



**Halftime**  
**RADIO PUBLIC SERVICE CAMPAIGN**

## 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®.**

As it wraps its 30<sup>th</sup> anniversary year, the V Foundation is raising awareness of the impact today's cancer research is having. Today's cancer research is leading to tomorrow's victory. Cancer research is saving lives and leading to new treatments and breakthroughs. The work to achieve Victory Over Cancer® began March 4, 1993 when co-founder, college basketball legend and sports broadcaster Jim Valvano took the ESPYS stage in New York City. It was there, in front of a nationwide audience, where he delivered an iconic speech announcing the creation of the V Foundation for Cancer Research.

To date, the V Foundation has awarded over \$353 million in cancer research grants (1258 grants total). The cancer death rate has declined 33% since the early 1990s, translating to an estimated 3.8 million deaths averted. There are now 18.1 million cancer survivors in the U.S. **The V Foundation funds the best scientists, and it's the best steward of donor dollars, receiving 12 consecutive 4-star ratings, out of 4, from Charity Navigator, a leading charity evaluator.** To learn more, please visit [v.org](http://v.org).



JIMMY V

**"WE NEED MONEY FOR RESEARCH.  
IT MAY NOT SAVE MY LIFE.  
IT MAY SAVE SOMEONE YOU LOVE."**

Today's cancer research is tomorrow's victory.  
100% of your donation goes directly  
to game-changing cancer research.

Donate at [v.org](http://v.org)

# Learn more about the V Foundation for Cancer Research

V.ORG



FACEBOOK



TWITTER



INSTAGRAM



LINKEDIN

TIKTOK



Dear Public Service Director,

In the U.S., cancer is the second-leading cause of death. Cancer research provides hope and has helped save lives. The cancer death rate in the U.S. has declined by 33% since 1991, translating to 3.8 million lives saved. There are now 18.1 million cancer survivors in the U.S.

We are asking for your support for a new marketing campaign for the V Foundation for Cancer Research to lead to more lives saved. Our mission is simple – we fund game-changing research and all-star scientists to accelerate Victory Over Cancer® and save lives. 100% of direct donations to the V Foundation go to cancer research and programs. To date, we have awarded over \$310 million in cancer research grants – 1,186 grants total.

This year, we are celebrating our 30th anniversary with the theme of “Today’s cancer research is tomorrow’s victory.” Our work to achieve Victory over Cancer® began March 4, 1993 when our co-founder, college basketball legend and sports broadcaster Jim Valvano, took the ESPYS stage in New York City. It was there, in front of a nationwide audience, where he delivered an iconic speech announcing the creation of the V Foundation for Cancer Research.

*Every day, we live by Jim’s rallying cry: “Don’t Give Up . . . Don’t Ever Give Up!”®*

We hope that you will encourage your audience to join our team in never giving up by airing the PSA “**Halftime,**” which we are providing in 60 and 30-second versions. This PSA makes a plea to rally support in the form of a halftime speech by a cancer researcher and has **no end date for use.**

For questions or information, please contact our distribution representative Shaliza Thomas at Connect360 Multimedia (email: [stthomas@c360m.com](mailto:stthomas@c360m.com); ph: 212-624-9187).

Sincerely,

A handwritten signature in black ink, appearing to read 'Shane Jacobson', with a stylized flourish at the end.

Shane Jacobson  
CEO, the V Foundation for Cancer Research



# Halftime

More people are surviving a cancer diagnosis than ever before. Vetted by a Scientific Advisory Committee, the V Foundation funds the best researchers and projects that can make the most substantial impact. 100% of direct donations and projects go to V Foundation funded cancer research and programs.

To learn more, please listen to our new PSA below titled "**Halftime**" (:60) which is also available in a :30 length. We ask that you please air this PSA, which has **no end date for use** as soon and as often as possible.

The image shows a SoundCloud player interface. On the left is the V Foundation logo, which includes the number '30' in red and blue, with 'FIGHT' written inside the '0', and the text 'V FOUNDATION' and 'VICTORY OVER CANCER' below it. The main player area features a red play button, the title 'Halfti...', and a 'Share' button. Below the title is a waveform visualization of the audio. At the bottom right of the player, there is a play button and the number '1'. A 'Privacy policy' link is visible at the bottom left of the player area. Below the player, the text '- Halftime :60' is displayed.

## "Halftime – Non-Donate" (:60)

### **MUSIC UP AND UNDER**

**RESEARCHER V/O:** Now, we tend not to think about now. We dream about tomorrow, relive yesterday, but sometimes, we don't see what's right in front of us. Victory Over Cancer® is in front of us. Right now cancer research is saving lives. Cancer research funded by the V Foundation is leading to new discoveries and new treatments and ultimately, one day, Victory Over Cancer®.

Right now 1 out of every 2 men and 1 out of every 3 women will get cancer in their lifetime. Now is your moment. You may save someone you love. The V Foundation has the skill, the speed and the strength to achieve Victory Over Cancer®. Because today's cancer research is tomorrow's victory. Learn more at v dot org.

**JIM VALVANO V/O:** "Don't Give Up . . . Don't Ever Give Up!"®

### **FADE SOUND AND MUSIC OUT**

## "Halftime – Non-Donate" (:30)

### **MUSIC UP AND UNDER**

**RESEARCHER V/O:** Now, we tend not to think about now. We dream about tomorrow, relive yesterday, but right now in front of us is Victory Over Cancer®. Right now cancer research funded by The V Foundation is leading to better treatments and saving lives.

Victory Over Cancer® is there for the taking. By you. Because today's cancer research is tomorrow's victory. Learn more at [v.org](http://v.org).

**JIM VALVANO V/O:** "Don't Give Up . . . Don't Ever Give Up!"®

### **FADE SOUND AND MUSIC OUT**

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

### **No End Date for Use**

"Halftime - Non-Donate" (:60, :30)

"Halftime - Donate" (:60, :30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p= R142840>

Please let us know your preferences on receiving PSAs by contacting 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

004348

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).



30 YEARS

The logo features the number '30' in a large, bold, white sans-serif font. The word 'YEARS' is written in a smaller, white, all-caps sans-serif font, positioned inside the zero of the '30'. A long, white, curved line starts from the right side of the '0' and extends upwards and to the right, resembling a checkmark or a flourish. A shorter, horizontal white line is positioned below the '30'.

V FOUNDATION  
VICTORY OVER CANCER