



# HEALING HOPE & HAPPINESS

CAMPAIGN CASE FOR SUPPORT





## TABLE OF CONTENTS

CASE STATEMENT .....	2
OUR STORY .....	3
OUR MISSION .....	4
CORE BELIEFS.....	5
WE KNOW WE MAKE A DIFFERENCE .....	6
CLINICAL PARTNERS.....	7
CLINICAL OUTCOMES .....	8
RESPITE VACATION DESTINATIONS.....	8
TRAVEL PARTNERS .....	9
OUR CAMPAIGN CELEBRATION.....	10
OUR CAMPAIGN PURPOSE.....	11
FUND IMPACT .....	12
MAKING A GIFT .....	13
DONOR OPPORTUNITIES.....	14
CAMPAIGN GIFT TABLE.....	14
FAMILY PROMISES FUND .....	15
IMMEDIATE IMPACT .....	15
WAYS TO GIVE .....	16
PANO STANDARDS FOR EXCELLENCE .....	16
YOUR GIFT CHANGES LIVES.....	17
FOR PETE'S SAKE CANCER RESPITE FOUNDATION LEADERSHIP .....	18
HEALING, HOPE & HAPPINESS LEADERSHIP .....	18

Bobbie Palmer, age 50, lung cancer. Traveled to a donated home in the Outer Banks, North Carolina with her sister.

# CANCER.

The unexpected diagnosis. Life changes immediately for everyone: patient, family and friends

**We answer the call. We listen. We help. We change forever the lives of cancer patients and their loved ones. Our formula for helping is simple and successful. We provide a remarkable respite vacation and endless emotional support so valued by a family affected by this disease.**

For Pete's Sake Cancer Respite Foundation (FPS) is a non-profit organization that provides expense paid-respite vacations to patients and their families. Since we began our work in 1999, thousands of adult cancer patients and their loved ones have benefited from these week-long "breaks from cancer" thanks to the consistent generosity of our loyal supporters.

Our ability to raise substantial gifts from foundations, individuals and corporations, as well as being a recipient of PANO Standards for Excellence, reinforces our commitment to the FPS mission, stewardship and operational efficiency.

Most importantly, our patients and the oncology professionals who nominate them offer heart-warming feedback reinforcing the therapeutic benefits of respite in a patient's continuum of care. Their stories move us day after day.

With grateful hearts, we pause to thank those who have helped us ease the burden of thousands of people touched by cancer and pledge our commitment to those yet to come.

With current funds, hundreds travel each year and many more families are served in some capacity through lunch bunches, receptions, staycations and online support communities. Yet, we receive hundreds of requests from all across the country that go unaided. Not being able to offer assistance is disappointing, and so, we find ourselves inspired to help thousands more in need of respite.

We also recognize the awesome responsibility of ensuring the respite experience and related emotional support are available for future families. Thus, fiscal strength and sustainability are priorities and major components of the FPS strategic plan.

Our aspirations cannot be met without additional funding. Therefore, we introduce the **Healing, Hope & Happiness** Campaign. This Campaign is our plan for a vital and vibrant future.

*For Pete's Sake*, join us as we work toward a \$3 million goal. Your financial support will allow patients and their loved ones to "Take a Break from Cancer" on respite vacations of a lifetime and to navigate the cancer journey with Healing, Hope & Happiness.

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# OUR STORY

In 1999, cancer took a man named Pete. But it couldn't take his legacy.

In the midst of his own battle with cancer and inspired by the kindness of his friends and family, Pete Bossow resolved to create an organization that would give adult cancer patients, their caregivers and their kids the emotional support and break from cancer they needed. He passed away before he could see his dream come to life. His wife, Marci, left her job as a practicing attorney and dedicated her life to making his vision a reality.

Marci and her team of employees, donors, volunteers and healthcare professionals built For Pete's Sake Cancer Respite Foundation (FPS), a non-profit that has served thousands since its inception.

