching prostate cancer early and the only way to do that is through annual screenings.	Presenting sponsor of <i>Drive Against Prostate Cancer</i> , the only national mobile prostate cancer screening program. <i>The Drive</i> consists of two 39-foot RV's that offer free prostate cancer testing. Sponsor has choice of locations, opportunity for built-in media partnerships with advertising and optimum recognition through signage, banners and take-aways. Co-branding of awareness campaigns. NPCC has two campaigns that run in June (Father's Day and our Do it for Dad! campaign) and Sept. (National Prostate Cancer Awareness month.) Ads in <i>aware</i> weekly e-newsletter and on Web site. <i>Aware</i> reaches 23,000 readers and has an 84% approval rating. Our website reaches more than 200,000 unique users per year. Cause marketing through product sales. Link to your homepage from our Web site.	Varies	Ongoing
Save The Children Lori Redmer (203) 221-4000 http://www.savethechildren.org	Save the Children is the leading independent organization creating real and lasting change for children in need in the U.S. and in more than 40 countries around the world. Corporate collaborations can include: cause-marketing promotions, cash or in-kind donations, corporate holiday gift-in-your-name cards, child sponsorships, employee giving campaigns, matching gifts and product licensing, which utilizes artwork from semi-annual art contests.	Customized to partners' needs. Use of logo/artwork; category exclusivity; publicity via newsletter and web site links/features, custom events, and national/local press releases; proprietary distribution channels.	Minimum corporate commitment: \$25,000; Licensing minimum: \$25,000.	Ongoing
United Service Organizations (USO) Kathy Mejasich (703) 908-6495 http://www.USO.org	For nearly 65 years, the USO has delivered a touch of home to active duty military and their families. With 133 locations worldwide, the USO's programs and services include Airport Centers, Fleet Support Centers, Family and Community Centers, Mobile Canteens and the USO Celebrity Entertainment Tours.	Promo materials, TV coverage, press releases, USO Web site and signage at celebrity tours; 40+ overseas centers. Sampling, field marketing, special events and national promotions.	Varies	Ongoing

For inclusion in Promo's Cause Marketing Planner, please contact Paticia Odell at (203) 358-4183 or send an e-mail to paticia.odell@penton.com.