



LEUKEMIA  
CUP REGATTA®



# Raise a sail and help find a cure!

October 20th & 21st, 2012  
The San Francisco Yacht Club  
Belvedere, California

Photo: Ellen Høke



## Making a Difference

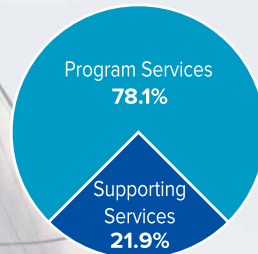
The Leukemia Cup Regatta benefits The Leukemia & Lymphoma Society (LLS), the world's largest voluntary health organization dedicated to blood cancer research and drug development. When you participate in the Leukemia Cup, you're directly contributing to LLS's mission to cure leukemia, Hodgkin and non-Hodgkin lymphoma and myeloma and improve the quality of life of patients and their families. LLS carries out its mission by funding leading-edge cancer research; providing information and support services for patients, and education for health care professionals; and advocating for patients at national and state levels.

LLS is proud to be one of the most efficiently managed nonprofits in the country with approximately 78% of total expenses supporting cancer research and patient services. We are supported entirely by public contributions, with 61 chapters across the U.S. and Canada.

### Expenses

Research.....	24.0%
Patient & Community Service.....	36.6%
Public Health Education.....	14.8%
Professional Education.....	2.7%
<b>TOTAL PROGRAM SERVICES.....</b>	<b>78.1%</b>
Management & General.....	7.7%
Fundraising.....	14.2%
<b>TOTAL SUPPORTING SERVICES.....</b>	<b>21.9%</b>

\*Source: 2011 Annual Report



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## Greetings Leukemia Cup Sailors,

*As Co-Chairs of the Seventh Annual Leukemia Cup Regatta, we welcome you to join us for a memorable weekend with special guests Gary Jobson and Ted Turner at The San Francisco Yacht Club on October 20-21, 2012. Together as a sailing community, we will raise our sails and funds for The Leukemia & Lymphoma Society. The Leukemia Cup Regatta is a major fundraiser that combines the thrill of competitive sailing with the important task of raising funds to fight leukemia, lymphoma and myeloma.*

*Thanks to the overwhelming generosity of our exceptional sponsors and fundraisers, last year's Leukemia Cup raised a record-breaking \$1,020,000 in support of blood cancer research and patient services, bringing the total raised here in the Bay Area to \$3.5 million since 2006. With your help, we hope to exceed that milestone and continue to be the TOP fundraising regatta in the country!*

*We look forward to seeing you in October for an exciting weekend of sailing while making a difference in the lives of patients battling blood cancers. If you have any questions, please do not hesitate to contact us or Robin Reynolds at LLS at 415.625.1132 or Robin.Reynolds@LLS.org.*

Best regards,

**Anne**

Anne Feinberg  
Leukemia Cup Co-Chair  
annefeinberg@yahoo.com

**David**

David Joyner  
Leukemia Cup Co-Chair  
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**Bill**

Bill Nolan  
Leukemia Cup Co-Chair  
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Photo: Ellen Hoke

# 2012 SCHEDULE OF EVENTS

## VIP Evening Saturday, October 20

5:30 PM – 10:00 PM  
The San Francisco Yacht Club

Join us for a memorable evening that includes a cocktail reception, silent and live auction and dinner with special guest speakers America's Cup champions Gary Jobson and Ted Turner.

Past VIP Dinner speakers have included Paul Cayard, Russell Coutts, John Doerr, Rupert Murdoch, Al Gore and Tom Perkins, who is our Leukemia Cup Honorary Chairman.

### Tickets

\$1,000 per seat or \$1,500 for two seats  
\$10,000 for a table of ten

VIP tickets will be awarded to fundraisers who raise a minimum of \$2,000 (one ticket) and \$3,000 (two tickets).

*\*This excludes donations received for the purchase of VIP Dinner tickets. Fundraisers will receive credit for VIP Dinner ticket sales toward their overall fundraising total.*

## The Regatta Sunday, October 21

The San Francisco Yacht Club will run one race each for PHRF spinnaker and non-spinnaker divisions and one-design classes including a "By invitation only Classic Yacht Class" with Gary Jobson and Ted Turner racing aboard Paul and Chrissy Kaplan's beautiful schooner Santana.

