



January 20, 2010

Dear Prospective Sponsor,

Be a unique part of our 10th Anniversary! Each year the Heroes Foundation continues to advance its mission of serving the cancer community through the funding of support programs and cancer research. As a member of the Heroes Foundation, I am writing you to seek your help with our mission of promoting survivorship, and helping us celebrate 10 years of fighting the good fight.

Did you know that in December of 2008, it was announced that in 2009 cancer should surpass heart disease as the most common cause of death worldwide. One year later, we can now confirm they were right.

All is not lost, and there is great hope. The five year survival rate for all cancers diagnosed between 1996 and 2002 is 66%, up from 51% in 1975-1977. Much of this progress is due to advances in cancer treatment, cancer research, and through cutting-edge support programs such as the Susan J. Patrick Clinical Fellowship and the Complete Life Program at the Indiana University Simon Cancer Center in Indianapolis. These programs are currently being funded by the Heroes Foundation.

On March 13th of 2010, the Heroes Foundation is hosting its major fundraising event called, "An Evening with Heroes." I am asking you to please consider supporting this year's Gala with a sponsorship of this event. Our Gala has grown significantly over the years from an evening with a few friends to a celebration of life with hundreds of people who support our mission and believe in an organization that is positively impacting lives. This year is particularly special as it is our 10th Anniversary, and thus we want this to be the biggest one yet.

As a cancer survivor, I know firsthand what kind of impact your contribution to this organization would have, therefore I have enclosed a package of information on the Heroes Foundation and our annual Gala. Please feel free to contact me at (317) 255-6467 if you have questions about the mission of the Heroes Foundation or about the Gala itself.

I know there are many fine organizations seeking your support. Thank you for considering this request.

With grateful appreciation,

Vince Todd, Jr.
Chairman, Founder

www.heroesfoundation.org

Become a fan: <http://www.facebook.com/HeroesFoundation>

Follow us: www.twitter.com/HeroesFndtn

*"A hero is someone who has given his or her life to something bigger than oneself."
- Joseph Campbell*



WWW.HEROESFOUNDATION.ORG

WWW.FACEBOOK.COM/HEROESFOUNDATION

Heroes Foundation

The courage to face the trials and to bring a whole new body of possibilities into the field of interpreted experience for other people to experience — that is the hero's deed.

- Joseph Campbell

Mission

The mission of the **Heroes Foundation** is to serve the cancer community and promote survivorship through the funding of support, education, and awareness programs and through funding for cancer research.



About The Heroes Foundation

The **Heroes Foundation** exists because of people who confronted cancer and fought the good fight. The spirit, determination, and commitment of these people to survive are the legacies and characteristics that spurred the Foundation. Conceived in October 2000, the **Heroes Foundation** started as an idea among friends. Vince Todd Jr., was fighting his own personal battle with Hodgkin's Lymphoma and wanted to assist others that suffered from similar diseases. Vince ultimately won his battle. His optimism coupled with the unconditional support of his family and friends created the spark that ignited the group. An idea that resulted in the **Heroes Foundation** was born.

The organization officially took the name, **Heroes Foundation**, in May 2001. As a registered 501(c)(3) public charity, the goals of the Foundation are to fund the development of cancer outreach programs promoting survivorship, support the cancer community, and to establish a Clinical Fellowship in Oncology for promising medical students to further the research efforts for better treatments and ultimately a cure.

*“Never doubt that a small group of thoughtful,
committed people can change the world.
Indeed, it is the only thing that ever has.”*

- Margaret Mead



Have YOU Been Touched By Cancer?

Consider:

- Estimated number of new cancer cases for 2009: Indiana, 31,320; United States, 1,479,350.
- This year about 565,650 Americans are expected to die of cancer, more than 1,500 people a day. **On 12-9-2008, it was announced that in 2009 cancer would surpass heart disease as the most common cause of death worldwide.....they were right!**
- The 5-year survival rate for all cancers diagnosed between 1996 and 2002 is 66%, up from 51% in 1975-1977. The improvement in survival reflects progress in diagnosing certain cancers at an earlier stage and improvements in treatment. Rates vary greatly by cancer type and stage at diagnosis. Now there are at least 11.1 million people living with cancer.

