



Hope Scarves is an international non-profit organization based in Louisville Kentucky. The mission is to *Support people facing cancer through scarves, stories and research.* This is done by collecting scarves & stories from cancer survivors and passing them on to others in treatment. Since 2012 over 15,000 Hope Scarves have been shared with people facing over 90 types of cancer in every state and 31 countries. The oldest recipient is 97 and the youngest, 6 months. Hope Scarves has received national accolades for its creative approach and become known as the Sisterhood of the Traveling Scarves. Realizing research is key to truly changing the way people experience cancer, Hope Scarves invests in metastatic breast cancer research - \$500,000, matched one to one by anonymous donors for a total of \$1 million dollars since 2016.

Hope Scarves are shared in three ways – personal request by the patient, gift scarves sent from loved ones to those in treatment and our Partnership Program where patients receive a Hope Scarf at a hospital or cancer support organization. **The Partnership Program brings Hope Scarves directly to patients in places they are already seeking support – doctors offices, cancer centers & support organizations. It takes the burden of finding this unique resource off the patient.**

The Hope Scarves Partnership Program can be customized to fit the interests and needs of each location. We currently have 37 partnership programs in 15 states. Each one unique.

#### **Hope Scarves Partnership Program components:**

- Each Hope Scarf comes wrapped in a happy package. Each package contains a scarf, cancer survivor story, scarf tying instructions, and information about our organization. Programs range in size from 5-600+ scarves.
- When a Hope Scarf is given to a patient they either fill out a short form that is scanned to our office or register the scarf at [www.hopescarves.org](http://www.hopescarves.org)
- This allows Hope Scarves to follow up with the recipient three times during the following year, connecting her to our network of support. This also helps tell the story of the program at each location- age, cancer diagnosis, etc... and support funding efforts. (Personal information is never shared.)
- Materials can be customized with each location's logo & unique instructions.
- Training and promotional material provided to ensure success.

#### **Sponsorship of the program:**

- The Partnership Program is a mission-based revenue stream for Hope Scarves, a 501c3 nonprofit organization.
- There are three types of partnership programs: funded, trade, and scholarship.
  - **Funded Partnerships** (\$30/scarf) are underwritten by hospital foundations, corporations, private individuals, events and more. Hope Scarves offers fundraising and event planning support.
  - **Trade Partnerships** are facilitated by scarves and stories collected by a location in a 1:1 exchange for Hope Scarves. Hope Scarves offers resources to facilitate scarf & story drives.
  - **Scholarship Partnerships** are available for organizations where funding or trade isn't possible. There is a limited amount available in the scholarship fund and is need based.
- Donations are 100% tax deductible.

Contact Hope Scarves Partnership Director, Anna Laura Edwards for more information, [annalaura@hopescarves.org](mailto:annalaura@hopescarves.org)

[hopescarves.org](http://hopescarves.org) [myhopefullife.org](http://myhopefullife.org)

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