



Know Your N-M-D-Ps TV PUBLIC SERVICE CAMPAIGN

ABOUT NMDP

At NMDP, we believe each of us holds the key to curing blood cancers and disorders. As a global nonprofit leader in cell therapy, NMDP creates essential connections between researchers and supporters to inspire action and accelerate innovation to find life-saving cures. With the help of blood stem cell donors from the world's most diverse registry and our extensive network of transplant partners, physicians and caregivers, we're expanding access to treatment so that every patient can receive their life-saving cell therapy.

NMDP. Find cures. Save lives.

To learn more, please visit nmdp.org.



Learn more about NMDP

NMDP.ORG



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TIKTOK

Dear Public Service Director,

Every 3-4 minutes, someone in the United States is diagnosed with a blood cancer—meaning at least one more person will hear that life-changing news by the time you've finished reading this letter. There is hope, though: **Many of these patients could be cured** or gain more time with loved ones through a blood stem cell transplant. At NMDP, we're working to create a world where every patient can receive their life-saving cell therapy. But without more awareness about how people can help, many patients won't get that chance.

Since 1987, we've impacted over 140,000 lives. And last year alone, we provided more than \$6 million in financial assistance to over 3,000 patients and their families. But what if we could do more?

That's where you come in. You can help save lives, right now, by airing **"Know Your N-M-D-Ps."** This is not your normal PSA. In a world of PSA doom, gloom and sadness, this one is fun, memorable and designed to break through so that conversations about blood cancer feel approachable. It's time people know who NMDP is and how we save lives.

When you run the new **"Know Your N-M-D-Ps"** PSA, you'll give your viewers a chance to play a role in:

1. New research that can increase the odds of survival
2. More people saying "yes" when called to be a donor
3. A blood cancer patient hearing they have a donor match—a potential cure
4. A parent understanding their options and seeing a light at the end of the tunnel for their child
5. Supporting patients, caregivers and donors experiencing financial barriers

The PSA highlights the many ways NMDP helps patients, including conducting cutting-edge research, maintaining a donor registry and providing financial assistance. We also educate doctors, patients and the general public about the effects of blood cancers and the power of a blood stem cell transplant.

Please share this message with your viewers by airing this PSA **as soon and as often as possible**. Our goal is for everyone to search for or visit nmdp.org for more information.

Sincerely,

Erica Sevilla, Public Relations Manager

TV PSA SCRIPT

"Know Your N-M-D-Ps" (:60)

Night. Open on a guy at a desk in an office, working at his computer. A pop-up window appears, reading, "Want to talk about blood cancer?" The guy reads it aloud.

GUY O/C: Want to talk about blood cancer? Definitely not.

The guy clicks no. Another pop-up window appears: "What if we sing about it?"

GUY O/C: What the...

The computer screen glitches, music kicks in and the computer starts to smoke. The guy looks around, confused, as confetti bursts into the air and a musician sings.

PUPPET V/O: (singing) Want to talk about blood cancer? Want to talk about blood cancer? Want to talk about blood cancer?

The guy looks freaked and looks down to see a rock star puppet sliding on the floor.

PUPPET O/C: YEAHHHHHHH....

He backs away, startled, and falls over the desk, turning back to see the puppet standing on the desk singing.

PUPPET O/C: For blood cancer to go away

The guy turns and crawls away, only to encounter the puppet right in front of him.

PUPPET O/C: A blood stem cell transplant is the way.

The guy turns and runs. The puppet's foot sticks out from behind a wall, tripping him.

PUPPET O/C: Uniting for patients every day

TV PSA SCRIPT

"Know Your N-M-D-Ps" (:60 continued)

The guy trips and falls through a wall and piles of boxes. He looks up, still lying on the ground, at the letters N, M, D and P on computer screens as a chorus sings.

CHORUS V/O: N-M-D-P

Cut to a close-up of the puppet singing.

PUPPET O/C: What does that mean anyway?

The puppet's hand grabs the guy, swings him into a chair and hands him a swab. The puppet swabs, starting to smile as he gets what's going on.

PUPPET O/C: (sings) N means New Members on the registry.

The puppet pops the swab in a machine. We cut to a computer screen of donors and patients moving, slot machine style. Two match as the word "MATCH" appears.

PUPPET O/C: M's for Matching donors to patients with blood disease

The puppet pushes a microscope to the guy. He looks in it and sees doctor puppets.

PUPPET O/C: D's for Doctors making Discoveries

The puppet does a rockstar slide along a row of filing cabinets and climbs up a pile of boxes as he joyously sings the finale. Behind him, the guy holds up his arms triumphantly as he stands in front of computer screens reading N, M, D and P.

PUPPET O/C: P is for Patients living cancer-free. NMDP

The NMDP logo and tag appear over the footage as the puppet catches his breath.

GRAPHIC: NMDP. Find cures. Save lives.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

This PSA is available for use through September 30, 2027

Know Your N-M-D-Ps (:60, :30, :15)

Please let us know your preferences on receiving
PSAs by contacting:

Holly Mulé: via e-mail at hmule@c360m.com
or by phone at (212) 624-9196.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

NATIONAL MARROW DONOR PROGRAM
500 N 5TH STREET
MINNEAPOLIS MN 55401-1206

Date: JUL 18 2017

Employer ID number:
84-0865803
Person to contact / ID number:
Jacob McDonald
ID# 0203230
Contact telephone number:
1-877-829-5500
Form 990/990-EZ/990-N required:
Yes

Dear Applicant:

In your letter dated May 18, 2017, you requested reclassification of foundation status as a public charity.

Our records indicate you are tax exempt under IRC Section 501(c)(3). You're currently classified as a public charity described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in IRC Section 509(a)(2) and updated our records.

Because your tax-exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under IRC Section 501(c)(3).

This letter could help resolve questions on your foundation status. Keep it for your records.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

