

*Dedicated to Discovery...Committed to Care*

January 2015

**Do you ever feel like you get  
too much mail asking for money?**

**Here's a way you can take  
control of your giving while  
helping to conquer cancer!**



Dear [Name],

Sometimes people feel like they get too much mail asking for money, even if it's for a cause they really believe in, like ending cancer.

We understand. And we want to help.

When you join Dana-Farber Cancer Institute's Jimmy's Team giving program, *you tell us* how often to ask you for a gift: monthly, quarterly, even just once a year if you want.

What's the catch? *There is no catch.*

**All you need to do is complete the enclosed Giving Preferences Form. Tell us how often you want to give, whether by credit card or automatically from your checking account, and how much. What could be easier? Return the form to me in the enclosed envelope, and we'll take it from there.**

If you accept my invitation to join Jimmy's Team, I'll be happy to send you a special, limited-edition ball cap as our thanks. Celebrating the partnership between the Jimmy Fund and the Boston Red Sox that has been saving lives for more than 60 years, this cap is a great way to show your team spirit as a key partner of New England's leading cancer center.

As always, your Jimmy's Team gifts will immediately be put to work supporting research and patient care at Dana-Farber. In fact, because we'll be sending you less mail, your gifts will go even further than before.

You've proven yourself to be such a generous partner in the effort to end cancer,



*Yours free,  
with our thanks for  
joining Jimmy's Team!*

*(next page, please)*

**800-52-JIMMY (525-4669) • [Dana-Farber.org](http://Dana-Farber.org) • [JimmyFund.org](http://JimmyFund.org)**

[Name], that we understand we don't have to keep asking you for gifts. You know what a difference your giving makes. And you know what's at stake for patients and families confronting cancer at Dana-Farber. We trust you to do what you think is best.

For your convenience, we'll send you simple reminders and a year-end statement of giving for your records. You'll also be sent information during one of our key annual fundraising campaigns, and stay informed of how your gifts are helping fight cancer, through our newsletters.

After all, we think you deserve to know all the great things happening at Dana-Farber because of your gifts! We appreciate being your cancer-fighting partner of choice, and will try to always deserve that honor by showing you what a difference you're making by giving regularly and generously to New England's top cancer center.

I hope that when you return the enclosed form, you'll choose to give a gift once every quarter. Or, if possible, can you commit to making a monthly gift? Jimmy's Team members who give every month are a cornerstone of our work. Their steadfast generosity helps us out tremendously!

You should know that it may take us a few weeks to record your preferences and for those changes to take effect. You may get some mail from us in the meantime. But trust us: Once your preferences are recorded, we will honor them exactly as you wish. (And if you want to change your preferences in the future, that's easy to do, too.)

Whether you choose to give once a month or once a year, please know how grateful we are for you. You have already put yourself into a very special group by giving as regularly and generously as you do. That's why we're inviting you to join another special group—Jimmy's Team—and choose exactly the kind of giving plan you want.

Finally, let me say once again how much we appreciate your loyal support of Dana-Farber and the Jimmy Fund. By giving as generously as you do to further cutting-edge research and compassionate, patient-centered care, you are helping bring closer the day when cancer is no longer a diagnosis to be feared. In the meantime, we are making important breakthroughs and saving lives every day, and you are a big part of that success!

Thank you so much.

Sincerely,



Stephen E. Sallan, MD  
Faculty Chairman of Philanthropy  
Chief of Staff Emeritus

P.S. Dana-Farber's Jimmy's Team giving program makes it easier and more convenient than ever for you to support the fight against cancer the way YOU want to! Please return the enclosed Giving Preferences Form to tell us how often you want to give, and whether you'd like to receive the Jimmy's Team ball cap as your thank-you gift. We'll record your preferences exactly the way you indicate. Thank you for being a leader in the battle to end cancer! We really appreciate your support and your dedication to saving lives and advancing research. We're glad to be on the same team—Jimmy's Team!

Joining Dana-Farber Cancer Institute's Jimmy's Team giving program has some great benefits. But the best "benefit" of all is the reason you support Dana-Farber in the first place: *saving lives!* Lives like Declan's.

When Declan was just 16 months old, he was diagnosed with an atypical teratoid/rhabdoid tumor (AT/RT), an exceptionally rare and serious form of brain cancer.



