

# Out of the Darkness 2002 Donation Form

For Office Use Only

DKDC-2002

Event Code

1200

Participant Number

5

Check Digit

Margo Burns

Name of Participant You're Sponsoring

Please mail this form with your donation to:

**Out of the Darkness**  
135 S. LaSalle, Dept. 7401  
Chicago, IL 60674-7401

Questions? Call us toll free at (800) 825-1000. Or make your donation online at [www.BeThePeople.com](http://www.BeThePeople.com)

## Instructions

Please fill this form out completely and legibly to prevent processing delays. Sorry, we cannot accept cash donations. Donations are tax deductible to the fullest extent allowed by law. Donors of more than \$250 will receive a letter of acknowledgement for tax purposes. Donations are non-refundable and non-transferable.

## Matching Gifts

Many companies provide their employees with matching gift/pledges. Just attach your employer's matching gift form when you send in your donation.

All donations benefit the American Foundation for Suicide Prevention.

**Although we take the greatest pains at all times and in all respects to ensure that the greatest percentage of donations remains with the cause, we cannot make any guarantees about what that percentage will be. There are variables we cannot predict that prevent that - like how many people ultimately participate, and how much money each of them raises. The more people that participate, and the more money raised, the greater the percentage that can remain with the cause.**

## A Print Your Name Clearly

First Name _____		Last Name _____	
Additional Donor First Name _____		Last Name _____	
		Company Name (For Business Donations Only) _____	
Mailing Address _____			Suite/Apt. No. _____
Zip _____	City _____	State _____	
( ) _____		E-Mail Address _____	

Phone (Mandatory for Credit and Debit Payments) \_\_\_\_\_

I do not wish to be put on any mailing lists.

## B Choose Your Level of Donation

**Honorary Walker** .....\$1,000

- Paid in Full  
 10 Monthly Payments of \$100

**Commitment** .....\$250

- Paid in Full  
 5 Monthly Payments of \$50  
 10 Monthly Payments of \$25

**Heroism** .....\$750

- Paid in Full  
 10 Monthly Payments of \$75

**Spirit** .....\$150

- Paid in Full  
 3 Monthly Payments of \$50  
 6 Monthly Payments of \$25

**Inspiration** .....\$500

- Paid in Full  
 10 Monthly Payments of \$50

**Other Amount**

- \$\_\_\_\_\_ (Single Payment in Full)  
 \$\_\_\_\_\_ Paid in \_\_\_\_\_ Monthly Payments of \$\_\_\_\_\_  
(Monthly payments must be \$25 or higher and cannot extend beyond 10 months.)

## C Three Easy Payment Options

### 1. Personal Check (Single Payment in Full)

If you are making a single payment in full, please make checks payable to Out of the Darkness. Please include participant name and participant number on all checks. Donations are non-refundable and non-transferable. All donations will be credited in U.S. dollars.

### 2. Automatic Monthly Payment from Checking Account (U.S. Donors Only)

If you wish to have your donation debited automatically each month from your checking account, please read the following very carefully, then complete and sign. Please attach a VOIDED blank check to this form. (Please, no deposit slips.) *NOTE: You may only use this option if your monthly payment will be \$25 or more.*

**IMPORTANT: Your monthly statement(s) will read Out of the Darkness.** Please read and complete the following: I (we) hereby authorize Out of the Darkness to initiate debit entries and to initiate, if necessary, credit entries and adjustments for any debit entries in error, to my (our) account, upon processing of the form by the Donation Office. This authority is to remain in full force and effect until my donation is fulfilled or until revoked by me (us) in writing. Payments commence immediately upon processing of this form by the Donation Office. Donations are tax deductible to the fullest extent allowed by law. Donations are non-refundable and non-transferable.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### 3. Donating by Credit Card (Single Payment or Monthly Payments): Visa MasterCard American Express

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**IMPORTANT: Your monthly statement(s) will read Out of the Darkness.** Payments commence immediately upon processing of this form by the Donation Office. Donations are tax deductible to the fullest extent allowed by law. Donations are non-refundable and non-transferable. All donations will be charged in U.S. dollars. I have read and understand the above.

Signature \_\_\_\_\_ Date \_\_\_\_\_



Pallotta TeamWorks® | **Impossible.dreams.**

# An Important Note to Donors

Although we take the greatest pains at all times and in all respects to ensure that the greatest percentage of donations remains with the cause, we cannot make any guarantees about what that percentage will be. There are variables we cannot predict that prevent that – like how many people ultimately participate, and how much money each of them raises. The more people that participate, and the more money raised, the greater the percentage that can remain with the cause.

## How much money has gone back to the cause?

Since our first event in 1994, Pallotta TeamWorks' events have netted an astonishing \$154 million for AIDS and breast cancer charities. The AIDS Rides, in seven years, have channeled over \$83 million directly to AIDS charities. The Avon Breast Cancer 3-Days, in three years, have put over \$65 million directly into the hands of breast cancer charities. In just one year, the Alaska AIDS Vaccine Ride sent \$4.1 million to AIDS vaccine research. That's more money, more quickly, to those causes than any known private event enterprise in United States history.

