



Spread Hope

with the Vera Bradley
Foundation for Breast Cancer

THANK YOU for planning to raise funds for the Vera Bradley Foundation for Breast Cancer. Partner Events are an efficient and effective way to bring more dollars to the cause! With your help, we'll accelerate the pace of meeting our fundraising goals! Please remember there are two major objectives for Partner Event fundraising:

1. Bring more dollars to the Vera Bradley Foundation by providing dedicated supporters like you with the tools to inspire others to give.
2. Broaden our awareness and base of supporters by increasing the number of fundraising events.

What involvement and resources should you expect from our organization? Below you will find some useful information as you plan your fundraiser.

PROMOTION AND MEDIA

We will help you promote your fundraiser in the following ways if we have a specified date at least 60 days in advance of your event.

verabradley.org

Depending upon the size and scale of your event, we may provide promotion on verabradley.org on a homepage banner and/or an update to our News Page and through a directed email to either our Vera Bradley Foundation constituent email list and/or a targeted group of Club Vera members.

Social Media

We will add your event to our Vera Bradley Foundation Facebook Events listing and put at least one post about your event on our Facebook Page. Depending upon the size and scale of your event, this information may be distributed to a broader group on the Vera Bradley Corporate Facebook page as well.

Posters/Flyers/Invitations/ Advertisement/Email

Select the Foundation Event templates on the Marketing Online Store to promote your event. If you have special requisites, the Foundation team may be able to accommodate you with additional marketing materials. Once you complete your Event Inquiry Form, we will be in touch to discuss your needs.

Vera Bradley Foundation does not provide our mailing list.

Any publicity on radio or TV must refer to us as the Vera Bradley Foundation for Breast Cancer, no other variation is acceptable. Please refer all media questions about the organization to Vera Bradley Public Relations at (260) 207-5176 or mediacontact@verabradley.com and/or direct them to find answers to general questions about the Foundation on verabradley.org.

Vera Bradley Foundation Handout

We will send you a packet of our general information bag stuffer to share with guests at your event.





EVENT SUPPORT

Participant Gifts, Auction items, Door Prizes

Because our Foundation is closely associated with the Vera Bradley brand, Vera Bradley products are the perfect way to say thank you to your guests.

We will provide one auction item or door prize for use at your event. Participant or volunteer gifts are available at a discounted price. **Please order product for guest give-aways, event promotion, etc. through Teresa Davis to receive special Foundation pricing.**

Staff:

The Vera Bradley Foundation for Breast Cancer is a non-profit organization made up of four staff members. For this reason, we appreciate your decision to plan a Partner Event fundraiser to raise additional funds on behalf of the Vera Bradley Foundation. Our staff can:

- Review your event plans and budget and advise.
- Provide a news release for you to disseminate to your local or regional news media with customized detail of your event provided by you in writing at least 30 days in advance.
- Prepare a letter for your organization on our letterhead stating that we support your fundraising efforts and that the funds raised will be given to our organization. This is a helpful tool as you seek donations and discounts from other event vendors (decor, food, printing, etc.)

Volunteers

The Vera Bradley Foundation can provide a list of possible volunteers (we keep a database of supporters nationwide who have expressed interest in donating their time and talents).

You are responsible for follow up with them regarding the details of their volunteer commitment.

DONATIONS

Donations to the Foundation can be made in one lump sum or in multiple checks from individual guests.

Lump Sum

Host collects all contributions (cash, credit card charges and checks) and makes a single contribution to the Foundation reflecting the net event revenue.

Individual

Host collects individual cash and checks made payable to the Vera Bradley Foundation and sends them all directly to the Foundation.

In both cases, we are happy to prepare customized thank you letters from the Foundation to individual guests. (In the case of a lump sum check, host must provide contact information for each person who made a payment.) Please note the thank you letter will include the IRS receipt language for exact amount of contribution only in the case of Individual gifts. Per the IRS, we can receipt only for contributions made directly to the Vera Bradley Foundation.

** Dependent on availability and planned contribution*