And it's just the beginning.



Peter Bossow, Jr. and his wife Marci at their wedding in June 1994.

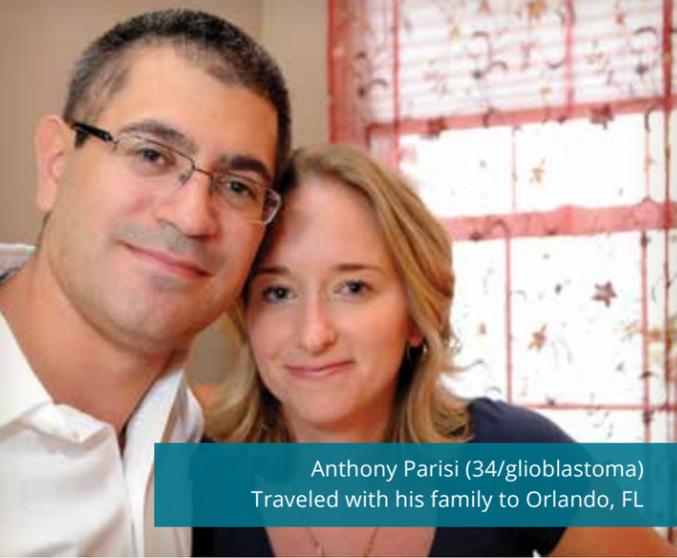


# OUR MISSION

We enable cancer patients and their loved ones to strengthen, deepen and unify their relationships by creating unforgettable and lasting respite vacations.

Mary Kay Francis, age 50, leukemia. Traveled with her husband to Marco Island, FL.

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Anthony Parisi (34/glioblastoma)  
Traveled with his family to Orlando, FL



Family of Beth Schmid (45/ovarian cancer)  
Traveled to Orlando, FL



Children of Anthony & Emily Parisi  
(pictured above)

## CORE BELIEFS

### HEALING

#### FOR THE PATIENT

the time necessary to refresh, reconnect and rejuvenate with those who mean the most

### HOPE

#### FOR THE CAREGIVER

the opportunity to see a bright spot in a daunting journey

### HAPPINESS

#### FOR THE CHILD

the chance to laugh, to love, to be loved and to forget about a parent's cancer

## WE KNOW WE MAKE A DIFFERENCE

... a difference beyond words. Oncologists tell us. Patients call and write to us. But ultimately, it is the smiles on the faces of our Travelers that provide the most wonderful and concrete evidence of our incredible impact.

We resolve every day to help as many patients as possible while ensuring we remain available for those to come in the future. They too deserve our life-changing mission and the time is now for us to answer their call.

We are uniquely positioned to continue to expand our mission and ensure our success as a strong, focused, well-disciplined and fiscally sound nonprofit.

In honor of our growth, we announce — **Healing, Hope & Happiness.**

This Campaign is both ambitious and achievable — providing fiscal strength through perpetual legacy giving, increasing our patient capacity and expanding our emotional outcomes.



Christina (CJ) Dech (31/breast cancer)  
Traveled with her family to Orlando, FL

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# CLINICAL PARTNERS

For years,  
our respites have:

- Strengthened family relationships
- Created and improved channels of communication
- Generated more positive outlooks on life with cancer
- Resulted in improved patient compliance with treatment

Collectively, the psycho-social impact of respite travel has equipped families with the coping skills necessary to continue the long journey with cancer that lies ahead for so many. Relying solely on nominations from oncology professionals and following developed clinical assessment factors, we identify those families best suited to benefit from the respite experience. As a strong believer in collaboration with oncology professionals, we also ensure patients and caregivers have access to ancillary support services, additional financial resources and bereavement help. When Travelers come home from an FPS respite, they are forever part of the FPS community of compassionate, caring people always willing to help with the challenges associated with this disease. We work with the oncology teams at more than 100 cancer centers nationwide, including:



