

“The efforts of one can be great, but the efforts of many can create real change.” Andy Shapiro



Newspapers Fighting Cancer Free Papers Fighting Cancer Donation Form



**Our publication is proud to be part of this industry-wide effort
to raise awareness and funds for the fight against cancer.**

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Please make sure that our publication's donation is also acknowledged by your organization as part of the Newspapers Fighting Cancer/Free Papers Fighting Cancer effort.

Newspapers and free papers have the unique position in every community of being a primary resource of information and a force that can truly drive change. Based on this unique position, the Andrew E. Shapiro Cancer Foundation's primary focus is to organize the efforts of the industry to garner the greatest possible awareness, education and fundraising for cancer throughout North America.

To this end, the Foundation has launched a special initiative — Newspapers Fighting Cancer (NFC)/Free Papers Fighting Cancer (FPFC). The NFC/FPFC brings together papers from across North America — dailies, weeklies, shoppers (both paid- and free-circulation publications) — to promote cancer awareness and raise money to fight the many forms of the disease through outreach to the continent's millions of readers and advertisers. The AESC

Foundation Web site acts as the networking tool for papers to find and share outreach and fundraising ideas and success stories.

The fundraising potential of the NFC/FPFC coalition is nothing short of dazzling: If each of the over 125,000,000 papers circulated in North America raises a single dollar during the year from each of its readers and advertisers, the newspaper and free paper industries will be able to donate at least \$125,000,000 annually to their charities of choice for the fight against cancer. Dollar Drives, in addition to other monetary and in-kind donations and activities that papers can initiate are a unique capability of this industry.

To be sure, NFC/FPFC is a big idea with big goals. By pooling our ideas, insights and experiences, there is no doubt that these goals can and will be achieved. Every paper that

becomes active in this effort brings us a step closer to winning the fight against cancer. Your acknowledgement of each donation as part of the NFC/FPFC initiative helps us to continue our efforts and will be included in our annual online report of donations — both monetary and in-kind — achieved by the NFC/FPFC.

With each of your donations, please send this form to your charity of choice and a copy with a simple description of your effort to:

**The Andrew E. Shapiro Cancer Foundation
519 Eighth Avenue, 18th Floor
New York, NY 10018**

Thank you for your valuable support!

Andrew Shapiro was a 40-year veteran of the newspaper/free paper industry who lost his life to non-smoking related lung cancer in October of 2005. As Andy once said, "The efforts of one can be great, but the efforts of many can create real change."



The "Newspapers/Free Papers Fighting Cancer" initiative is sponsored by the Andrew E. Shapiro Cancer Foundation
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