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# The Tyler Volenec Foundation

*Reaching out to families struggling with pediatric cancer*

Annual Golf Outing and Dinner  
Sponsorship Packages

Tyler's touch  
The Tyler Volenec Foundation





## Aligning with a cause

According to a 1999 Cone/Roper study, 83 percent of American consumers have a more positive image of companies aligned with a cause. This is a fact that you as a business owner cannot afford to ignore - one that can positively impact your company.

Interested in a foundation that can help attract new business and enhance your awareness in the community?

Consider the Tyler Volenec Foundation.

## Foundation overview

The mission of the Tyler Volenec Foundation (TVF) is a simple but powerful one: improve the quality of life of children and their families struggling with the many personal, professional and financial challenges created by pediatric cancer.

James and Megan Volenec established the foundation in 1999 to honor the memory of their son Tyler who died at the age of two due to complications caused by leukemia. Throughout Tyler's illness, the entire Volenec family experienced firsthand the devastating effects of pediatric cancer. Their collective experiences led them to focus the foundation on improving quality of life. To that end, we direct all of our resources to:

- support various core functions at Children's Memorial Hospital (CMH)
- conduct events improving quality of life
- ease the financial burdens placed on families

The TVF serves the needs of children and families living in the Greater Chicago metropolitan area. Since its inception in 1999, the foundation has directly touched the lives of hundreds of children and their families in a variety of ways. We are headquartered in Algonquin, Illinois and operate as a registered 501(c)3 not-for-profit organization with the IRS and the state of Illinois.

## An affiliated organization of Children's Memorial Hospital

Many dedicated medical professionals at Children's Memorial Hospital (CMH) provided care to Tyler. As a result, the foundation has forged a close partnership with the hospital. We recently became a formal affiliated organization of CMH.

Children's Memorial Hospital is one of the leading medical facilities in the United States. *U.S. News and World Report* ranked CMH as one of the top pediatric hospitals in the country and number one in Illinois for the last ten years. The hospital has nearly 1,000 pediatric medical



professionals focusing on 70 different specialties. More than 80,000 patients receive care at Children's each year, including one-third of all pediatric cancer patients in Illinois.

CMH is a highly recognized institution with a very favorable image in the metropolitan Chicago community. The foundation's affiliation with the hospital offers all sponsors the opportunity to associate themselves with this very prestigious institution.

Our status as an affiliated organization makes available a number of very attractive awareness and public relations options for businesses providing more substantial levels of support. Contact the foundation for more information on these opportunities.

### Keeping overhead to an absolute minimum

As a current or prospective donor, you have a vested interest in ensuring that your resources go to support our stated mission. This is a responsibility we take very seriously. The board of directors of the Tyler Volenec Foundation is dedicated to making our mission a reality and keeping administrative and overhead expenses to an absolute minimum.

We have established a network of family, friends and business associates who generously donate their time and resources to perform the functions necessary to operate the foundation. For example, our board of directors includes an attorney, two certified public accountants, an insurance agent and a marketing communications professional.

Our annual administrative/overhead expense ratio is approximately three percent. This number includes expenditures for liability and D&O insurance policies. Absent these outlays, this ratio would be even lower. The foundation will furnish copies of our financial statements to current and prospective sponsors upon request.

## The annual golf outing

The Tyler Volenec Foundation Golf Outing is one of our principal revenue sources. It consists of two parts: a golf tournament and dinner/awards ceremony.

### The golf tournament

Each year, the outing grows larger and more successful. Approximately 40 golfers participated in the inaugural event in 1999. The outing now draws close to 200 players each year.

We conduct the tournament at the Indian Lakes Resort in Bloomingdale, Illinois. Some of the basic facts about the tournament are as follows:

- 18-hole scramble format beginning at 1 p.m. with a shotgun start. Prizes are awarded to the first, second and third place teams in several different flights.
- Prizes for longest drive and closest to the pin – men and women
- On-course games to test your skills
- A nine-hole option

### Dinner and awards ceremony – an event for all

This part of the outing provides a venue for golfers and non-golfers to support the foundation. The dinner begins immediately after the tournament. Attendance typically exceeds 220 each year. We offer all attendees a full buffet dinner and open bar.

During the dinner, a formal program is conducted that consists of the following elements:

- award golf tournament prizes
- select general raffle winners
- conduct the silent auction
- draw the winners of the Big Cash Raffle



## Our supporters - your current and future customers

We offer an attractive audience for a wide range of businesses looking to enhance their brand awareness and reputation.

The outing draws attendees from throughout the metropolitan Chicago area. The average annual income level is in the neighborhood of \$70,000 – a favorable income demographic. Our retention rate year over year is 65 percent.

Association with the Tyler Volenec Foundation will further enhance your image as a socially responsible business proactively supporting your community. Consider the following statistic:

- According to the 2002 Cone Corporate Citizenship Study, 89 percent of Americans say that in light of the Enron collapse and WorldCom financial situation, it is more important than ever for companies to be socially responsible.



In summary, consumers favor businesses that direct resources to causes benefiting their local communities. Support of the Tyler Volenec Foundation offers an opportunity to do just that: make a positive impact on the lives of children and their families facing the many challenges created by pediatric cancer.

## Sponsorship packages

### Tyler's Touch - \$3,000

- Name or corporate logo on the following:
  - commemorative event t-shirt
  - tournament banner
  - event program
  - sign with name or corporate logo displayed in the dinner tent
  - foundation website for one year
- Hole sponsorship sign for display on the course
- Complimentary foursome in the golf tournament – includes greens fee, electric cart, dinner and open bar for each player

### Helping Hand - \$1,500

- Name or corporate logo on the following:
  - tournament banner
  - event program
  - foundation website for one year
- Hole sponsorship sign for display on the course
- Complimentary foursome in the golf tournament – includes greens fee, electric cart, dinner and open bar for each player

### Angel - \$750

- Name or corporate logo on the following:
  - event program
  - hole sponsorship sign for display on the course
- Complimentary twosome in the golf tournament – includes greens fee, electric cart, dinner and open bar for each player

### Friend of Tyler - \$250

- Name or corporate logo on the following:
  - event program
  - hole sponsorship sign for display on the course

### Benefits of sponsorship

Industry research, business experience and common sense all indicate that support of organizations such as the Tyler Volenc Foundation influences the purchasing decisions of current and future customers.

Consider the following facts:

- 83 percent of Americans have a more positive image of companies aligned with a cause – Starch Roper Worldwide, 1999
- The more local a commitment is, the more likely consumers will respond – Cone/Roper, 1999

Your support is critical to our success. In return, the TVF offers you the opportunity to increase awareness and enhance your brand. We will make your interests our interests.

Make an investment in your community. Partner with the Tyler Volenc Foundation to support the many needs of families located throughout the Greater Chicago metropolitan community who are battling pediatric cancer.