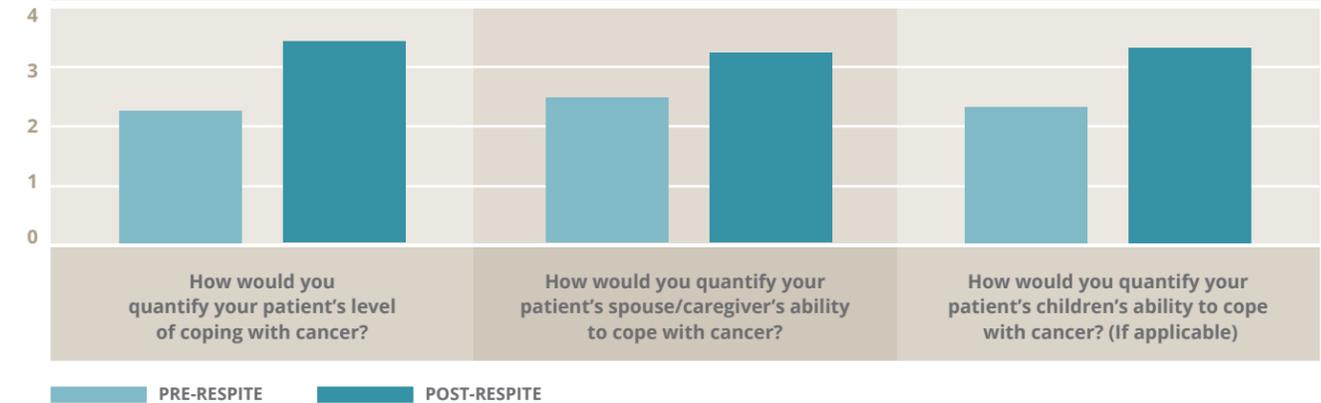
“ It’s a special privilege to nominate my patients to For Pete’s Sake as a unique part of their continuum of patient care. My patients fight a battle that drains them emotionally, physically, financially and spiritually. A break from cancer treatments gives them a chance to refuel with their loved ones, and to return stronger than ever, ready for the challenges that await them. ”

— **Et-tsu Chen, M.D.**  
Medical Director, Radiation Oncology,  
Abramson Cancer Center at Valley Forge

# CLINICAL OUTCOMES

## FEEDBACK FROM OUR NOMINATORS

EACH NOMINATOR IS ASKED TO COMPLETE PRE- AND POST- RESPITE EVALUATIONS TO MEASURE THE EFFECT OF RESPITE ON THE PATIENT, CAREGIVER AND CHILDREN’S ABILITY TO COPE WITH A CANCER DIAGNOSIS. 100% OF NOMINATORS REPORT IMPROVEMENT IN COPING UPON RETURNING HOME FROM THE FPS RESPITE EXPERIENCE.



# RESPITE VACATION DESTINATIONS

Our partnerships also extend to dozens of private donors who graciously open their hearts and second homes as respite destinations for our families. We work with each family to develop a meaningful experience in the most comfortable, secure and safe environment. Destinations include two FPS respite homes in Florida and key locations throughout the country.



This FPS respite home, purchased in 2002, will be renamed as part of this Campaign.



This home, known as Johnny’s House, was generously donated to FPS by John and Patti Murabito, in memory of their son Johnny.



# TRAVEL PARTNERS

We have built relationships with key travel and leisure companies — all unifying to give people a break from cancer. These relationships enable us to help more families each year through both in-kind services and accommodations. They help us create memorable and magical respite vacations. In return, these partners witness firsthand the impact that a respite vacation makes as they are able to interact with our Travelers.



