



## Prospectus



SherrI Tennant Melanoma  
Cancer Awareness & Research Foundation, Inc  
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Walnut Creek, CA 94598 USA  
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## I. Organization

SCARF™ is a non-profit 501(c)(3) organization registered in the State of California. SCARF™ was created for the overall general public to educate and promote information about Melanoma Cancer.

The intent of SCARF™ is to actively promote information about Melanoma Cancer; ways to help prevent; ways in which early detection can be made; current and ongoing treatments; resources of additional help & information

## II. Purpose & Goals

**Mission:** To promote and educate the general public about the prevention and detection of Melanoma Cancer

**Purpose:** Sherri Tennant gave her life to the fight of this disease, and in memory of her strength, courage and passion to live, Sherri will live through SCARF™.

**Motto:** Live Life with Passion and for what you believe – Hope Courage & Faith!

## III. Partnerships & Sponsors

We have contracted with The Foundation Group for their expertise and professionalism in setting SCARF™ up as a 501(c)(3) tax exempt status with the State of California. TFG will assist SCARF in the completion of our Franchise Tax Board (FTB) exemption status, prepare Articles of Incorporation, and establish a Federal Tax ID #.

SCARF also has relationships with the following organizations for gaining historical facts and current information regarding treatment options to melanoma cancer:

***National Institutes of Health (NIH) and National Cancer Institute (NCI)***

U.S. Department of Health & Human Services  
Steven Rosenberg, M.D., Franz Smith, M.D.  
10 Center Drive, Building 10, 3-1730, Bethesda, MD., 20892  
(p) 301.496.8971  
(f) 301.480.3838  
<http://www.nih.gov/>

***University of California San Francisco, UCSF, Melanoma Center***

Mohammed Kashani-Sabet, M.D.  
Cancer Research Center  
1600 Divisadero Street, 2<sup>nd</sup> Floor  
San Francisco, CA., 94115  
(p) 415.353.9900  
(p) 415.885.3693 CRC B-101 (Jane: 415.885.7801)  
<http://cancer.ucsf.edu/crc>

***Diablo Valley Oncology & Hematology Medical Group, Inc***

Dr. Matthew Sirott, M.D.  
110 Tampico Drive, Suite 100  
Walnut Creek, CA., 94598  
(p) 925.932.4567  
(f) 925.937.1545

***American Cancer Society (ACS)***

Contra Costa County Unit  
Director of Community Services Mirna  
1855 Oak Park Blvd  
Pleasant Hill, CA., 94523  
(p) 925.934.7640  
(f) 925.934.5372  
<http://www.cancer.org>

#### IV. Roles & Responsibilities

SCARF™ will consists of a Board of Directors, (hereinafter “Member”) that will have an equal share in all voting privileges. Decisions on fund raising, expenses and changes in the Members will all be voted upon during monthly meetings. Monthly meetings will be held at a mutually agreeable location for all to attend. Attendance in the monthly meetings is a requirement to maintain the position within the organization. If after two unexcused absences the board may decide to replace the position of the member. There will be five (5) members in the initial phases of the foundation, after which the member may decide on additional members if needed.

The Members will consist of the following positions:

- Executive Director, Founder
- Secretary
- Medical/Research Advisor
- Treasurer
- Director of Operations

Responsibilities for each party shall be as follows:

*Executive Director:*

Shall oversee all aspects of the organization including but not limited to the fund-raising events, schedules of events, meetings, expenses, communication, elected board members and changes in the roles of members. In addition, this role shall oversee the website [www.sherrifoundation.com](http://www.sherrifoundation.com)

*Secretary:*

Shall participate in all meetings, keep all events, finances and communication organized in agreed upon means by the members. This position requires the availability of personal time for phone calls, scheduling of events with potential agencies, vendors and general public.

*Medical/Research Advisor:*

This position shall be a registered nurse and/or Doctor to whom the Foundation looks for guidance with medical updates & information that is published for events and on the website for accuracy, comprehensiveness and recent information that would be of value to the audience in attendance.

*Treasurer:*

Assist in creating initial annual budget. Provide budgetary information on a monthly basis in preparation for Board Meetings. Regularly update finance sheet as to additional expenses, subtractions and changes to programs and events. Makes donations of proceeds to National Institutes of Health, NIH, National Cancer Institute, NCI, & American Cancer Society, ACS, as agreed upon in Appendix A.

*Dir of Operations:*

Critical role in the daily operations of and representation of SCARF™ to agencies and vendors for fund-raising events. Assist in recruiting and facilitating scheduled events with agencies and general public. Provide of update of specific agenda's and logistics for scheduled events.

## V. Projects & Events

1. SCARF will actively promote the education and knowledge provided by NIH, NCI, ACS in each of the projects and fund-raising events as best possible for each venue. The intent of each event is to draw the general public, friends and associates to actively participate in, become better educated, communicate to others, and provide donations for the agencies forementioned above.

The number of events that are scheduled is the decision of the members, but ideally there will be at least two (2) *Gold* events per year, and two (2) *Silver* events per year.

