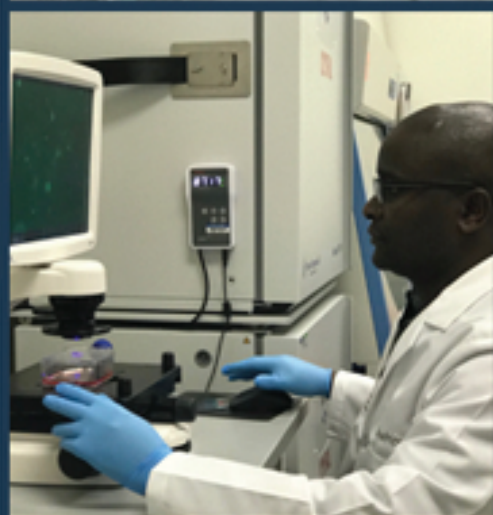




**FOUNDATION<sup>®</sup>**  
*Victory Over Cancer*

**One Team for Victory Over Cancer<sup>®</sup>**

**PRINT PSA CAMPAIGN**



This is a Connect360 EPK™ (Electronic PSA Kit). EPK™ is a trademark owned by Connect360 Multimedia.

## About the V Foundation for Cancer Research

The V Foundation for Cancer Research was founded by ESPN and legendary basketball coach Jim Valvano with one goal in mind: to achieve Victory Over Cancer®.

Jim gave an iconic speech in 1993, uniting two powerful worlds in one space – sports and cancer. While telling stories with his well-known charm, a dash of humor and ever-present determination, he announced the launch of the V Foundation and challenged us to find answers to stopping cancer. Jim's challenge moved us forward, and we continue that momentum today. We are all part of a movement doing amazing things to improve outcomes for cancer patients. From donors to researchers, we have the power to end cancer.

Since its formation in 1993, the V Foundation has awarded nearly \$290 million in cancer research grants nationwide and has grown to become one of the premier supporters of cutting-edge cancer research. To learn more please visit [v.org](http://v.org).



**Jim Valvano**

**V Foundation Founder**

# Learn more about the V Foundation for Cancer Research

V.ORG



FACEBOOK



TWITTER



INSTAGRAM



LINKEDIN



Dear Public Service Director,

1 in 2 men and 1 in 3 women will be diagnosed with cancer in their lifetime. This staggering statistic means we have all been – or will be – touched by cancer. But because of research, we have tools for earlier detection. We have options for treatment. *We have a brighter future.* The V Foundation for Cancer Research funds game-changing scientists and all-star researchers. As a team, we are focused on Victory Over Cancer®.

The V Foundation is selective, forward thinking, assertive and determined in how we fund more research. Our funding model ensures the momentum in science continues. Our strategy is to focus on emerging, high-impact opportunities and to address critical knowledge gaps. The research we support builds upon past successes, encourages collaborations between experts and spurs hypothesis-driven clinical trials to accelerate new therapies to patients.

Private funding is a critical component of advancing research, especially as costs continue to rise in hospitals and labs. It allows us to bridge gaps when government funding is not available, and it allows us to push the envelope of innovation in research. The work does not lie only with scientists. *We all have a part to play in stopping cancer.*

We hope that you will encourage your audience to join our team in the fight against cancer by using our print PSAs "**One Team for Victory Over Cancer®**" in your publication. These print PSAs, which are available in various creatives, demonstrate the power of teamwork – bringing together different coaches (including V Foundation founder, the late Jim Valvano), sports greats (Dick Vitale), scientists, cancer fighters and thrivers – for one cause. The PSAs, which are evergreen, also encourage readers to visit [v.org](http://v.org) for more information and to learn how they can make a difference in supporting cancer research.

If you have any questions or to request the PSAs in a specific size or electronic format, please feel free to contact our PSA distribution representative Shaliza Thomas at Connect 360 Multimedia (e-mail: [sthomas@c360m.com](mailto:sthomas@c360m.com); ph: 212-624-9187). Thank you in advance for your support and consideration.

Sincerely,



Jonathan Karron  
Chief Marketing Officer, the V Foundation for Cancer Research

# One Team for Victory Over Cancer®

More people are surviving a cancer diagnosis than ever before. The overall cancer death rate in the U.S. has fallen, but our work is not done. The V Foundation funds researchers and projects that can make the most substantial impact. 100% of direct donations to the V Foundation benefit cancer research and programs.

In order to inform your readers of this important issue, we hope you will include our latest print PSAs titled "**One Team for Victory Over Cancer®**" in your publication. Preview files are available for your review [here](#) and we can accommodate any sizing requests. These print PSAs have **no end date for use** and can be used as soon and as often as possible



## AVAILABLE FOR DIGITAL DOWNLOAD

These print PSAs are available for digital download below:

<https://psaconnect.c360m.com/vfoundation/>

**These PSAs have no end date for use.**


"One Team for Victory Over Cancer®"  
Join Our Team

"One Team for Victory Over Cancer®"  
Donate Now

For any questions or sizing requests,  
please contact:

Shaliza Thomas via email at [sthomas@c360m.com](mailto:sthomas@c360m.com)  
or by phone at (212) 624-9187.

# 501 (c)(3) certificate

 **IRS** Department of the Treasury  
Internal Revenue Service  
P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248219411  
Feb. 09, 2016 LTR 4168C 0  
13-3705951 000000 00  
00018255  
BODC: TE

  
THE V FOUNDATION  
14600 WESTON PKWY  
CARY NC 27513

Employer ID Number: 13-3705951  
Form 990 required: yes

Dear Taxpayer:

This is in response to your request dated Feb. 01, 2016, regarding your tax-exempt status.

We issued you a determination letter in June 1993, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit [www.irs.gov](http://www.irs.gov) or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).



V FOUNDATION®

*Victory Over Cancer*