**Entry Fee:** \$100 (will be added to your fundraising total once your registration is processed)

**Register:** [leukemicup.org/sf](http://leukemicup.org/sf)

## Cruising Class Photo Treasure Hunt

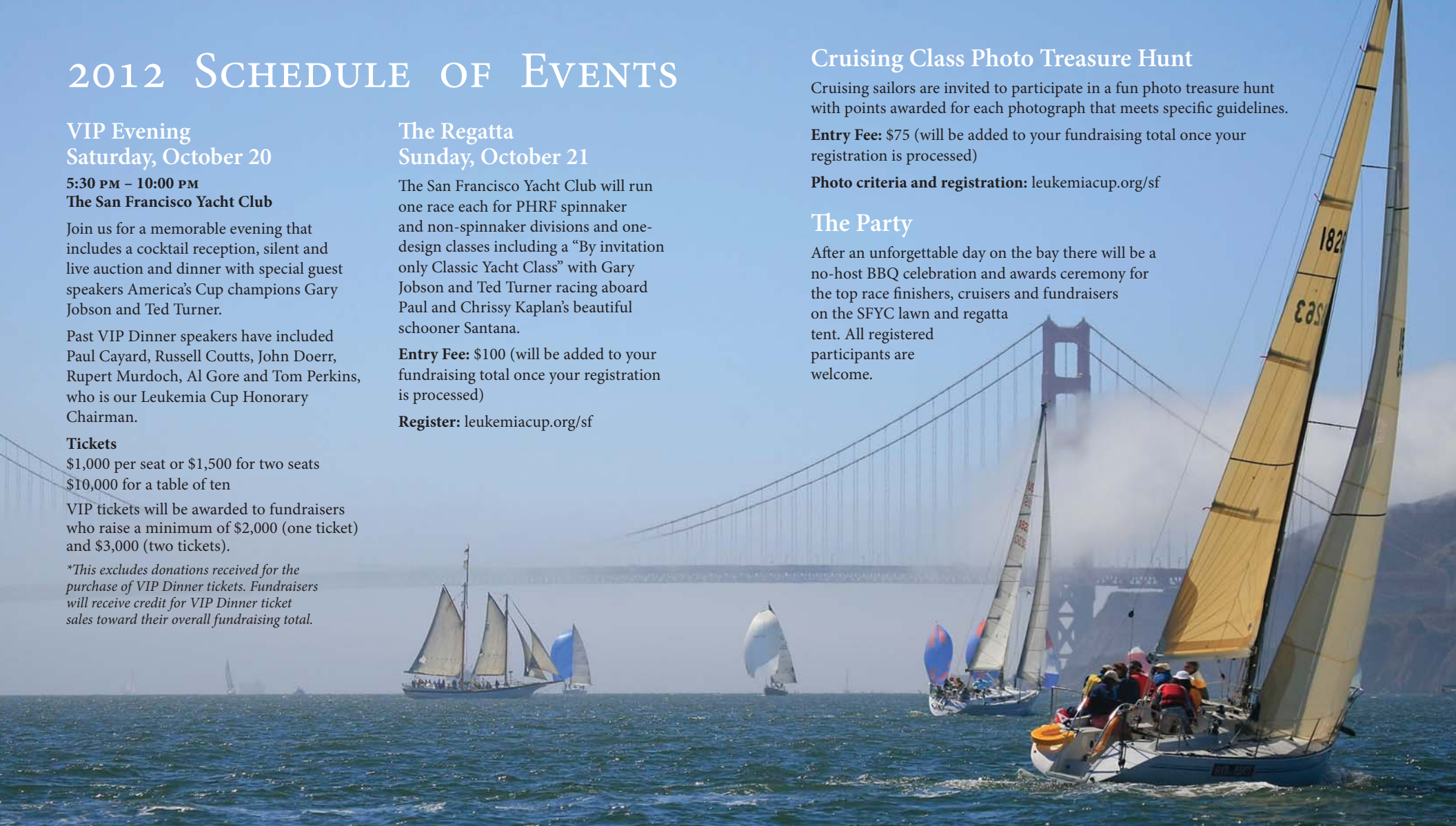
Cruising sailors are invited to participate in a fun photo treasure hunt with points awarded for each photograph that meets specific guidelines.

