Dear Event Organizer,

Thank you so much for your dedication and commitment to raising awareness about SADS conditions and raising funds for the SADS Foundation by hosting a Take Steps to Stop SADS Walk!! Make this plan-it-your-way event an opportunity to celebrate the SADS Foundation 25th Anniversary, connect with others in your community, and create a brighter future for the many thousands of individuals and families living with SADS conditions.

As we reflect on the accomplishments of our first 25 years with you, our families, friends, and supporters, we have our sights fixed on the future steps that we must take to support families, educate medical professionals, and facilitate research in order to save the tragic loss of young lives from preventable sudden cardiac arrests. We continue to provide the services upon which the SADS community relies as well as to establish innovative programs that will help to advance the awareness, care, therapy, and treatments for all of the SADS conditions.

Take Steps to Stop SADS will help to support the following future endeavors:

For 25 years we have been delivering the following services:

- Providing support for families who are coping with a SADS diagnosis or sudden death of a young family member.
- Maintaining an online list of expert physicians in the National Physician Referral Service.
- Educating cardiac specialists about the warning signs and treatment of SADS conditions.
- Training volunteers and providing extensive materials to be given out in local communities.
- Bringing awareness to schools about SADS conditions and appropriate emergency responses.

The future will focus on forward-thinking objectives within the following programs:

- SADS Foundation Speakers Bureau educating frontline medical professionals in local regions everywhere.
- Webinar Series to reach larger audiences with more accessibility.
- Patient-Centered SADS Community collecting and sharing patient-provided data on diagnosis, genetics, treatment, and challenges for patients and family members with SADS-related conditions.
- Disease-Specific Communities focusing on support and advocacy for individuals who share a common condition.
- Heart Safe School Accreditation keeping our children safe at school and training citizen first responders.

Thank you for stepping into the future with the SADS Foundation!! Please contact me at 801-272-3023 or jan@sads.org should you have any questions or need further assistance in making your Taking Steps to Stop SADS Walk a successful awareness and fund-raising event.

With genuine gratitude,

Jan Schiller, Director of Development
Fundraising Tips & Tools

Every dollar raised helps fund critical research and programs and services for people with SADS conditions. You can be a fundraising powerhouse just use these tips and take advantage of our materials.

1. Start Now
There’s no time like the present. The sooner you start, the more you will raise – ask early and ask often.

2. Know Your Networks
Make a list of every person you know – family, friends, neighbors, and business associates. You have just created your donor list.

3. Aim High
Set a goal that seems just out of reach. It will inspire you and the people you’re asking for support.

4. Be Ready to Educate
People may have questions. Be prepared to explain your condition and its warning signs.

5. Give to Yourself
You’ll set the example and the pace for others to draft behind!

- Donate a dollar to yourself now and then so that your total doesn’t end in a "0" or "5". People will tend to add 4 dollars to their donation to round out the number.

6. Set Up Your Fundraising Page to Tell Your Story
Using the Take Steps to Stop SADS fundraising page on www.crowdrise.com/j/en/campaign/2018-take-steps-to-stop-sads, you may create your very own web page. Be sure to customize it with your story and your pictures.

7. Ask far and wide!
Many think the initial ask is difficult, but it’s easier if you tell everyone WHY you are doing what you are doing. The excitement is contagious and your story will inspire others. Your passion is the reason they will choose donate! Remember, you aren’t asking them to give YOU a donation, you are giving them an opportunity to make a difference THROUGH your Take Steps to Stop SADS walk!

- Create an email and/or Facebook campaign that shares the real-life challenges of one person that you know that has a SADS condition. Include a photo if possible. Mail broadly to everyone you know.
- Ask anyone and everyone. If you don’t ask, then the answer is always no.
- Be certain to send a letter to professionals to whom you give a lot of business (vet, doctors, car dealership, etc) -- they often have a charitable budget to show appreciation to their customers and to give back to the community.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>ST</th>
<th>Zip</th>
<th>Phone</th>
<th>Email</th>
<th>Pledged</th>
<th>Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Date

Dear Family and Friends,

Insert personal story here:

The Sudden Arrhythmia Death Syndromes (SADS) Foundation is the preeminent organization in the SADS community dedicated to spreading awareness, supporting families, educating medical professionals, and advocating for research to work towards better care and treatment and ultimately save the more than 4,000 young lives that are being lost to heart arrhythmia abnormalities each year.

The SADS Foundation is celebrating the 25th Anniversary of its founding. Since 1991, the SADS Foundation has reached out to more than 35,000 families with and educated more than 5,000 medical professionals about SADS conditions. The SADS Foundation works with more than 25 world-leading experts, several key organizational partners, and thousands of families throughout the United States to improve the quality of life of individuals with SADS conditions and to further research to find a cure. Because I am committed to raising funds for research and services, I will be participating in my Hometown Take Steps to Stop SADS Event, a family-friendly walk, being held <Date>.