Your Contribution is:

-Meaningful and lasting. Your donation will have a positive effect on the lives of cancer fighters, survivors, and their loved ones, leaving an eternal imprint on the fight against cancer.

-Impactful & cost effective. 100% of your contribution goes directly toward the programs that the Heroes Foundation supports. No funds are allocated for administrative costs. All donations are tax deductible to the extent allowed by law.

-Flexible and easy. You may choose to earmark your donation for the program(s) or purpose of your choice.

-Necessary. Your gifts can save the life of one person. What if that person could change the world ?

-We know the needs of the cancer community. Each board member of the Foundation has been affected by cancer in some way. The board is supported by a group of advisors that are among the leading experts in the diagnosis and treatment of cancer.



Supporting The Heroes Foundation

Donations to the **Heroes Foundation** may be made in the form of *Unrestricted Gifts, Honor and Memorial Gifts, Designated Gifts, and Gifts of Goods and Services.*

Unrestricted Gifts

Gifts without any specific designation may be made to the Foundation. With Unrestricted Gifts, you are entrusting your philanthropic decision to the Foundation's Board of Directors. Your gift will be used to address the most pressing needs as identified by the Foundation.

Honor and Memorial Gifts

Contributions of any amount may be made to the **Heroes Foundation** in the name of the individual(s) to be honored.

Designated Gifts

Gifts may be designated to support specific programs such as the Susan J. Patrick Clinical Fellowship and the Indiana University Melvin & Bren Simon Cancer Center's Complete Life Program.

Gifts of Goods and Services

The **Heroes Foundation** gratefully acknowledges gifts of goods and services contributed in-kind.

All donations are tax deductible to the full extent allowed by the Internal Revenue Service. Monetary donations may be made in the form of cash, check, or credit card (Visa, Mastercard and American Express).



Signature Events

The **Heroes Foundation** raises money through private donations, partnerships within the corporate community, and through signature events that have become annual fixtures on the local philanthropic calendar.

The *An Evening With Heroes* event is an annual dinner that features a silent auction and dancing. The inaugural event held in February of 2001, of which the goals were to have 100 in attendance and to raise \$10,000, was attended by 300 and raised in excess of \$43,000. This past year's event was attended by 320 and raised \$65,000.

- Total funds raised since inception (10/2000): nearly \$690,000
- Our events have drawn 3,990 in attendance since inception.

Our goals for 2010, our 10th Anniversary, is 500 in attendance, and raise \$100,000.

Most proceeds from the events, plus corporate and private contributions, have been used to seed two treatment and clinical programs at the Indiana University Melvin & Bren Simon Cancer Center (IUSCC).

- Complete Life Program: A holistic treatment program designed to aid cancer patients, survivors, and their loved ones.
- Susan J. Patrick Clinical Fellowship: Once we have raised \$250,000 of designated funds, a Susan J. Patrick Clinical Fellow will forever be present at the IUCC to train in a world-class cancer institute fostering the merging of research, treatment, and survivorship.



Causes

The Indiana University Melvin & Bren Simon Cancer Center's: Complete Life Program

Complete Life is a holistic treatment program designed to aid cancer patients, survivors, and their loved ones by treating the disease on all fronts: recognizing that cancer attacks mind, body, and spirit.

Complete Life reaches beyond traditional cancer treatment protocols (while recognizing their necessity) and empowers people with additional tools to become active participants in their fight against cancer. These tools include supplemental therapies (art, music, massage); exercise and fitness awareness; and spiritual guidance. The program intends to provide tangible cancer treatment benefits and improve meeting the diverse needs of individuals and families living with cancer.

The IUSCC has long been recognized as a national leader in cancer patient care and research. The **Heroes Foundation** is proud to provide financial support to this very important nationally recognized institution.

The Susan J. Patrick Clinical Fellowship

The Heroes Foundation also offers the Susan J. Patrick Clinical Fellowship. Susan Patrick was instrumental in supporting Vince Todd, Jr. and the formation of the Heroes Foundation, only to succumb to the disease after being diagnosed for a third time. The Fellowship requires an endowed fixture of \$250,000. Once these funds are raised, there will be a Susan J. Patrick Fellow through the Indiana University School of Medicine each year, concentrating his or her efforts in the field of Oncology.

Fellows not only focus their training on the treatment of specific groups of diseases but also learn to translate laboratory research so that patients benefit from innovative approaches to treatment and care.



