

Lisa Dunn's Heme Team

"From The Heart Of The Marrow Stems Life"



Lisa's Heme Team:

Dear Friends and Family,

I meet heroes every day. Ordinary people like you and me from all walks of life; the only difference is that they are battling blood cancers like Leukemia, Lymphoma and Multiple Myeloma. As a Hematology Nurse and Bone Marrow Transplant Coordinator at the University of California San Francisco Medical Center, I have had the privilege of working with and caring for these patient heroes every day for the last 20 years.

Michael Bare
Jeff Bennett
Susan Beutler
Virginia Dobel
Archer Eller
Brittany Finley
Michelle Finley
Lindsay Gage
Lorraine Henney
Dean Hutchinson
Adrienne Moran
Diana Pratt
Katie Regan, NP
Julie Schwenka,
PharmD

Amazingly, my patients don't complain, ask "why me", or mire in the catastrophe of the situation – chemotherapy, long hospitalizations, stem cell transplants, financial devastation, instead they smile, bring cookies and write thank you notes to those of us honored enough to care for them during this process.

And now I have a great opportunity to do even more for my patient heroes... I have been nominated for the Leukemia and Lymphoma Society's Woman of the Year!! **What this means is that over the next 10 weeks I will be working hard to raise \$100,000 to benefit the Leukemia and Lymphoma Society.**

My connection to this cause is huge. It has been my entire professional career. I am fortunate to work very closely with this organization and see firsthand what the Leukemia & Lymphoma Society does not only to find cures for blood cancers but also to support patients and their families. Many of the physicians and fellows I work with at UCSF receive research funding from LLS and I have witnessed firsthand breakthroughs in treatment as a result of this research—these breakthroughs benefit not only patients with blood-related cancers but also other types of cancer.

As I mentioned, my goal is to raise **\$100,000 by June 3, 2010**. This campaign is not about or for me—I am doing this for the hundreds of patients I have cared for over the years. I am also honoring the physicians and nurses in our program who dedicate their professional lives to providing such incredible patient care.

I encourage you to visit my web site to learn more about my campaign, my patient heroes, and to make a donation: <http://gsf.mwoy.llsevent.org/lisad> .

It has been a gift to be a bone marrow transplant nurse. Thank you for supporting my campaign. I will keep you updated on my fundraising efforts. With your help, I know I will reach my goal.

With sincere thanks and appreciation,

Lisa Dunn

Please visit my personal website: <http://www.lisadunnshemeteam.com> or follow us on facebook.



The Leukemia & Lymphoma Society MAN & WOMAN OF THE YEAR

Kick Off Newsletter

March 23, 2010

Mission Moment

A quote from a LLS volunteer
"Because of you, I see things differently. I've never been especially impressed by sports figures, entertainers and others who are convinced they're about to change the world. I'm more awed by those who struggle to make one small difference after another. LLS is filled with these kinds of people!"(Charlie, LLS volunteer).

2010 Sponsors



Welcome to Kick Off Week

This is the first in a series of weekly eNewsletters designed to provide you with important information regarding your campaign. Please forward to your team members! This email is also attached as a PDF for your convenience.

Incentives & Reminders

- ◆ First candidate to raise \$1,000 online will get a \$1,000 matched donation.
- ◆ Bring 500 stuffed envelopes to LLS office by this Friday, March 26th and get free postage!
* To qualify letters must be delivered to 221 Main Street, Suite 1650, SF by 4:30pm.

If you want us to meet you downstairs so you don't have to park, give us a call!
- ◆ Remember to include the attached donation form to all emails for donors that want to send in checks or prefer not to donate online.

All candidate fundraising pages will go LIVE on Thursday, March 25th, at 12:01am

Campaign Kickoff Details

This Thursday
March 25, 2010

6:00pm Candidates Arrive for Photos

6:30pm to 8:30pm Event

Harry Denton's

Starlight Room

Sir Francis Drake Hotel
21st Floor

450 Powell Street
San Francisco, CA

Attire: Cocktail

Do you want your events to appear on our website?

The following info must be emailed to Manwomanoftheyear_CAS@lls.org at least 7 days prior to the event and it will appear in the Candidate Events tab at <http://www.mwoy.org/sf/>

- ◆ Name of event
- ◆ Candidate name
- ◆ Date & time
- ◆ Name of venue & address
- ◆ Cost & how to purchase tickets
- ◆ Phone number or email for inquiries

Q&A: What is tax deductible for this campaign?

1. Auction Items donated for the Grand Finale (tax letters will be sent from my office by the end of June)
2. Donations made online (tax letters will be sent from my office by the end of June)
3. Checks/cash donations made out to The Leukemia & Lymphoma Society (tax letters will be sent from my office by the end of June).
4. Program ads (tax letters will be sent from my office by the end of June)
5. Sponsorships** (tax letters will be sent from my office by the end of June)
6. Tickets/Tables for the Grand Finale (tax letters will be sent from my office by the end of June)
The goods and services provided at the Grand Finale are valued at \$100/ticket so the amount over \$100/ticket is tax deductible. Each table has ten seats so any amount over \$1,000 is tax deductible for a table buyer. Most donors are used to this so they should expect this.

PLEASE NOTE: We do not provide our tax id number or official tax letters for any third party **in kind** donations because they are not donated directly to LLS. This does not mean that the donation isn't tax deductible. It could be. It's up to the donor's tax accountant to advise them, not LLS. Please use the 3rd Party In Kind Donation Letter sample provide in the Candidate Only Area of the website if your in-kind donor is requesting a donation receipt.

Contact Us:

415-625-1133 or ManWomanoftheYear_CAS@lls.org
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