Declan, at age 2

Until 1997, AT/RT was a death sentence: fatal for 100 percent of patients within six months of diagnosis. Then extensive research led to a treatment regimen that allowed many people with the disease to live. But that program was designed for adults. It had never been tried on a patient as young as Declan.

When Declan came to Dana-Farber, we put together a team of specialists to customize the adult care protocol in order to give the young child the best chance of success. It took a year and a half of aggressive treatment, including three straight months in the hospital. But it worked! Today, Declan is a healthy, active, and cancer-free 9-year-old boy!

**"My son is alive today because of Dana-Farber, and because of the people who give to support Dana-Farber today and tomorrow," Declan's dad, Tym, says.**

That's the powerful impact you can have in the lives of patients and families as part of Jimmy's Team. And what could be a better reason for joining than that?



*Dedicated to Discovery...Committed to Care*

10 Brookline Place West, 6th Floor • Brookline, Massachusetts 02445-7226



P1/4/88/1

Are we sending you too much mail?  
SEE INSIDE... →

First Last Name

Address

City, State

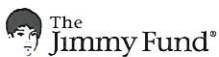


DFC-14038



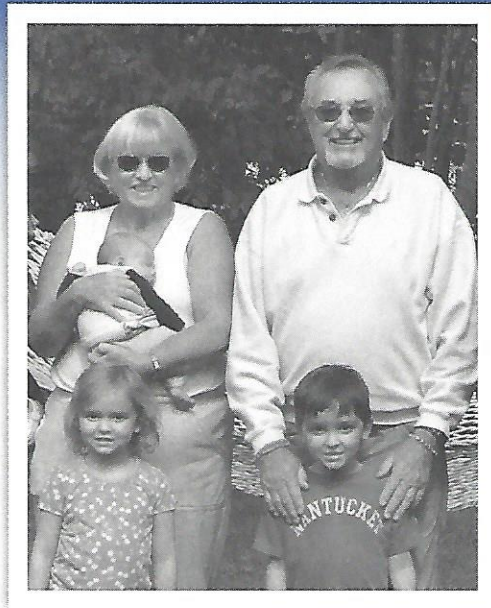
Please join *Jimmy's Team* today and  
enjoy these great benefits:

- *Giving is easier and more convenient than ever.*
- *More of your gift goes to fighting cancer.*
- *Exclusive team-member-only updates.*



*Dedicated to Discovery...Committed to Care*

*"I was at  
Dana-Farber and  
I know what they  
can do. It makes  
me feel good to  
contribute each  
month to  
this cause."*



Joe Maguire (right), cancer survivor  
and Jimmy's Team member

# Fight Cancer the Way *You* Want to with Jimmy's Team

When you join Dana-Farber Cancer Institute's Jimmy's Team giving program...

- Fighting cancer by supporting Dana-Farber will be easier and more convenient than ever.
- You will receive less mail asking for money.
- You sign up to give by credit or debit card, or electronic funds transfer, and your gifts will be charged *automatically* on the schedule you arrange.
- You will receive the recognition you deserve as one of Dana-Farber and the Jimmy Fund's most faithful and generous partners. Thank you for being a leader in helping to save lives!

Complete this form and return it in the enclosed reply envelope. That's all it takes to join Jimmy's Team!

## JIMMY'S TEAM GIVING PREFERENCES FORM

YES!

I will join Jimmy's Team with a cancer-fighting gift of:

- ☐ \$ \_\_\_\_\_ monthly  
☐ \$ \_\_\_\_\_ quarterly  
☐ \$ \_\_\_\_\_ annually

I am giving by:

- ☐ Credit card (Please provide details on back.)  
☐ Electronic funds transfer (Please provide details on back.)  
☐ Check (Please make payable to Dana-Farber Cancer Institute.)

Signature required: **X** \_\_\_\_\_

First Last Name

Address

City, State

- ☐ Please send me the Jimmy's Team ball cap.

- ☐ No, I prefer not to become part of Jimmy's Team now, but please accept this one-time gift of \$ \_\_\_\_\_.  
(Donors who wish to make a single gift at this time are not eligible for a Jimmy's Team ball cap.)

- ☐ My recurring gift is in honor or in memory of someone. (Please see section on back.)



DANA-FARBER  
CANCER INSTITUTE



The  
Jimmy Fund®

P.O. BOX 970025  
BOSTON, MA 02297-0025

00135692016966300000000000000009