

- Client: CRFA (Cancer Research Foundation of America)
- Business: Non-Profit
- Target Market: Broad-based fundraising effort
- Strategy: CRFA needed a combination annual report and fundraising effort with a strict budget. The annual report and fundraising messaging is integrated into their quarterly newsletter, with a return envelope inserted and stapled into the 8 page newsletter/annual. The tone is light and informative.

**ANNUAL REPORT 1999** **ANNUAL REPORT**

### 1999 PROGRAM AND SUPPORT SERVICES

Auditing	22
Board and Support Com.	22
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Director and Staff Services	22

## Education is Prevention

Augusta's impact continues. August 2nd's focus on early detection, cancer prevention, and research continues. Under our leadership, we have provided over 100,000 copies of our new prevention brochure. Please continue to share this important information with your family, friends, and colleagues. We will continue to work hard to bring you the best information available.

## A New Millennium For Cancer Prevention Research

We are on the verge of a new millennium in which prevention will be the focus of cancer research. It is a time when cancer will be detected in its early stages, the symptoms will be mild and the treatment will be less invasive. It is a time when cancer prevention and early detection research will be the focus of cancer research.

### PRESIDENT'S MESSAGE

As we begin the new century of the 21st century, the Cancer Research Foundation of America is proud to have made cancer prevention our focus. We are proud to have made cancer prevention our focus. We are proud to have made cancer prevention our focus.

**What's Inside**

- Promoting New Research 2
- Encouraging Awareness 4
- Dedicated Donors 5

**You're the light at the end of the tunnel.**

## DEDICATED TO THE CAUSE

Each year dozens of companies and individuals donate to the Cancer Research Foundation of America to support our research and prevention efforts. We are grateful for the continued support of our donors.

**1999 Annual Spring Gala Sponsors**

100 Charles Street, Suite 1000, Boston, MA 02114

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**Client:** YWCA of Greater Newburyport  
**Business:** Non-profit organization  
**Target Market:** Attendees of the annual fundraiser, the Pat Poletta Road Race  
**Strategy:** Every year the YWCA of Newburyport, MA sponsors an event to raise capital for the Pat Poletta Fund. They needed to establish a brand which would project a unique event identity and yet still conform to the YWCA corporate standards. The logo of the exuberant, stylized runner appeared on posters, banners, t-shirts, and promo items.

*"Your professional skill, insight and advice all contributed to [our] success...Along the way you offered constructive recommendations...We received numerous compliments..."*

*Mary Williamson, President YWCA of Newburyport*



**Client:** YWCA of Greater Newburyport, MA

**Business:** Non-profit

**Target Market:** Community donors

**Strategy:** The YWCA launched a Capital Campaign to build a new facility. The strategy was to come up with an attractive package which would be flexible and easy-to-use by staff across the Campaign in a cost-effective manner. The solution was a printed folder to contain the various MS Word documents generated on several pre-printed shell pages. Files were designed as Word Document templates with typefaces, margins, and style sheets built-in so that anyone could produce a document with a consistent look.

*folder*



*press release*



*one pre-printed shell*



*document from Word Template*