Allison Pepe (40/metastatic breast cancer)  
Traveled with her family to Orlando, FL



Eric Dial (35/liver & colon cancer)  
Traveled with his family to Orlando, FL



Dan Schultz (35/sarcoma)  
Traveled with his family to Orlando, FL

# OUR CAMPAIGN CELEBRATION

As we look back on our past, we graciously thank the many people who have supported For Pete's Sake since its inception. Together, we accomplished the impossible dream — starting, building and maintaining an organization that today touches the lives of hundreds of families annually.

Most importantly, we have remained laser-focused on our mission and the respite vacation experience. Today, every nominating oncology professional recognizes the positive impact of respite on a patient, caregiver, child and family's coping with cancer. For this success, we celebrate!

We are also excited to help thousands more. Our end point vision is this — invested funds from our **Healing, Hope & Happiness** Campaign will provide income on a permanent basis for FPS respite vacations year after year. Every minute of an FPS respite will be supported by the income earned through this Campaign.

Your gift will bring **Healing, Hope & Happiness** to people traveling on respite vacations every minute of every hour of every day of every week, FOREVER.

“ As a cancer survivor, I understand the importance of community and family as you navigate your diagnosis. Woodloch Resort is proud to be a home away from home to FPS families. We welcome them with open arms, providing them with a respite vacation that they will never forget and a chance to refresh in the company of the ones they love. ”

— **Robert Kiesendahl**  
Owner, Woodloch Resort



# OUR CAMPAIGN PURPOSE

The benefits of this Campaign are twofold:

**1** To provide permanent revenue to directly fund the respite experience. Respite vacations will forever remain available along with a generous community ready to respond.

**2** To increase capacity to include additional patients, travel and destination partners, an expanded network of nominating oncology professionals, an enhanced web-based patient and caregiver community, bold elements for philanthropy and development and continuation of a fiscally sound expense-revenue model which has proven effective since inception.

## OUR GOAL OF

# \$3 MILLION

will be the primary source from which perpetual respite support continues year after year



Angela Minnick (47/multiple myeloma)  
Traveled with her family to Orlando, FL

# FUND IMPACT

The **Healing, Hope & Happiness** Campaign will create a \$3,000,000 restricted fund for program use only. The FPS Finance Committee has projected that depending on the size of the respite program at the time, this fund would absorb up to 20% to 33% of the costs related specifically to this program.

FPS carefully evaluated this fund amount. A fund of this size corresponds to the amount suggested by the feasibility study prepared at no cost by MBA students at Villanova University as part of our Campaign planning. Further, it provides a means to continually expand the patient respite program by focusing solely on respite costs. Such stability to scale is critical to the long-term success and growth of the FPS program.

The chart below describes the impact of this fund on the fiscal position of FPS in the years ahead. A detailed explanation of this information, prepared by the FPS Finance Committee, is available for review.

The funds collected will be held and professionally managed. The FPS Finance Committee will provide oversight of such efforts in accordance with the adopted FPS Investment Policy.

### YEAR ONE & TWO ANALYSIS

Total Impact: 160 Respites / 640 Travelers / 48 Staycations  
Total # of People Served: 832

AMOUNT OF FUND	INCOME EARNED @ 4.5%	% OF YEAR 1 PROG BUDGET
\$1 Million	45,000	8%
\$2 Million	90,000	16%
\$3 Million	135,000	23%
\$5 Million	225,000	39%

### YEAR THREE ANALYSIS

Total Impact: 180 Respites / 720 Travelers / 54 Staycations  
Total # of People Served: 936

AMOUNT OF FUND	INCOME EARNED @ 4.5%	% OF YEAR 3 PROG BUDGET
\$1 Million	45,000	7%
\$2 Million	90,000	15%
\$3 Million	135,000	22%
\$5 Million	225,000	37%

### YEAR FOUR ANALYSIS

Total Impact: 200 Respites / 800 Travelers / 60 Staycations  
Total # of People Served: 1040

AMOUNT OF FUND	INCOME EARNED @ 4.5%	% OF YEAR 4 PROG BUDGET
\$1 Million	45,000	7%
\$2 Million	90,000	14%
\$3 Million	135,000	21%
\$5 Million	225,000	35%