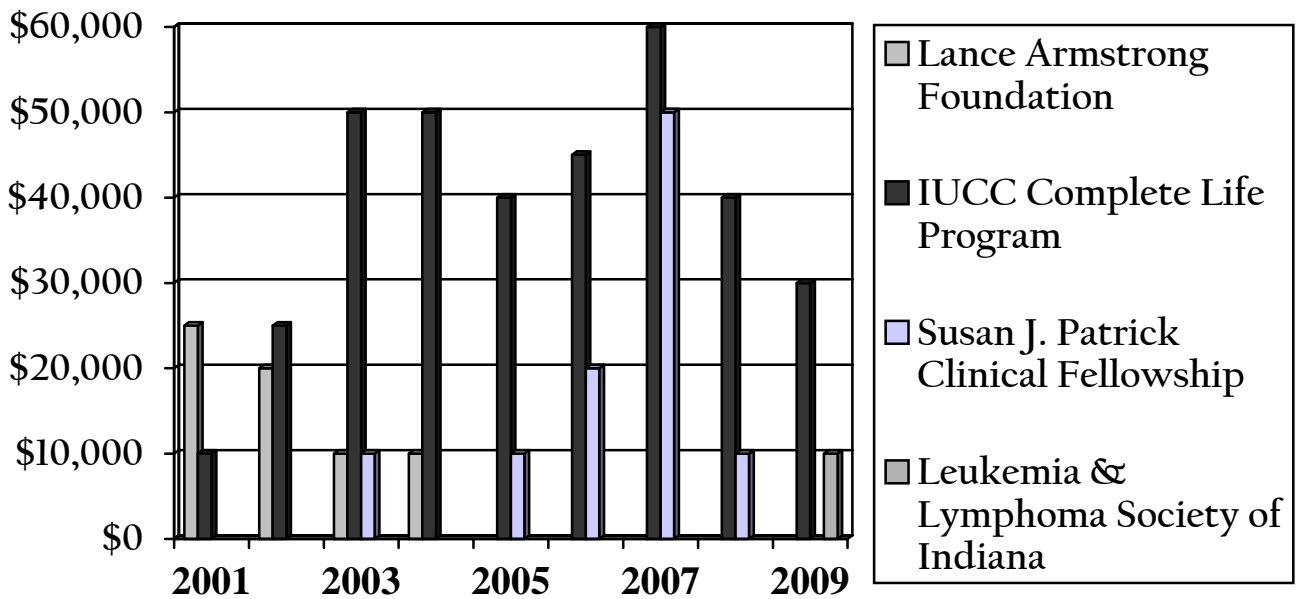
Donor Family

The following companies have generously contributed to the **Heroes Foundation** and its causes since inception:

ACCESSA Coatings Solutions	Freshens Quality Brands	radQuest
Aircom	Frito Lay	Rehabilitation Assoc. of Indiana
Anthem Blue Cross & Blue Shield of Indiana	Gatorade	ReMax Unlimited
Aqua Systems	Gift Creations by Tracy	RMD Patti Insurance Services
Arbor Homes	Goelzer Investment Management	RPS Printing Services
Arch Aid	Guidant Foundation	Roark Custom Titanium Bicycles
Aviation Charter Services	Hall, Render, Killian, Heath & Lyman P.S.C.	Rolf Wheels
Ayres Flowers	Healthcare Products Delivery	Roman Brand Group
Bag Balm	Henkel Corporation	Ryan Fire Protection
Becker Acroma Inc.	Hilltop Press	Scofield Editorial
Bill Estes Chevrolet	HIT Solutions	Spraylat Corporation
Brightpoint Inc.	Hoosier Badge	Stahl Partners
Bose, McKinney, Evans	Huntington Bank	Sweet Messages
Bowne	Indiana-American Water Company	Telamon Corporation
Cargill Salt	Indiana Hand Center	That's Good HR
Carter-Lee	Indiana Heart Hospital	The Brookfield Group
Casalini Photography	Indiana Oxygen	Tuxedo Brothers
CI Truck Driver Trainer	Indiana University Mel & Bren	Van Rooy Properties
City Securities Corporation	Simon Cancer Center	Watson's
Clack Corporation	Indy's Child	W. C. Griffith Family Foundation
Clarian Health Partners	JP Morgan Private Client Group	Wells Cargo
Colby Palmer Design	Kroger	William Grant & Sons
Community Mortgage Group	Langham	Worldwide Express
Creighton Family Fund	Live Entertainment	Young & Laramore
David & Jacqueline Simon	Lumina Foundation	
Charitable Foundation	Matthew's Bicycles	
Digital Impact	Markey's Audio and Visual	
Electronic Evolutions	Multiguard	
Electro Painters, Inc.	"Never Too Old To Rock & Roll"	
Expidant Inc.	Party Tree Superstore	
Fifth Third Bank	Peapod Public Relations	
First Title of Indiana	Pepsi	
Follow Your Heart Wedding	Praxis Media Group	



