



Anyone Can Be a Major Fundraiser

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The LAM Foundation: Our Mission

The LAM Foundation urgently seeks safe and effective treatments, and ultimately a cure, for lymphangiomyomatosis (LAM) through advocacy and the funding of promising research. We are dedicated to serving the scientific, medical and patient communities by offering information, resources and a worldwide network of hope and support.

Founded in 1995 as a grass roots effort, The LAM Foundation has raised and invested over \$13.5 million in research in the last 22 years, resulting in the fundamental understanding of the genetic cause of LAM which led to the first ever clinical treatment trial and ultimately an FDA approved treatment for the disease.



Why Fundraise?

Our mission is to find a cure *through* funding LAM research.

Over 90% of donations to The LAM Foundation are made in honor or memory of a woman with LAM. We cannot fund research, serve patients, or educate physicians without fundraising – it is at the core of our work. We couldn't do all that we do without you!

The \$13.5 million that The LAM Foundation has invested in research has been leveraged into over \$50 million by external funding sources. The LAM Foundation grants have been shown to have up to an 8-fold return; a \$150,000 Established Investigator Grant can be leveraged into a \$1 million+ NIH grant.

A Pilot Grant, which fund innovative research projects, is \$50,000. That means 5 patients that raise \$10,000 each can fund a grant for emerging science and encourage new investigators. **Imagine the impact you could have!**





What is a Fundraiser?

A fundraiser is a way for YOU – whether you're a woman with LAM, a family member, or a friend, to support The LAM Foundation and LAM research.

Fundraisers can have a huge impact – most of us can't write checks for thousands of dollars, but fundraisers can! Hundreds of thousands of dollars each year are raised by people just like you.

Fundraising is a way to be an active participant in the landscape of LAM and help change the face of research.





But...Fundraising is Hard!

- Fundraising can be challenging personally, but it doesn't have to be hard.
- While it can seem daunting to ask, people do fundamentally **want** to help; donors care about YOU.
- “Donor burnout” can be real, but don't let it dissuade you; most people find a year is an appropriate amount of time to wait.
- There are multiple ways to raise funds that aren't “fundraisers”. Think about contests, grants from workplaces, connections, and alternative ways to donate.



Major Donors...or “Major Fundraisers”?

- Donors and Major Donors are important – but fundraisers and Major Fundraisers are even more important.
- Our top 10 major fundraisers have raised over 150% more for The LAM Foundation than our top 10 major donors
- Over 90% of funds donated to The LAM Foundation have been in honor or memory of a woman with LAM
- As the following case studies will show you, anyone can be a major fundraiser...

Case Study: Wonder Woman



| | |
|-------------------|-------------|
| 2016 giving: | \$56,000 |
| 2016 fundraising: | \$135,800 |
| Increase: | 240% |

Wonder Woman raised **more than twice** as much through fundraising than through donating.

Wonder Woman is a major donor AND a fundraiser.

Case Study: Super Girl



| | |
|-------------------|-------------|
| 2016 giving: | \$1,000 |
| 2016 fundraising: | \$5,675 |
| Increase: | 567% |

| | |
|-----------------------|---------------|
| Lifetime giving: | \$22,690 |
| Lifetime fundraising: | \$354,017 |
| Increase: | 1,560% |

Super Girl is a major fundraiser.

Case Study: Black Widow



| | |
|-------------------|---------------|
| 2016 giving: | \$850 |
| 2016 fundraising: | \$10,000 |
| Increase: | 1,176% |

Black Widow raised over 10 times as much through fundraising than through donating.

Black Widow is a major fundraiser.



Case Study: Jean Gray



| | |
|-------------------------|-----------------|
| Lifetime giving: | \$0 |
| Lifetime fundraising: | \$3,953 |
| Posthumous fundraising: | \$99,822 |
| 2016 fundraising: | \$3,825 |

Jean Gray passed away 14 years ago and continues to make a difference.

Jean Gray is STILL a major fundraiser.

Case Study: Batman



| | |
|-------------------|-------------------------|
| 2017 giving: | \$345 |
| 2017 fundraising: | \$7,135 (and counting!) |
| Increase: | 2,068% |

Batman raised **over 20 times** as much through fundraising than through donating.

Batman is a major fundraiser.



Different Types of Fundraisers

- TLF fundraising pages
- Facebook fundraisers (Fundraisers or Donate buttons)
- Letter writing campaigns
- Ask for donations for your wedding, birthday, or anniversary – or your LAM-iversary
- Just ask! Your company, social group, or extended family
- Events like a 5k, golf outing, or wine tasting

Use your imagination – what will work for you? ®



Secrets of Success

- Keep it simple
- Tell your story; nobody else can!
- Tell The LAM Foundation's story
 - People like to be a part of success
- Thank your donors
 - Find creative ways, like tagging them on Facebook, writing letters, or just giving them a call
- Keep asking!

We appreciate EVERY fundraiser – no matter the size!



Questions & Answers

Still have questions? Contact us at The LAM Foundation for help!

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More fundraising ideas and resources at:

<https://www.thelamfoundation.org/Take-Action/Help-Raise-Funds/FundraisingIdeas>



*LAM Woman's secret
weapon: LAMpower!*