### YEAR FIVE ANALYSIS

Total Impact: 230 Respites / 920 Travelers / 69 Staycations  
Total # of People Served: 1196

AMOUNT OF FUND	INCOME EARNED @ 4.5%	% OF YEAR 5 PROG BUDGET
\$1 Million	45,000	7%
\$2 Million	90,000	13%
\$3 Million	135,000	20%
\$5 Million	225,000	33%



Treva Gadis (36/breast cancer)  
Traveled with her family to Orlando, FL

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# MAKING A GIFT

Your generosity and the sharing of your time, talents and treasures have provided our organization with a strong and productive foundation. And because of this, we have seen an annual increase in the number of patients and families we have been able to help.

This fact is important because cancer is not going away soon enough. Cancer continues to invade lives. And the people facing cancer will always remain in crisis.

**Healing, Hope & Happiness** is an opportunity that rests solely on our shoulders.

**Yours would be the gift of capacity and impact — one that can be measured by smiles, hugs, memories, laughter and love shared by FPS patients.**

Philanthropy is a key element of our Campaign plan and we ask you today for your help. We invite you to make an important investment in the future of For Pete's Sake Cancer Respite Foundation — one which will help hundreds upon hundreds of future Travelers.



Family of Stacy Davis (38/breast cancer)  
Traveled together to Ventnor, NJ

# DONOR OPPORTUNITIES

FPS calls our lovely respite house in Davenport, FL — home. So have hundreds of families who have taken refuge there from the stormy seas of cancer. It is fitting, therefore, this home become the centerpiece of our Campaign recognition. Future Travelers will be forever inspired by your generosity.

In addition to website, program and event recognition, your gift will be highlighted in the following ways:

- \$1,000,000: Name the FPS Respite Home in Florida.
- \$300,000: Name the rooms in this home.
- \$100,000 and greater: *Family Promises Fund*. The income on a generous gift of \$100,000 will provide a week's respite for a family in perpetuity. Personal recognition of your gift will be displayed during your week every year.
- Up to \$100,000: Be a Part of the **Healing, Hope & Happiness** mural at the FPS Respite Home in Florida.

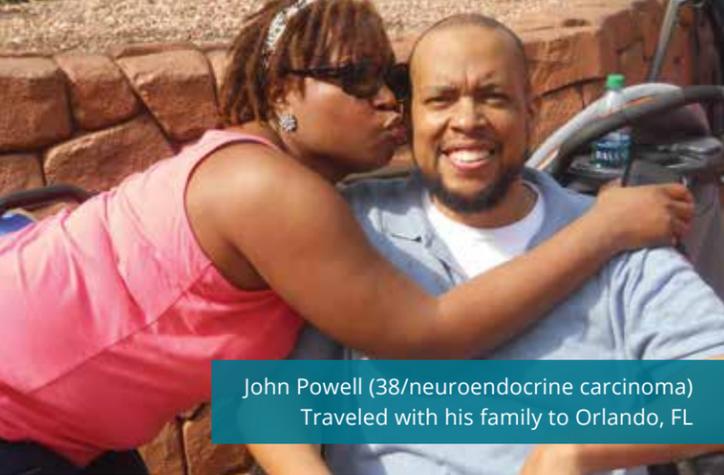
# CAMPAIGN GIFT TABLE

Our Campaign relies on securing gifts at different levels to meet the \$3,000,000 goal. While all gifts are graciously appreciated, critical will be those potential donors at varying levels. Thus, the gift table below outlines a suggested target for our Campaign, knowing however the fluidity related to this table. With respect to the \$1,000,000 lead contribution, we will make a commitment to leverage this gift with a challenge match, thus doubling the donor's impact.