## Where does the money go?

On average, approximately 60% of all donor dollars have remained with the cause. Approximately 19% of every dollar went toward participant safety and support — meals, showers, safety signage, tents, and everything it takes to move your friends and loved ones, and thousands of other people, safely through the event. Sixteen percent of every dollar went into event awareness marketing and administrative expenses. Pallotta TeamWorks' production fee accounts for the final 5%. It's important to note that these are averages, and do not necessarily reflect specific performance for an event in your city. Please call us or visit [www.pallottateamworks.com](http://www.pallottateamworks.com) for full financial disclosure on all of our events.

## How do our percentages compare with other fundraisers' percentages?

The National Society of Fundraising Executives recommends that no more than 50% of a donor contribution go toward expenses. Pallotta TeamWorks' average event expense percentage of 40% is well below that threshold. In the State of California for the year 1998, according to the Attorney General's report, only 44% of every charitable dollar donated through commercial fundraisers actually went to charitable services. Pallotta TeamWorks' average of 60% is well above the actual state average.

## How do Pallotta TeamWorks' events compare with other events?

Our events do two things at once. First, we are putting on a fundraiser. Second, we are providing a life-changing, transformational type of experience for each individual who participates. So when people donate to one of our events, they are investing both in the charity and in the potential of these heroic dreamers.

There are no other companies that do both of these things at once, so there is no one to compare us to. Our events do a lot more than a typical fundraiser, and they should not be compared with traditional fundraising events that only do one thing. Our events exist in a category that we created, and still occupy by ourselves. When you consider that, even after doing two things at once, our percentages exceed industry standards, you get a true sense of just how efficient our operations are.

A typical charity walk-a-thon lasts half a day. In order to provide a life-challenging experience, and an experience that inspires people to donate at the volume they do to our events, you have to do something much more epic than that.

A typical Pallotta TeamWorks event lasts four days, and includes 3,000 participants. For these participants, we provide three dinners, four lunches, four breakfasts, a tent to sleep in, mobile hot showers on tractor trailers, mobile sinks, hundreds of individual chemical toilets placed specifically along miles and miles of road, hundreds of miles of medical and technical support, the movement of 210,000 pounds of luggage every day, lighting, refrigeration, the removal by vacuum truck of hundreds of thousands of gallons of waste water, an opening ceremony, a closing ceremony, evening entertainment programming, and a long list of other amenities. We are literally moving a mobile city of 3,000 people each and every day to a new site.

## Percentages and Dollars

As a person who gives to charity, you should do all you can to understand the complexities of charitable fundraising. Don't accept any one number as a norm.

The amount is as important as the percentage. For instance, an event that returns 70% of your dollar back to charity may look better than one that sends 60% back. But what if the event that returns 70% raised \$100,000, while the event that returns 60% raised \$5 million? The 60% event returned a lot more money to the cause. Someone could easily compare a bake sale, that returns 100% of donations to charities, with Pallotta TeamWorks' events that "only" returned 60%. If they didn't tell you anything else, you'd think much more highly of the bake sale. We think it's important for you to know that the bake sale delivered \$1,500 to charity, and that Pallotta TeamWorks' events have delivered \$153,503,000. In other words, volume is every bit as important as percentages, if not more, and you need both to create an accurate picture.

With real dollars, researchers can get a paycheck to stay over the microscope, and real clinics can provide real early detection services to poor women who may have breast cancer that would otherwise go undetected. Percentages can't do any of that.

## What is Pallotta TeamWorks?

The vision of Pallotta TeamWorks is to change the world. First, by helping people see beyond the limits they have placed on themselves. Second, by helping them see beyond the limits they have placed on the world, and third, by spreading the simple power of human kindness. Over time, we want to alter the way that Americans spend their leisure time, so that a decade or two from now, just like the Grand Canyon and the Statue of Liberty are on everyone's list of things to do, the idea of doing an "impossible" altruistic event will also be a must on everyone's list – the idea of brave citizen action in service to humanity will become a pro forma part of our culture.

We are a new and different kind of business. Some people think we're a fundraising company. Some people think we're an event productions outfit. While we're expert in both of these areas, they are only components of our real work. Our real work is the work of human potential, and the potential of the human race. The long arc of our vision goes way beyond the mechanics of fundraising, bike rides and walks.

Pallotta TeamWorks is headquartered in Los Angeles, is a California for-profit corporation, and has over 250 full-time employees in 15 offices around the United States. We were founded in 1992 by Dan Pallotta, a Harvard graduate with a vision of re-inventing charity by bringing the most intelligent practices of the most successful businesses to the realm of common human decency: great marketing, smart management, cutting edge capitalization models, and an orientation toward results. Our business model is based in the belief that the great causes deserve the same talent and business savvy that goes into the great consumer brands.

This experiment in industrial strength kindness is working. Breaking records. Creating a new paradigm for helping people. Since our inception through the year 2000, we have netted \$153 million for the causes of AIDS and breast cancer. That's more money, sent more quickly to AIDS and breast cancer charities than any known private event enterprise in U.S. history. Over 85,000 people have participated in one of our events. Over 1 billion people have been reached in the media coverage of our events, and over 3 million new donors have been brought to bear on the issues we support.

For full financial disclosure on all of our events, you can visit our website at [www.pallottateamworks.com](http://www.pallottateamworks.com) or call us at 800-825-1000 to request a copy of our Record of Impact.

