

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 annual contributions made via payroll deductions through workplace campaigns.
- **Honorariums and Memorials:** These are gifts given in memory or to honor a loved one. To increase these gifts, we make a concerted effort to raise the visibility by listing the person and the contributors in Perspective.
- **Major Donors:** These are gifts of \$1,000 or greater, 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.

50 Forward Fund: This is the TSC Alliance's largest research initiative in our 50-year history seeking to raise \$40 million through 2028. The TSC Alliance continues to prioritize driving research forward with the input of the TSC community. Through the emphasis on this research campaign, we 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 TSC 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: Community events are conducted by volunteers in communities across the country and generally in coordination with a Community Alliance. Special events, like Comedy for a Cure and Anniversary Galas, are led by the TSC Alliance staff with a Planning Committee of staff and volunteers. . Events planned for 2025 include:

- 2025 Step Forward to Cure TSC will recognize 19 walks across the country, occurring April 12 - June 7.
- 24th Annual Comedy for a Cure on April 6, 2025, 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 50 Forward Fund as a single donation or multi-year pledge so we can report 100% Board support of this important initiative. <https://www.tscalliance.org/50forwardfund/>
- 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.