*a. Gold Event:* An event that draws a gathering of one-hundred (100) or more people to participate in the event cause. An example might be a '*Melanoma March*'; '*Silent Auction*'; '*Golf Tournament*'; '*Public Awareness & Research*', '*SCARF Spongebob Picnic*', seminars, etc.

*b. Silver Event:* An event that a SCARF member or volunteer supporting SCARF can participate and hand-out brochures to help educate the general public. Example, Walnut Creek Wine & Art Festival booth; Walnut Creek Annual Carnival table; Booth or Table in front of grocery stores and retail outlets, and receive donations.

## VI. Budget & Expenses

1. SCARF is a non-profit organization, so all fund-raising proceeds will go the contracted agencies in a manner described in Appendix A. The financial account of SCARF will be managed by the Treasurer, Maze & Associates. A checking account has been established for the Sherri Foundation with:

Wells Fargo Bank  
1499 North Main Street  
Walnut Creek, CA., 94596  
Sharon Low, Business Specialist  
(p) 925.671.1575  
(f) 925.946.9159  
Acct: 121042882-528232xxxx

Maze & Associates, CPA  
3478 Buskirk Ave., Suite 215  
Pleasant Hill, CA., 94523  
Timothy J. Kirsch  
(p) 925.930.0902 ext 224  
(f) 925.930.0135

2. Capital expenses will be needed during Phases I of building the Foundation to build out the internet site, establish SCARF logo, purchase merchandise for internet site, banners, signage for events. After Phase I, the monthly expense of running the organization shall be decided by the Members and 90% of proceeds shall be given to the agreed upon agencies.

3. Proceeds are described as: "Net profit received after any event expenses are paid in full".

4. SCARF finances will be managed within a Fiscal Calendar year. Phase I cost should be completed by end of Q207. June 1, 2007 will officially start year one (1). Projected growth is described in table in Appendix A. Preliminary budget listed within Appendix B

5. Anticipated Income, (excluding Grants & Donations):

	Per Event	Annual 1 <sup>st</sup> Yr	Annual 2 <sup>nd</sup> Yr
Gold Event:	\$1,500 - \$3,000	\$5k - \$6k	\$6k - \$8k
Silver Event:	\$ 500 - \$1,500	\$1k - \$3k	\$1k - \$4k
Internet:	\$ 500 - \$1,000	\$.5k - \$1k	\$1k - \$1k
Total		\$6.5k - \$10,000	\$8k - \$13,000

## VII. Term

- a. Each Board of Director position is voluntary
- b. Each position carries a 12-month term
- c. Term timeframe begins at the date of signing the agreement
- d. A written 30-day notice is needed to be removed from office
- e. The Board may extend the term for any position at any given time by a majority vote decision

## VIII. Confidential Information

All events of SCARF will be published on the public internet on URL <http://www.sherrifoundation.com>. All board members, contact information and e-mail addresses will be published under 'About Us' tab under this domain name. It is not required that each member disclose their home or cellular number.

Information shared within meetings shall be held confidential, particularly but not limited to: budget & expenses, agencies and their respective contact information, personal, client and/or family information. We will often hear or read stories of patients from our agencies. It is critical that this information be kept confidential and within the Board of Directors only, unless previous permission has been given that the stories may be shared.

## IX. Notices

All notices to be given and communications in connection with this Business Plan shall be in writing, including but not limited to sending an email to the last known valid email address, and/or sending correspondence, at the following address”

SCARF™  
Jim Tennant  
445 Pazzi Road  
Walnut Creek, CA., 94598  
[jim@sherrifoundation.com](mailto:jim@sherrifoundation.com)  
[jt@astound.net](mailto:jt@astound.net)

Member  
Per information noted below

## X. Governing Law

SCARF and it's Board of Directors agree that: (1) this business plan and roles & responsibilities be governed by a majority vote rule of the board; (2) SCARF will be governed by the laws of the State of California as a non-profit organization; (3) SCARF will be recorded in the Contra Costa County listings as a non-profit Foundation, and the California Franchise Tax Board as a tax exempt organization.

## XI. Committee Members / Volunteers

SCARF may elect to recruit additional headcount as part of committees and sub-committees that would assist Board Members and organize such volunteers to the extend of the particular need. Committee Members would need to be approved by the Board during a monthly meeting. The number of Committee Members will be a decision of the Board.

## XII. Modification of Business Plan

Any modification of the Business Plan or additional obligations assumed by all Board of Directors in connection with this Business Plan shall be binding only if placed in writing and signed by each party or an authorized representative of each party.

## XIII. Agreement Signatures

By signing in the spaces below, you have agreed to have read and understand the Business Plan and will adhere to the written document in accordance with the activity for SCARF. Any recommendation changes and/or modifications will be brought to the attention of the Board of Directors and voted on for agreement.