## \$3 MILLION GIFT TABLE — HOW CAN YOU CONTRIBUTE?

TYPE OF GIFT	GIFT AMOUNT	NUMBER OF GIFTS NEEDED	NUMBER OF PROSPECTS NEEDED	TOTAL GIFT DOLLARS	CUMULATIVE GIFT DOLLARS	% OF GOAL
Principal Gifts	\$1,000,000	1	3	\$1,000,000	\$1,000,000	33%
Leadership Gifts	\$300,000	2	12	\$600,000	\$1,600,000	50%
	\$100,000	7	24	\$700,000	\$2,300,000	76%
	\$50,000	5	15	\$250,000	\$2,550,000	85%
	\$25,000	7	30	\$175,000	\$2,725,000	89%
Major Gifts	\$10,000	15	60	\$150,000	\$2,875,000	95%
	\$5,000	20	60	\$100,000	\$2,975,000	99%
	\$1,000	25	75	\$25,000	\$3,000,000	100%
<b>Total</b>		<b>78</b>	<b>279</b>		<b>\$3,000,000</b>	

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John Powell (38/neuroendocrine carcinoma)  
Traveled with his family to Orlando, FL

## FAMILY PROMISES FUND

Our efforts are focused solely on the people touched by our mission. A cornerstone of our Campaign is the *Family Promises Fund*. From this Fund, a unique opportunity presents itself to families who desire to sponsor an entire week-long respite. A \$100,000 gift will be the sustaining amount necessary to ensure that both the family who provides this gift and the families who benefit are forever connected — by a promise — and celebrate a week during which love is greater than cancer! Donations of this amount and above will be clearly designated by a named family fund and a special week, chosen by the donor, dedicated to this generous commitment.

According to a recent Endowment Assessment Study conducted by Villanova MBA students on behalf of For Pete's Sake, the investment returns on an endowment donation of about \$100,000, can personally fund one respite worth of FPS ordinary program expenses per year in perpetuity. This provides donors with a unique opportunity to personally provide For Pete's Sake families with a respite opportunity year after year. A *Family Promises Fund* donor will have a personal impact on improving the lives of countless FPS families forever.



Stacy Davis (38/breast cancer)  
Traveled with her family to Ventnor, NJ

## IMMEDIATE IMPACT

Donors have expressed the desire to support Travelers in the future, while allowing annual contributions to help Travelers needing respite today. Hence, a donor may direct that we allocate any contribution or pledge under our Campaign between the annual operating budget and long term funding. For example, a recent Campaign contributor has pledged \$15,000 per year for the next ten years of which \$10,000 will be put into a Named *Family Promises Fund* (for a total of \$100,000) and \$5,000 is earmarked for a current Traveler respite. This strategy allows us to double the number of Travelers served more rapidly.



Ronald Parris (39/colorectal cancer)  
Traveled with his family to Concord, VA

## WAYS TO HELP

We are extremely grateful to our generous donors for their Campaign support. The following methods can be used to participate in our Campaign:

- Cash
- Donor-advised fund
- Monthly ACH withdrawal or credit card charge
- Stocks, bonds and mutual funds
- Irrevocable real estate, deferred and planned gift vehicles
- Pledge to make a gift over a period of time — we can structure the time frame to best suit your needs and maximize your giving with focus on a three to five year commitment, or more if requested.
- Become an advocate for For Pete's Sake and help volunteer with this endeavor.