**Entry Fee:** \$75 (will be added to your fundraising total once your registration is processed)

**Photo criteria and registration:** [leukemicup.org/sf](http://leukemicup.org/sf)

## The Party

After an unforgettable day on the bay there will be a no-host BBQ celebration and awards ceremony for the top race finishers, cruisers and fundraisers on the SFYC lawn and regatta tent. All registered participants are welcome.



### TED TURNER

Throughout his career, Ted Turner has received recognition for his entrepreneurial acumen, sharp business skills, leadership qualities, and his unprecedented philanthropy.

Whether in billboard advertisement, cable television, sports, environmental initiatives or philanthropy, Turner's vision, determination, generosity and forthrightness have consistently given the world reason to take notice.

He is chairman of the United Nations Foundation, co-chairman of the Nuclear Threat Initiative, chairman of the Turner Foundation, and co-founder of Ted's Montana Grill.

Turner is also chairman of Turner Enterprises, which manages his business interests, land holdings and investments, including the oversight of two million acres and 55,000 bison.

### GARY JOBSON

Gary is a world class sailor, television commentator and author based in Annapolis, Maryland. He is President of US SAILING, the National Governing Body of Sailing. Gary has authored 17 sailing books and is Editor at Large of Sailing World and Cruising World magazines.

He has won many championships in one design classes, the America's Cup with Ted Turner, the infamous Fastnet Race and many of the world's ocean races. In College at SUNY Maritime he was an All American sailor three times and was twice named College Sailor of the Year.

In 2003, after years of committed service on behalf of The Leukemia & Lymphoma Society, Jobson was diagnosed with lymphoma and, in his words, "became a beneficiary of the research advances I had helped support." He is now cancer-free.



## Fundraising 101 The Golden Rule...Just Ask!

The most important part of fundraising is making a commitment to ask anyone you think who might want to support cancer research. Ask family, friends, co-workers and people in the community with whom you interact on a regular basis. Remember that you're not asking for yourself—but on behalf of thousands of cancer patients. You'll be surprised how willing most people are to contribute.

- **Start Early!** Set a fundraising goal for yourself and your crew.
- **Online Fundraising:** Take advantage of your LLS online fundraising website by registering at [gsf.regatta.ilsevent.org](http://gsf.regatta.ilsevent.org) —a fast and easy way to raise money! Once registered, you'll receive an email with your login and password. Follow the instructions provided on page 9-10 of this Fundraising Manual to get your webpage up and running. Make a personal pledge.
- **Write a letter** and send it to your contact list. One of the best ways to raise money is to put your request in writing.
- **Matching Gifts:** Many corporations have matching gift programs and will often match gifts given by you and other employees. Contact your human resources department for more information. This is an easy way to double or triple your money!
- **Use your honorary skipper member's picture** and add a letter from him/her in your recruiting fundraising appeals.
- **Conduct a third party fundraising event** to create more awareness.
- **Solicit new sponsors to the Leukemia Cup** and get credit for sponsors who commit their support.
- **For additional fundraising tips and tools**, visit the "Participant Only" section of our website.

## Leukemia Cup Sponsorships

Sponsors receive prominent recognition and valuable exposure at this premier event. Leukemia Cup sponsor level benefits include tickets to the VIP Dinner, champagne breakfast, skippered boats, product marketing/promotion, onscreen acknowledgement at awards ceremony, logo on t-shirts and event signage (**company logo deadline is September 28**). Contact Robin Reynolds at [Robin.Reynolds@LLS.org](mailto:Robin.Reynolds@LLS.org) to receive a sponsorship proposal outlining specific benefits.

## Prizes for Individual Fundraisers

In addition to helping blood cancer patients live better, longer lives, your participation can also earn you rewards! Each sailor who fundraises is eligible to win great prizes including:

### RAISE \$100 – \$999

BBQ ticket (Sun.)  
2 Mt. Gay Rum drinks (Sun.)  
1 Regatta T-shirt  
1 Regatta hat

### RAISE \$1,000

1 Mt. Gay Rum  
Leukemia Cup hat

### RAISE \$2,000 – \$2,999

1 seat at VIP Dinner\*  
2 Mt. Gay Rum  
Leukemia Cup hats  
2 BBQ tickets (Sun.)  
4 Mt. Gay Rum drinks (Sun.)  
2 Regatta T-Shirts  
2 Regatta hats  
15% off gift certificate to North Sails (\$1,000-\$2,999)

