

Fund Development Overview

The Finance Committee works with the Development staff in raising revenue for the TSC Alliance. These funds are procured through annual gifts, multi-year pledges and special events.

The **Annual Gifts** program includes the following components:

- **Direct Mail Solicitation:** Our direct mail program includes one research appeal sent in early Fall, one general operating appeal sent at year end, a soft ask with the membership renewal requests and inclusion of a donation envelope in each issue of *Perspective* magazine mailed each year.
- **Federated Funding:** Payroll deduction is an effective way to raise funds across the country. Many employees are familiar with federated funding because of their annual United Way workplace campaigns.
- **Honorariums and Memorials:** These are gifts given in memory or to honor a loved one. To increase these gifts, we are making a concerted effort to raise the visibility by listing the person and the contributors in *Perspective*.
- **Major Donors:** These are gifts of \$1,000 and more given from individuals, corporations, foundations or net proceeds from an event for which TSC Alliance staff had no involvement in planning. Major gifts do not require a grant proposal and are not tied to specific deliverables and/or outcomes. These gifts can be for research or general operating.
- **Grants:** Grants can be from corporations, foundations or government entities. They require a written proposal, following guidelines, and require specific outcomes of a project. Grants also require interim and/or final reports. Some grants also require that the TSC Alliance sign a grant agreement and return any unused funds that are unused for a project.
- **Sponsorships:** Sponsorships can be from corporations, foundations or individuals and are connected to Research Conferences (every other year) and World TSC Conferences (every 4 years) to cover expenses.

Investment to Accelerate Research: With your help, the TSC Alliance plans to invest \$40 million over the course of 8 years. This research fundraising campaign is a major initiative of the TSC Alliance through 2026 and will transform our development department to enable more focus on extraordinary gifts. We also must maintain our annual giving to operations in order to keep the organization solvent.

The Investment to Accelerate Research aims to change the course of tuberous sclerosis complex for those living with the disease today and for generations to come. Our short and long-term objectives are designed to ensure rapid progress through collaborative and aggressive programs. These significant investments will strengthen the TSC Alliance's collaborative scientific platform, expediate the development of research-enabling resources and technologies, help identify and test more effective TSC treatment options and enhance measures to prevent some TSC manifestations. All with the goal of improving the quality of life for every child, adult and family affected by

TSC and moving the medical industry closer to the ultimate goal of discovering a cure for the disease.

Community and Special Events: These are conducted by volunteers in communities across the country and generally in coordination with a Community Alliance. Historically, special events have raised 50% or more of the TSC Alliance annual budget; with more balance in our fundraising portfolio, special events were 13% of the total revenue in 2023. Events planned for 2024 include:

- 2024 Step Forward to Cure TSC will recognize 14 walks across the country, occurring April 13 - May 19, with the closing weekend on May 18-19.
- Comedy for a Cure 20th Anniversary on April 14, 2024, at Vibiana in Los Angeles, CA.
- Community Events (Smaller volunteer-driven events). TSC Alliance provides fundraising software for many of these events and others are run without our involvement.

Board Member Responsibility in Fund Development:

Board members play an integral role in raising the annual revenue of the organization. We ask for your partnership in this effort and have outlined a few of the expectations of board members:

- “Give or Get” a minimum of \$5,000 per fiscal year. Consider making a recurring monthly gift here: www.tscalliance.org/monthlygift
- Make a personal donation, of any amount, so we can report 100% personal Board Giving to Charity Navigator and other groups evaluating nonprofit organizations.
- Make a personal contribution to the Investment to Accelerate Research campaign as a single donation or multi-year pledge so we can report 100% Board support of this important initiative.
- Help identify one major donor prospect and work with development staff in cultivating the relationship.
- Actively engage in fundraising in the ways that are best suited for the individual board member.
- Assist in acquiring funding that fulfills the expressed purpose of the organization as a whole.
- Uphold the policies set forth in the Special Events Agreement.