



# Fundraising for Ethical Research Fundraising for Cures

Planning Your Fundraiser





Thank you for your interest in raising money for the John Paul II Medical Research Institute. We appreciate every penny we receive to help with our ethical research efforts aimed at finding cures. Your generous donation will go towards medical research that will make a direct impact on the countless individuals who are suffering from and battling incurable diseases.

This guide presents basic tips to help you get started with your fundraiser. If you have questions or concerns, please email: [office@jp2sri.org](mailto:office@jp2sri.org).

## About John Paul II Medical Research Institute

JP2MRI is a pro-life non-profit that specializes in using ONLY adult stem cells to find cures for cancer, neurological diseases, rare diseases, and chronic diseases. JP2MRI does not use, support, or participate in any efforts involving embryonic stem cells or aborted fetal tissue.

### How Can Stem cells Help Cure So Many Diseases?

Stem cells are capable of differentiating into any cell type in the body, such as a skin cell, a muscle cell, or a nerve cell. Stem cells can be used to replace or even heal damaged tissues and cells in the body. Adult stem cells are present within all of us and can be harvested from various sources. These include blood, fat, skin, cord blood, placenta, and bone marrow to name a few. Scientists are using adult stem cells in clinical trials to repair diseased cells in the hopes of treating or curing a variety of diseases.

### Cancer

Each year, over 14 million people in the world are diagnosed with cancer. In the United States, 22% of cancer patients receive chemotherapy, but it only increases the 5-year survival rate by 2%. JP2MRI focuses on cancer stem cells found in tumors. Cancer stem cells are resistant to chemotherapy and cause remission, but they might be the key to finding a cure for cancer.

### Neurological Diseases

Neurological diseases damage the nerves in our bodies. Examples of these diseases include Alzheimer's, Parkinson's, ALS, and Multiple Sclerosis. These diseases kill neurons, which control movement, speaking, breathing, and learning, and eventually cause death.

### Rare Diseases

While a rare disease is defined as a condition where less than 200,000 individuals suffer from the disease, this term is really a misnomer. There are over 7,000 rare diseases affecting 30 million people in the United States and 350 million people worldwide. Over 85% of rare diseases are genetically driven, and rare diseases affect mostly children. Unfortunately 30% of this group will die before reaching age 5, and less than 1% of rare diseases currently have treatments.

### Chronic Diseases

Chronic diseases affect millions of people globally and have a significant impact on health care costs and loss of employment or work productivity. Most of these diseases currently lack cures and are controlled using costly prescription medications that usually simply treat symptoms or control the resulting pain. Some of the more well-known chronic diseases include diabetes, pulmonary disease, and heart failure.

For more information, visit [www.jp2mri.org](http://www.jp2mri.org)



## How to Get Started With Your Event

- Plan a timeline.

When will your event be held? How much time do you need to plan and spread the word? Give yourself plenty of time to prepare for the event so you are not burdened with stress. Most fundraisers need months of planning.

- Plan how much you want to raise.

Set a goal on how much you want to raise. It will help you consider what kind of event you want, how many attendees you wish to attract, and how much you wish each person to donate to the event. Setting specific, clear goals will help steer a better path to success for your event.

- Be strategic.

With so many different fundraisers to choose from, it might be overwhelming to pick one for your event. Approach your planning strategically. What event would fit with your interest, time, and community? A fundraiser will take up your time, so choose something that will be fun for you and keep it simple.

- Budget.

The event organizer is in charge of receiving donations and managing all expenses. What purchases will you need for this event? What expenses will be associated with holding the fundraiser? JP2MRI will not be responsible for paying for any supplies or paying for any expenses related to holding your fundraiser or event. JP2MRI will also not be liable for any insurance or liability issues related to holding any fundraisers.

- Insurance.

Research your local and state guidelines in case you need liability insurance. Some events require mandatory liability insurance. JP2MRI will not be liable for any incidents or injuries stemming from any fundraisers held on our Institute's behalf.

- Look for a Sponsor.

If you are planning a large event, you may want to find a sponsor to support your fundraiser. Local businesses and organizations could offset the costs and provide more marketing and promoting support.

- Spread the word.

Contact everyone you know: family, friends, neighbors, classmates, co-workers, and everyone else. Ask them to spread the word to everyone they know too. When asking for financial support, always be respectful but direct. Social media is a great tool to spread the word.

Also, remember to thank everyone involved after the event. Everyone likes recognition. If you provide our Institute with names and addresses, we will gladly thank each and every one of the donors as well.

- Have fun!

After all, it is a FUNdraiser.



## Marketing and Promoting Your Event:

All promotional materials must clearly state that your event is raising funds for JP2MRI and that you are a third-party conducting the fundraiser. It must be clear that JP2MRI is not conducting or sponsoring the event.

Promotional materials should also be clear about the approximate percentage of proceeds that will be donated. The materials should be clear as to what disease the proceeds are going towards. Materials must also not provide false facts about JP2MRI and JP2MRI's research.

## Event Expenses:

Please keep expenses as low as possible, less than 25% of total amount raised. JP2MRI will not reimburse organizer for purchase of goods for third-party events, nor can organizer charge JP2MRI for any goods for any reason. JP2MRI is also not liable for any costs or expenses.

If you need to purchase goods for your events, please seek donated or discounted goods and services.

## Event Insurance and Liability:

- JP2MRI cannot be held liable for details associated directly or indirectly with the event. JP2MRI is not responsible for: any insurance costs or requirements, liability coverage, purchases, or expenses.
- JP2MRI reserves the right to decline association with any person or organization at any time if the association will have a negative impact on JP2MRI.
- Event organizers are responsible for obtaining any necessary permits and clearances required by local and state governments.
- Event organizers must comply with all applicable laws and obtain appropriate insurance coverage if necessary.
- If event will serve alcohol, event must comply with alcohol related regulations and have appropriately certified servers present at all times.
- If your event is a raffle, please seek appropriate state gaming licenses.

## What JP2MRI Can Do For Your Event:

- Answer questions in regards to our work and organization.
- Provide advice and suggestions.
- Provide limited JP2MRI promotional and educational materials, such as JP2MRI flyers and brochures.
- Acknowledge and provide tax receipts.

## What JP2MRI Cannot Do For Your Event:

- Take responsibility of any nature or liability of your event.
- Guarantee volunteers or staff will attend event.
- Provide our tax exemption number for purchases related to your event.
- Assist in soliciting donations, handing mailings, recruiting attendees, or donation collecting.
- Provide donor lists or contacts.



## Event Income

Event organizers are responsible for maintaining the accounting for the event. All donations may be sent either through PayPal or by check. Checks must be payable directly to JP2MRI. To receive tax-deductible acknowledgement, please attach your name and address with your donation.

For check donations, please send to this address:

John Paul II Medical Research Institute  
2500 Crosspark Rd.  
Suite E-108  
Coralville, IA 52241

# Thank You!