### RAISE \$3,000 – \$4,999

2 seats at VIP Dinner\*  
2 Mt. Gay Rum  
Leukemia Cup hats  
2 BBQ tickets (Sun.)  
4 Mt. Gay Rum drinks (Sun.)  
2 Regatta T-Shirts  
2 Regatta hats  
20% off gift certificate to North Sails (\$3,000-\$4,999)

### RAISE \$5,000 – \$8,499

Multiple entries in the West Marine National Drawing\*\*  
2 seats at VIP Dinner\*  
2 Mt. Gay Rum Leukemia Cup hats  
4 BBQ tickets (Sun.)  
8 Mt. Gay Rum drinks (Sun.)  
2 Regatta T-shirts  
2 Regatta hats  
25% off gift certificate to North Sails  
Multiple entries in the Vineyard Vines and West Marine National Drawing\*\*

### FANTASY SAILORS RAISE \$8,500+

Fantasy Sail with Gary Jobson December 7-9 in New Orleans.  
2 seats at VIP Dinner\*  
2 Mt. Gay Rum  
Leukemia Cup hats  
5 BBQ tickets (Sun.)  
10 Mt. Gay Rum drinks (Sun.)  
4 Regatta T-shirts  
4 Regatta hats  
Multiple entries in the West Marine National Drawing\*\*  
25% off gift certificate to North Sails

**\*VIP Incentive Tickets – October 20th VIP Dinner with guest speakers Gary Jobson and Ted Turner** – tickets will be awarded to fundraisers who raise a minimum of **\$2,000 (one ticket)** and **\$3,000 (two tickets)\*** excluding donations for the purchase of VIP tickets. Fundraisers will receive credit for VIP ticket donations toward their overall fundraising total, however no credit will be granted to fundraiser toward VIP dinner incentive tickets.

**\*\*West Marine \$1,000 Shopping Spree Drawing** – All Leukemia Cup participants who raise a minimum of \$500 will be eligible for one (1) chance in a National drawing to win! Earn additional chances for each \$500 raised (e.g. \$1,000 raised = 2 entries; \$1,500 raised = 3 chances, etc.). The drawing will take place during the Gary Jobson Fantasy Sail Weekend. Need not be present to win.

## Top Fundraiser's Prizes

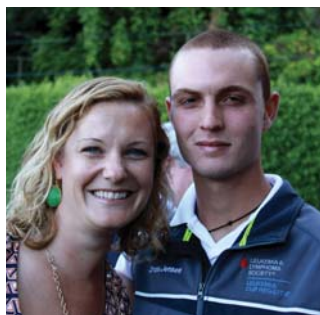
**First Place Top Fundraising Boat:** Will be featured on the cover of the 2013 Leukemia Cup marketing materials. All fundraising crew members are required to sail aboard their skipper's boat in the Leukemia Cup to be included in the boat's fundraising total.

### First Place Top Individual Fundraiser Prizes:

North Sails 35% off discount certificate non-transferable (maximum value \$2,500) and \$100 West Marine gift certificate.

### Second Place Top Individual Fundraiser's

**Prize:** Ken Gardiner Boat Model – A unique boat model (valued at \$500-\$1000) designed by the premier model maker of half and full hull sail and powerboats. Gardiner is the exclusive model maker for most of the America's Cup yachts.



Congratulations to last year's top overall fundraiser Anne Feinberg, who raised a total of \$35,055, and to the entire crew of "Fast Friends", the top fundraising boat.



Suzie Moore and Gary Jobson, 2009 Fantasy Sail

### Gary Jobson Fantasy Sail – December 7-9, 2012.

All Leukemia Cup participants who raise a minimum of **\$8,500** will win a weekend for **one** at the annual Fantasy Sail Weekend! If a couple raises money together, in order for both to qualify they need to raise a minimum of **\$17,000**. This weekend is hosted by world-renowned ESPN commentator Gary Jobson, a member of the 1977 America's Cup championship crew and National Regatta Chairman since 1994. The event weekend will take place this year in **New Orleans**. It includes a reception and awards dinner and participation in the Leukemia Cup Challenge.

### Sailing World Foul Weather Gear

The top overall NATIONAL individual fundraiser will receive an embroidered Sailing World foul weather gear sailing jacket, courtesy of Sailing World Magazine. Jacket awarded at Fantasy Sail Weekend.