My personal goal is to raise (Insert goal here: $500, $1,000, more!) for the walk! I invite you to join my team, (Team Name). If you can’t join me, please consider sponsoring me for this very important event. You can click the following link: <Crowdrise Page Link> to make a safe and secure donation in support of my team, (Team Name). Or, send me a check made payable to the SADS Foundation.

Thank you for your friendship and support. I know that with friends, relatives and colleagues like you, we will make a difference and save lives!

Sincerely,

Your Name
Mission
To save the lives and support the families of children and adults who are genetically predisposed to sudden death due to heart rhythm abnormalities.
Make Your Steps Count!

We encourage you to spread awareness and to raise funds in support of your commitment to Take Steps to Stop SADS. Reach out to all of your family, friends, neighbors, and colleagues and ask them to contribute to your walk to make your steps count to stop SADS.

You may use our event website at crowdrise.com/take-steps-to-stop-sads to set up your personal fundraising page for friends and family to donate to the SADS Foundation as one of your supporters or use print materials that you may download from the SADS Foundation or receive in the mail. The funds you raise at your Take Steps to Stop SADS event will help us to expand our important as we begin our next 25 years including our four cornerstone programs:

- Prevention & Awareness
- Patient & Family Support
- Medical Education
- Research & Advocacy

The SADS Foundation is a 501 (c) 3 nonprofit organization.

When:

Event Day Registration:

Where:

Entry Fee:

Why?

Each year, 4,000 young lives are lost to SADS conditions, but these deaths can be prevented. With a proper diagnosis and appropriate treatment, individuals with SADS conditions can LIVE, LOVE, and THRIVE! Join the following volunteers in helping us to stop the preventable deaths of those we love.

“The whole team at the SADS Foundation has made volunteers feel like part of the family, and given us a chance to help make a difference in a fight that is so close to our hearts.” - Melissa

“Because their wonderful responsive team was able to help us so much to find closure, our family has joined the cause as volunteers to help spread the word throughout the medical and academic community, to educate, inform, and help to save others’ lives. We take great joy in knowing that we are helping to support them in saving others from this horrible life taking affliction.” - Jackie

Contact:

Should you have any questions or need further information, please contact:
The Signature Event
of the SADS Foundation

Take Steps to Stop SADS

25th Anniversary Celebration
1992-2017
Make Your Steps Count!

We encourage you to spread awareness and to raise funds in support of your commitment to Take Steps to Stop SADS. Reach out to all of your family, friends, neighbors, and colleagues and ask them to contribute to your walk to make your steps count to stop SADS.

You may use our event website at crowdrise.com/take-steps-to-stop-sads to set up your personal fundraising page for friends and family to donate to the SADS Foundation as one of your supporters or use print materials that you may download from the SADS Foundation or receive in the mail. The funds you raise at your Take Steps to Stop SADS event will help us to expand our important as we begin our next 25 years including our four cornerstone programs:

- Prevention & Awareness
- Patient & Family Support
- Medical Education
- Research & Advocacy

The SADS Foundation is a 501 (c) 3 nonprofit organization.

Why?

Each year, 4,000 young lives are lost to SADS conditions, but these deaths can be prevented. With a proper diagnosis and appropriate treatment, individuals with SADS conditions can LIVE, LOVE, and THRIVE! Join the following volunteers in helping us to stop the preventable deaths of those we love.

“The whole team at the SADS Foundation has made volunteers feel like part of the family, and given us a chance to help make a difference in a fight that is so close to our hearts.” - Melissa

“The SADS Foundation has been an integral part of my healing from the unexpected loss of my husband and the care of my daughter. They are extremely dedicated to the individuals and families they support, and their passion for their cause, saving lives and supporting survivors is boundless. We appreciate everything they have done for our family, and they have inspired us to work hard for the cause and community as well.” - Shannon

When:

Event Day Registration:

Where:

Entry Fee:

Contact:

Should you have any questions or need further information, please contact:

SADS Foundation
27 Years of Support and Healing
Thank you for your generous support!

$ __________________ Check# __________ Date __________

Save this Receipt for Tax Purposes

The SADS Foundation
4527 South 2300 East #104
Salt Lake City, UT 84117
801-272-0023

Thank you for your generous support!

$ __________________ Check# __________ Date __________

Save this Receipt for Tax Purposes

The SADS Foundation
4527 South 2300 East #104
Salt Lake City, UT 84117
801-272-0023

Thank you for your generous support!

$ __________________ Check# __________ Date __________

Save this Receipt for Tax Purposes

The SADS Foundation
4527 South 2300 East #104
Salt Lake City, UT 84117
801-272-0023

Thank you for your generous support!

$ __________________ Check# __________ Date __________

Save this Receipt for Tax Purposes

The SADS Foundation
4527 South 2300 East #104
Salt Lake City, UT 84117
801-272-0023