

Our Priorities

- Scientific research seed funding for projects showing the greatest potential to save lives
- State-of-the-art medical and scientific technology
- Capital support for Roswell Park building, clinic and center growth
- Quality-of-Life programs benefiting patients and families

Deciding How Dollars Are Spent

Roswell Park's Scientific Advisory Committee – comprised of clinicians, scientists and administrative managers – meets twice annually to award research grants to Roswell Park investigators through a fiercely competitive application and review process.

Quality-of-Life Grants are determined by a committee made up of those closest to Roswell Park patients – nurses, physicians and representatives from other patient care and support services.

Did You Know?



Every \$1 of unrestricted funding donated to Roswell Park generates an additional \$13 in new grant funding!

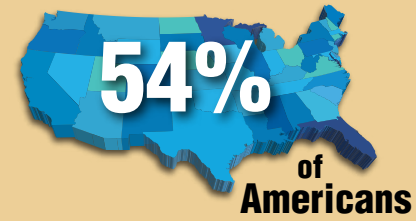
We are eager to work with you to customize a sponsorship program that best meets your business needs and objectives.

On behalf of our patients who benefit from our cutting-edge research and patient-care programs, thank you for your interest in supporting Roswell Park.

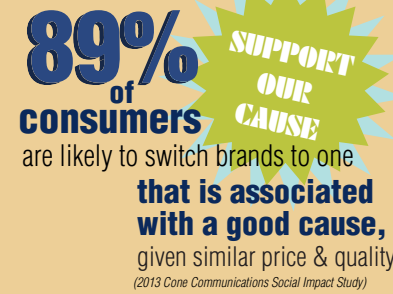
Learn more today about becoming a Partner for a Cure by calling (716) 845-8119 or emailing us at partners@roswellpark.org.

Data proves that nonprofit organizations and hospitals have a voice that people listen to.

~ Good Scout Group | MDigitalLife March 2015



bought a product associated with a cause over the last 12 months, **increasing 170% since 1993.**
(2013 Cone Communications Social Impact Study)



“ When so many families in our community are touched by cancer, how do you not want to give every dollar you possibly can to Roswell Park Cancer Institute. When you give to Roswell Park, the research and treatment they provide accomplishes the most important result of dealing with cancer...hope. ”

~ Scott Bieler, President, West-Herr Automotive Group



Roswell Park Alliance Foundation

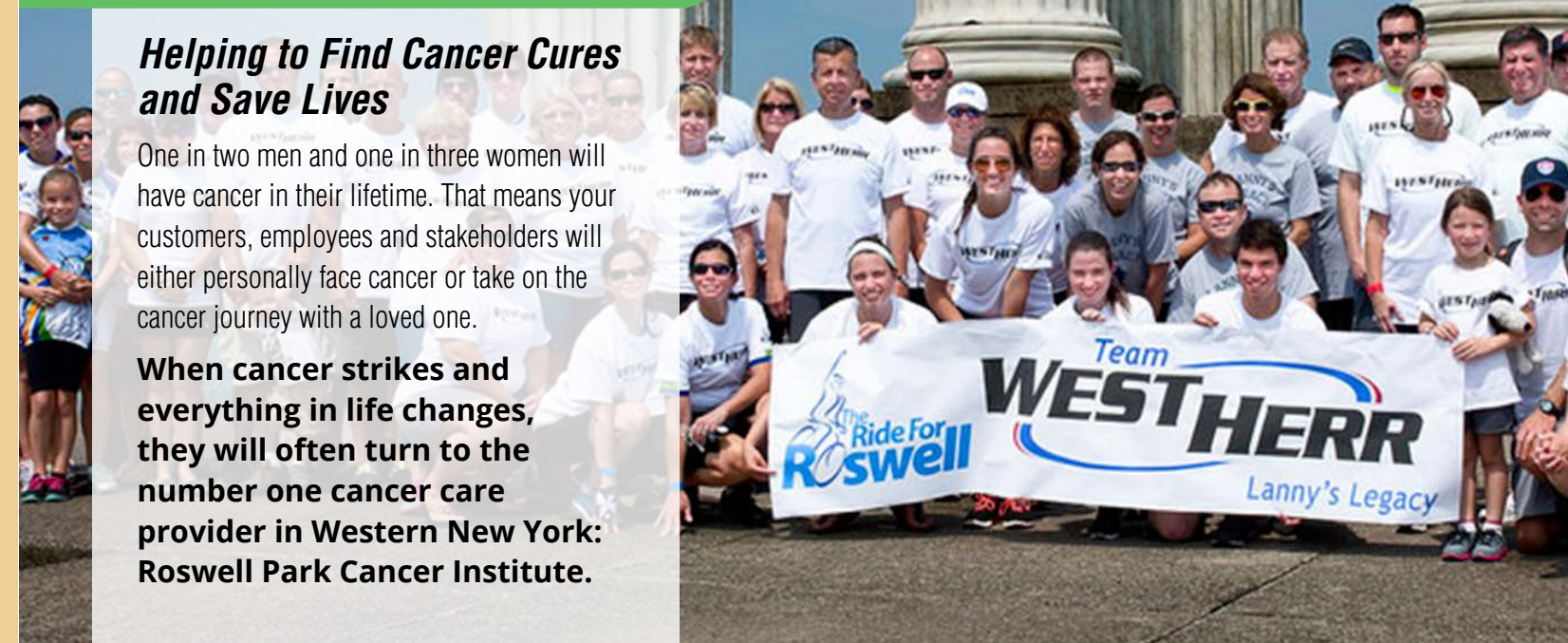
at Roswell Park Cancer Institute

Corporate Partners

Helping to Find Cancer Cures and Save Lives

One in two men and one in three women will have cancer in their lifetime. That means your customers, employees and stakeholders will either personally face cancer or take on the cancer journey with a loved one.