Gil Hoopes (46/lymphoma)  
Traveled with his family to Orlando, FL

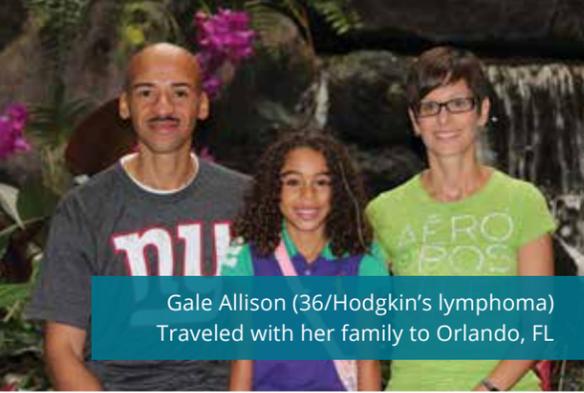


FPS Respite Home, FL

## PANO STANDARDS FOR EXCELLENCE

The Pennsylvania Association of Nonprofit Organization is the leading membership group which governs thousands of charities in the state. PANO sponsors the Standards for Excellence® program which is an intensive peer and self-study of nonprofit operations related to best practices in the nonprofit sector. Standards for Excellence® are based on fundamental values such as honesty, integrity, fairness, respect, trust, responsibility, and accountability. We were one of the first organizations to be certified under the Standards program in 2005 and are proud to hold this prestigious designation, which exemplifies our commitment to best practices in the nonprofit arena. You can be confident we are excellent stewards of your generosity.





Gale Allison (36/Hodgkin's Lymphoma)  
Traveled with her family to Orlando, FL



Eric Bascelli (28/esophageal cancer)  
Traveled with his family to Orlando, FL



Nicole Dennion (20/sarcoma)  
Traveled with her family to Brigantine, NJ

## YOUR GIFT CHANGES LIVES

“ You have touched our hearts so deeply. We are so grateful to Marci, everyone at FPS, and all of the donors that have made our dream a reality. We are so grateful to all of you. Angels do exist here on earth. Thanks for being our angels and giving us an amazing respite and break from cancer. ”

— **Kevin (38)**, FPS Traveler

“ I lost my father when I was young to colon cancer... our vacation time created lasting memories that I have of him. Through my own battle with cancer, I would like my children to focus on family time and not the ups and downs I endure. I just want to create the same lasting moments I have of my father for my children. ”

— **Aaron (35)**, FPS Traveler

“ Thank you! This respite has been heart-warming. It has been memorable and just a blessing in these times. This has been our miracle and we can't thank you enough. ”

— **Opal**, caregiver to Ron (39)

“ We are so grateful to those that have made this trip possible. We made memories of a lifetime and this week was the first week in a long time that we had no worries. Just taking one week away from doctors, work and all the responsibilities of everyday life has renewed our spirits. We plan on paying this kindness forward and are forever thankful. ”

— **Ronnie (40)**, FPS Traveler

## FOR PETE'S SAKE CANCER RESPITE FOUNDATION LEADERSHIP

We are grateful for the leadership of our Boards and Committees as together they support the FPS vision and mission.

### FPS BOARD OF DIRECTORS

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Sara O'Brien  
Lester Rich  
Amy Robinson

## HEALING, HOPE & HAPPINESS LEADERSHIP

We acknowledge their commitment to this campaign and offer thanks for their dedication to future FPS families.

### LEADERSHIP COMMITTEE

CEO and Founder — Marci Schankweiler, Esq.  
Chairpersons — Brad Minor and Trish Sinnott, RN  
Finance — Deborah Bacon  
Marketing — Amber Mercado  
Event Planning — Trish Sinnott, RN  
Major Donor Leader — Brad Minor  
Legal Compliance — Tom Sumter, Esq.

### CAMPAIGN DINNER KICKOFF

Walter (Buck) Buckley  
Chairman & CEO of Actua, Inc.  
William Avery  
Retired CEO of Crown, Cork & Seal  
Warren V. (Pete) Musser  
President & CEO of The Musser Group

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Kimberly Cox, age 31, Hodgkin's Lymphoma.  
Traveled with her family to Stone Harbor, NJ.

JOIN US! TOGETHER WE CAN REACH OUR

**\$3 MILLION GOAL**

as we offer **HEALING, HOPE & HAPPINESS** for families facing cancer.

[takeabreakfromcancer.org](http://takeabreakfromcancer.org)