

A Guide to

In-Person Fundraising in Support of CureDuchenne

Dear CureDuchenne family, friend, and supporter,

Thank you for your interest in fundraising for CureDuchenne! We rely on champions like you to promote our mission and raise vital funds – no matter how small or large! This enables us to fund cutting edge research and provide awareness and education, as well as best practices for care to our larger Duchenne community.

This Fundraising Toolkit will provide you with the necessary guidance and resources to help you raise funds on behalf of CureDuchenne. We are extremely grateful for your dedication to our cause. Together, we WILL cure Duchenne!

Sincere thanks,



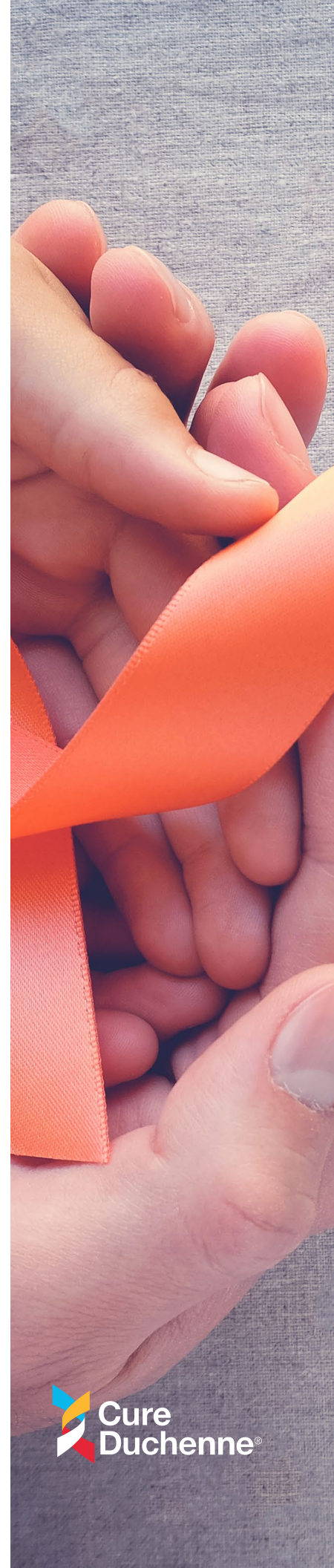
Debra Miller
Founder and CEO, CureDuchenne

ABOUT CUREDUCHENNE

Founded in 2003, CureDuchenne is recognized as a global leader in research, care and innovation for improving and extending the lives of those living with Duchenne muscular dystrophy. Our actions fuel hope for families, enable progress for drug development, and extend ambulation for those living with this devastating disease. Our mission is to improve the lives of everyone affected by Duchenne through accelerating research to find the cure, redefining care, and empowering the Duchenne community.

GETTING STARTED

CureDuchenne is proud to support you in your fundraising efforts. There are countless ways to raise money on behalf of CureDuchenne. Below is a step-by-step guide to producing your own in-person fundraiser.



CONTACT US

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CUREDUCHENNE CAN PROVIDE THE FOLLOWING:

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Dedicated online fundraising page where you can provide your event and raise money



Graphic design support including a custom event logo for you and assistance with designing online fundraising



Cure Duchenne branded stickers, flyers and videos



Outreach resources



Promotion on CureDuchenne's website and social media channels

CUREDUCHENNE BRAND GUIDELINES:

If you chose to create marketing material on your own, please follow our Brand guidelines below:

PRIMARY LOGO:

CureDuchenne's primary logo consists of a double helix icon, text that spells out "CureDuchenne" and ®. The text is written in Helvetica. CureDuchenne, when written in text, must read as one word but when all letters are capitalized, it should read as: CURE DUCHENNE.



ACCOUNTING

Here are some tips and guidance for collecting funds on behalf of CureDuchenne. Money donated and in-kind prizes donated may be tax deductible. CureDuchenne will issue tax receipts following the event wherever applicable.

- When collecting in-kind prizes, ensure you are collecting the donor's name, item description, and value of the item.
- Package all checks and other forms of donations together along with the completed template and mail them to:

CureDuchenne

Attn: Office of Development
100 Bayview Circle, Ste. 5600
Newport Beach, CA 92660

- Instruct people to make all checks and donations payable to "CureDuchenne" and please include your event name or family name in the memo line.
- Make photocopies of checks and donations and your completed template. Keep these photocopies for your records.

Please provide CureDuchenne with funds raised within one month to ensure CureDuchenne can issue tax receipts in a timely manner. In the meantime, be sure to thank and acknowledge those who supported your fundraising efforts.



CureDuchenne is a 501(c)(3) registered tax-exempt nonprofit organization

Federal Tax ID: 20-99958



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