When cancer strikes and everything in life changes, they will often turn to the number one cancer care provider in Western New York: Roswell Park Cancer Institute.



Our Mission

Established in 1991, the Roswell Park Alliance Foundation is a 501(c)(3) not-for-profit organization that manages all donations made to Roswell Park Cancer Institute, in support of scientific and clinical research, state-of-the-art medical care, and activities that address the psychosocial needs of patients and families touched by cancer. Since its inception, over (\$243 million) has been raised. A meticulously prudent steward of the public's trust and confidence, Charity Navigator, the nation's leading charity evaluator, consistently ranks the Roswell Park Alliance Foundation among the top charitable organizations for fiscal responsibility.

A great way to show that your business has joined the fight to find a cancer cure is through a corporate partnership.

By partnering with Roswell Park, you'll show your support for our 31,000 active patients who benefit from our cutting-edge research and patient-care programs each year.

What's Inside:

- Ways you can partner with Roswell Park
- Demographics to help reach your target audience
- An overview of our events and programs
- Where the funds go





Through your partnership with Roswell Park, you can meet your business goals and objectives.

Partnership Opportunities That...

Strengthen Your Brand



Event sponsorship provides your company with visibility, exposure and access to the audience you want to reach most. Sponsor, underwrite, form a team or make an in-kind donation to the event that best reaches your target market.

The Ride For Roswell | RideForRoswell.org

The Ride brings together thousands of supporters, volunteers, cancer survivors and patients. This annual cycling event, which starts and ends at the University at Buffalo North Campus, is held the fourth weekend in June and grows more successful every year. There are over 8,000 riders which are comprised of a 50/50 male to female rider audience. 32 percent of riders are ages 45-64 and 27% are ages 30-44.



Empire State Ride | EmpireStateRide.com

This brand new event kicking off in August 2015 is a fully supported seven day cycling adventure across New York State, from NYC to Niagara Falls.



Summer Splash | SummerSplashBuffalo.com

Annual color-themed, waterfront cocktail party held the second Friday in August featuring music, dancing and gourmet cuisine from premier local restaurants to raise money for pediatric cancer research and programs. The event targets professionals between the ages of 25-50.



Carly's Crossing | CarlysCrossing.org

Annual, one-of-a-kind open water swimming event held the second Sunday in August to raise funds for pediatric cancer research and programs. Swimmers and spectators range from ages 8-80.

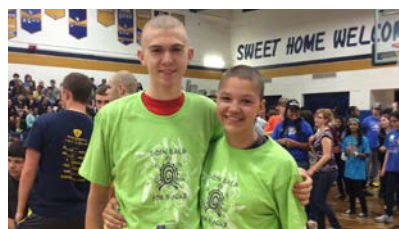
Bosom Buddies Walk for Breast Cancer | BosomBuddiesWalk.org

Annual walk held each September in historic East Aurora to raise funds for the Western New York Breast Resource Center and breast cancer research. The event attracts a primarily female audience, joined by family and close friends.



All Star Night Gala | AllStarNight.org

Annual black tie gala brings hundreds of Roswell Park supporters to the Buffalo Niagara Convention Center each November for a themed evening of dinner, dancing, inspirational speeches, auctions and award presentations. This sell-out event attracts Western New York business executives, community leaders and young professionals.



Goin' Bald for Bucks | BaldforBucks.org

Year-round, head-shaving fundraising program which takes place primarily in Buffalo and Rochester schools, with participants ranging from ages 5-25. Additional support is given from groups and individuals from the public and private sector.

Engage Your Employees

Create teams of employees who can rally around a cause that captures their minds and hearts, and encourages team spirit. Employee teams can fundraise, volunteer or both!

Opportunities to Team Up:

- The Ride For Roswell
- Goin' Bald for Bucks
- Bosom Buddies Walk
- Carly's Crossing
- Team Cure Community Program

Encourage associates to hold independent fundraising events like bake sales and dress-down days that allow them to come together while promoting Roswell Park's mission to understand, prevent and cure cancer.



Engage/Attract Customers

Nearly everyone has been touched by cancer and cause marketing is an effective way to strengthen customer loyalty. A partnership with Roswell Park lets current and potential customers know you support Roswell Park so that cancer can't win.

Cause Marketing Programs:

- Collecting change donations at registers
- Donating a percentage of sales to Roswell Park
- Creating a pin-up campaign
- Holding a sweepstakes promotion
- Offering customers the ability to round up their total purchase to benefit Roswell Park

Achieve Your Social Responsibility Objectives

A great way to achieve your social responsibility goals and objectives is to

Directly Support One of our Programs Through a Donation or Corporate Foundation Grant:

- Carly's Club Pediatrics Program
- Young Adult Program
- Teens Living with Cancer
- Quality-of-Life Program Fund
- Summer Research Participation Program for high school/college students
- Arts in Healthcare art therapy program
- Community outreach programs for underserved populations such as Esperanza Y Vida, The Witness Project or Man-Up
- Scientific competition fund
- Patient education fund
- Endowment funds

Support our New Pediatric Center

Expansion projects vary from year to year and help provide our patients with state-of-the-art facilities to ensure they receive the very best care. We are currently seeking funds for our new Pediatric Hematology Oncology Outpatient Center, a joint partnership with the new John R. Oishei Children's Hospital. Naming opportunities are available. Please contact us for more information.



Did You Know?



Creating an employee matching gift program is an effective way for a company to engage employees and allocate its corporate philanthropy dollars.