BY THE PARTIES:

SCARF™

Board Member

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name & Title

\_\_\_\_\_  
Printed Name & Title

\_\_\_\_\_  
Date

Committee Member

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name & Title

\_\_\_\_\_  
Date

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## APPENDIX A Distribution of Proceeds Agreement

A minimum of 80% of proceeds (*as described in Paragraph VI.3*) will be distributed in the following percentages as agreed upon the Board of Directors

<b>National Institutes of Health (NIH) and National Cancer Institute (NCI)</b>	<b>Percentage</b>	<b>First Year Annual Target</b>
U.S. Department of Health & Human Services Steven Rosenberg, M.D., Franz Smith, M.D. 10 Center Drive, Building 10, 3-1730, Bethesda, MD., 20892 (p) 301.496.8971 (f) 301.480.3838 <a href="http://www.nih.gov/">http://www.nih.gov/</a>	50%	\$5,000.00
<b>Diablo Valley Oncology &amp; Hematology Medical Group, Inc</b> Dr. Matthew Sirott, M.D. 110 Tampico Drive, Suite 100 Walnut Creek, CA., 94598 (p) 925.932.4567 (f) 925.937.1545	30%	\$3,000.00
<b>University of California San Francisco, UCSF, Melanoma Center</b> Mohammed Kashani-Sabet, M.D. 1600 Divisadero Street, 2 <sup>nd</sup> Floor San Francisco, CA., 94115 (p) 415.353.9900	10%	\$1,000.00
<b>American Cancer Society (ACS)</b> Contra Costa County Unit Director of Community Services Mirna 1855 Oak Park Blvd Pleasant Hill, CA., 94523 (p) 925.934.7640 (f) 925.934.5372 <a href="http://www.cancer.org">http://www.cancer.org</a>	10%	\$1,000.00

Projected Growth Rate & Targeted Income (*excluding any Corporate Grants, Donations, etc.*)

Timeframe	% Growth	Target Fund Raising \$\$
2007 – 2008	N/A	\$10,000
2008 – 2009	30%	\$13,000
2010 – 2011	50%	\$19,500
2012 - 2013	70%	\$33,150
First 4 Years		\$75,650

## APPENDIX B Budget Expenses & Forecast

SCARF Budget							
Item	Monthly	Phase I			Phase II		
		March	April	May	June	July	Aug
Website	\$10.00	\$10.00	\$10.00	\$10.00	10	10	10
Domain Name		\$10.00					
Commerce Site	\$5.00						
Email set-up	\$5.00						
PayPal Account	\$10.00	\$10.00	\$10.00	\$10.00	10	10	10
Foundation Group		\$250.00					
State Incorporation Services				\$250.00			
Federal IRS 501(c)(3)				\$950.00			
California Franchise Tax Board				\$250.00			
Merchandise							
Logo Set-up	\$346.00						
T-Shirts							
Hats							
Scarfs							
Lotions							
Event							
Silent Auction/Dinner							2,500
Golf Tournament					1,000		
WC Art & Wine Booth							
Monthly Recurring	\$30.00						
Begininning Balance	\$10,000	\$9,594	\$9,314	\$9,294	\$7,824	\$6,804	\$6,784
Subtotal Expenses	\$406	\$280	\$20	\$1,470	\$1,020	\$20	\$2,520
Forecasted Income	\$0	\$0	\$0	\$0	\$1,500		\$4,000
Actual Income	\$0	\$0	\$0	\$0	\$1,500	\$0	\$4,000
Net Balance	\$9,594	\$9,314	\$9,294	\$7,824	\$6,804	\$6,784	\$4,264
Net Proceeds	-\$406	-\$280	-\$20	-\$1,470	\$480	-\$20	\$1,480

\* During Phase I SCARF will have start up cost nearing \$2,000

\*\*By the end of Q307 and Phase II, SCARF will cash flow positive, and YTD positive

By the end of Q407, with a total of 3-events in 2007, SCARF will have raised over \$3,000.00

## APPENDIX C Additional Resources /Contacts

### UCSF Comprehensive Cancer Center

Bridget R. Brennan  
Director, Development Programs  
UCSF Comprehensive Cancer Center  
UCSF Box 0248, San Francisco, CA 94143-0248  
Ph 415-476-5387 / Fax 415-476-1590  
Email [bbrennan@support.ucsf.edu](mailto:bbrennan@support.ucsf.edu)  
<http://cancer.ucsf.edu/howtohelp/>

### Cancer Research Foundation

Mike Ferrara  
Director, Cancer Research Foundation  
PO Box 50226  
Henderson, NV 89016-0226  
Ph 925.360.9281  
Email [mferrara@youcure.org](mailto:mferrara@youcure.org)  
<http://www.cancerresearchfoundation.com/board.html>

### Certified Public Accountants

Maze & Associates  
Timothy Krisch – CPA  
3478 Buskirk Avenue, Suite 215  
Pleasant Hill, CA., 94523  
[timk@mazeassociates.com](mailto:timk@mazeassociates.com)

### Attorney at Law

Acuna & Casas, P.C.  
Frank Acuna  
1460 Maria Lane, Suite 200  
Walnut Creek, CA., 94596