2001-2009 Allocation of Funds





Heroes Foundation Steering Committee

Vince Todd, Jr. - *Survivor*
Cindy Todd – *mom lost to cancer*
Vince Todd, Sr. – *wife and son survivors*
Sue Todd - *Survivor*
Joe Todd – *brother of survivor*
Kelly Todd – *family of survivors*
Mike Kaplan – *son of survivor*
Heather O'Brien - *mom lost to cancer*
Jennifer Neale – *friend of survivors*
Don Birch – *dad survivor*
Tony Patrick – *mom lost to cancer*
Kyle Fisher – *Survivor*
Kelly Canada – *Survivor*
Zack Canada – *Survivor*
Shelly Prifogle – *mom lost to cancer*

Courage, Hope, Strength, Commitment, Triumph



How can I Help the Heroes Foundation?

You can support the work of the **Heroes Foundation** by:

- Personally contributing funds that will be applied to our cause
- Becoming a corporate sponsor
- Volunteering your time.

For more information about the **Heroes Foundation** and its philanthropic activities, go to www.heroesfoundation.org, www.facebook.com/heroesfoundation, or call us at 317-255-6467.

The Heroes Foundation is a 501 (c) (3) organization.



Donor Levels

- I) Invitation Sponsor** **\$2,500**
- 1 table for 10 guests with table signage and complimentary parking.
 - Recognition on event signage and in program.
 - Recognition on event invitation.
 - Access to “The _____ Sponsor’s Reception”.
 - Logo & link on Heroes Foundation website.
- II) Entertainment Sponsor** **\$5,000**
- 3 tables for 30 guests with table signage and complimentary parking.
 - Recognition on event signage and in program.
 - Access to “The _____ Sponsor’s Reception”.
 - Logo & link on Heroes Foundation website.
- III) Program Sponsor** **\$2,000**
- 1 table for 10 guests with table signage and complimentary parking.
 - Special recognition in event program and recognition on event signage.
 - Access to “The _____ Sponsor’s Reception”.
 - Logo & link on Heroes Foundation website.
- IV) Sponsor’s Reception Sponsor** **\$2,500**
- 1 table for 10 guests with table signage and complimentary parking.
 - Recognition on event signage and in program.
 - Naming rights and special recognition at The Sponsor’s Reception.
 - Access to “The _____ Sponsor’s Reception”.
 - Logo and link on Heroes Foundation website.
- V) Table Sponsor** **1 for \$1,500**
- 1 table for 10 guests with table signage and complimentary parking. **2 for \$2,500**
 - Recognition on event signage and in program.
 - Access to “The _____ Sponsor’s Reception”.
 - Logo & link on Heroes Foundation website.



THE HEROES FOUNDATION CORPORATE SPONSORSHIP AGREEMENT

Please set forth below your commitment to support The Heroes Foundation in the fight against cancer.

_____ Our organization pledges the following sponsorship to The Heroes Foundation in support of the fight against cancer. (please check below)

- ___ Invitation Sponsor: \$2,500
- ___ Entertainment Sponsor: \$5,000
- ___ Program Sponsor: \$2,000
- ___ Sponsor's Reception Sponsor: \$2,500
- Table Sponsor:
 - ___ 1 for \$1,500
 - ___ 2 for \$2,500

_____ Our organization declines a sponsorship at this time, but please accept our enclosed donation.

Name: _____

Corporation: _____

Date: _____

Signature: _____

Please complete and send with check, made payable to the Heroes Foundation, to:
Heroes Foundation
5309 N. Delaware
Indianapolis, IN 46220