*PLEASE NOTE: For each awarded prize over a \$600.00 value, LLS will issue a 1099. For each awarded prize over a \$5,000.00 value, LLS will collect from the winner withholding equal to 25% of the prize value and remit such to the government.*

## Online Fundraising Guide

Once you have registered for the Leukemia Cup, you can begin online fundraising immediately.

**STEP 1: Visit <http://gsf.regatta.llevent.org>**

**STEP 2: To sign up to set up your fundraising webpage, click on "Crew Sign Up" located on left navigation bar**

Once you've registered and logged into your webpage, you will have complete access to:

- Update Your Account Profile
- Upload a photo and change your welcome message
- Track fundraising activity

**STEP 3: Send emails and start fundraising**

After you have logged in, click the "Fundraising Control Panel" icon you will have access to click on the blue tab "Personal Website" where you can manage your webpage.

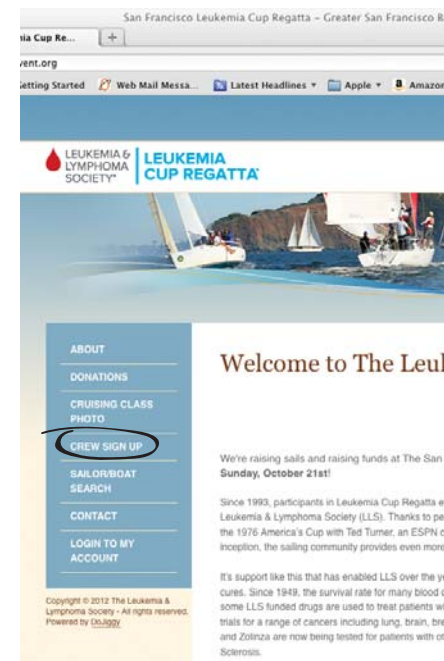
**Personal Website tab** allows you to:

- Enter/Change "Fundraising Goal" amount
- Customize text and share your personal story on your webpage by updating "Fundraising Page Statement"
- Add a personal note to the "Email Thank You Message" sent to your donors
- Enter/Change your "Fundraising Page Nickname" (it is the last portion of your URL)
- Upload a personal image that is 400 x 400 pixels max



- Always click on **Update** to save your changes
- Write your own email and include your fundraising weblink in your message to begin fundraising via email. To find your personal **website link**, look above your "fundraising goal box." Your friends and family will click the link to your fundraising webpage where they can "Make a Secure Online Donation" to support your efforts.

[gsf.regatta.llevent.org](http://gsf.regatta.llevent.org)





- ABOUT
- DONATIONS
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- CREW SIGN UP
- SAILOR/BOAT SEARCH
- CONTACT
- LOGIN TO MY ACCOUNT

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Online Fundraising by DoJaggy in partnership with The Leukemia & Lymphoma Society

## Torin Knorr

Login



Donate Now



sample online fundraising page

### My Fundraising Progress and Status Report

- Number of donations received: 1
- Goal Achievement: 5% (\$500.00 of \$10,000.00)
- Number of Fundraising Page Visits: 30
- Days left before event: 103

### The Leukemia Cup Regatta ~ Helping Save Lives

On Sunday, October 21st, I'm raising my sails to raise funds for The Leukemia & Lymphoma Society through participation in The San Francisco Yacht Club's seventh annual Leukemia Cup Regatta!

This year marks the 6th year that Jet lag has been racing to find a cure, to date we have raised over \$50,000 in donations. We wish to thank those that have been apart of this great effort. Last year a total of 1,020,000 was raised by friends and family of the SF Chapter, setting a national record for money raised.

The Leukemia Cup Regatta is chaired by 1977 America's Cup winner and ESPN commentator Gary Jobson, who is also a lymphoma survivor. The Leukemia Cup series and its participants raise funds for lifesaving research that discovers cutting edge treatments and new drug therapies for blood cancers bringing us closer to cures.

LLS is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. The mission of The Leukemia & Lymphoma Society is to find cures for leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Thanks to funds raised through events like The Leukemia Cup Regatta, we are making progress.

- Since 1949, the survival rate for many blood cancer patients has doubled, tripled, and in some cases quadrupled.
- In the 1960's, a child's chance of surviving leukemia was 3%; today, 90% can expect to survive into adulthood.
- Since the 1960's, Hodgkin lymphoma patient survival rates have more than doubled to 88%
- Forty years ago, 1 in 10 myeloma patients survived. Today, that number has more than tripled.

And today, some LLS funded drugs are used to treat patients with rare forms of stomach and skin cancers and are being tested in clinical trials for a range of cancers including lung, brain, breast, pancreatic and prostate. Drugs like Gleevec, Sprycel, Arinza, Tasigna and Zolanza are now being tested for patients with other non-cancerous diseases like Diabetes, Rheumatoid Arthritis and Multiple Sclerosis.

Your support of my participation will help beat cancer! Thank you!

Please visit my website often and bring friends who support my efforts in The Leukemia Cup Regatta!

To learn more about The Leukemia Cup Regatta or to participate, please visit [www.leukemicup.org/sf](http://www.leukemicup.org/sf)

thank you.. The Team Jet Lag!

### Latest Comments

this year we are racing for Morgan  
by Gabby About 14 days ago

### Spread the Word!

Share on Twitter

Share on Facebook

Email to a Friend

Share link  
<http://gsf.regatta.lsevent.org/JETLAG>



Youth sailor Drake Jensen was diagnosed with Hodgkin lymphoma in September of 2010 at the age of 18, and has undergone chemotherapy and radiation treatment for his cancer. Drake raced in the 2011 Leukemia Cup with the crew of Full Throttle.

## 2012 Honorary Skippers

Funds raised support leading-edge research and provide critical services. Sailors race in tribute to our many Honorary Skippers including Ian Charles, Russ Coggeshall, Douglas Holmes, Drake Jensen, Steven Johnson, Chris Kostanecki, Christopher Laub, Lois Limbach, Campbell Nolan, Bernard O'Driscoll, Hoody Quill, Jameson Radu, George Rodericks, Lynn Spiller and Dave Wilhite. Their personal stories will inspire you!

To read more about our Honorary Skippers, visit: [leukemicup.org/sf/localchapter/patient](http://leukemicup.org/sf/localchapter/patient).

## LEUKEMIA CUP REGATTA COMMITTEE AND CONTACTS

**HONORARY CHAIRMAN:** Tom Perkins

**CO-CHAIRS:** Anne Feinberg, David Joyner and Bill Nolan

**PLANNING AND SUB COMMITTEE:** Stacy Achuck, Laurie Carvajal, Matt Frymier, Forest Gay, Jonathan Hart, Paul and Chrissy Kaplan, Chris Kostanecki, Torin Knorr, Jib Martens, Greta Messina, Suzie Moore, Carter Ott, Bob Ray, Tiffany and Andrew Sams, Bartz Schneider, Matthew and Hilary Sessions, Michelle Slade, Bill Smith, Keri Spiller, Ross Tibbits, Brian and Elizabeth Wilhelm.

**OFFICIAL PHOTOGRAPHERS:** David Dibble (on the water) and Ellen Hoke (VIP Dinner)

**HONORARY MEMBER:** Bob Griswold, SFYC Commodore

**NATIONAL LEUKEMIA CUP CHAIRMAN:** Gary Jobson

**General Questions:**  
Robin Reynolds  
*Leukemia Cup Manager, Greater San Francisco Bay Area Chapter*  
The Leukemia & Lymphoma Society  
221 Main Street, Suite 1650  
San Francisco, CA 94105  
Phone: 415-625-1132  
Robin.Reynolds@LLS.org  
[www.leukemicup.org/sf](http://www.leukemicup.org/sf)

**Race Questions:**  
Madeline Morey  
*Leukemia Cup Regatta Race Management Coordinator*  
Phone: 415-298-6211  
mmorey@marintrees.com  
[www.sfyc.org](http://www.sfyc.org)

# Sponsors

The Leukemia & Lymphoma Society would like to thank our  
2012 sponsors for their generous support.

We cannot thank The San Francisco Yacht Club enough for once again  
hosting and supporting this year's Leukemia Cup Regatta.

## SPINNAKER SPONSOR LEVEL

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## WINDWARD SPONSOR LEVEL

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## LOCAL SPONSOR LEVEL

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## NATIONAL SPONSORS

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North Sails  
Offshore Sailing School  
Sailing World  
West Marine

*Sponsors as of July 2, 2012*

[leukemicup.org/sf](http://leukemicup.org/sf)

