



Join the Global Generosity Movement on
December 1st 2020!

Dear Supporters of a **#cure4BCM**,

This newsletter's purpose is to share plans with you about **#GivingTuesday December 1st**, needing & hoping for your participation.

#GivingTuesday has been a very valuable, "making a difference" fundraiser for BCM Families Foundation for the past several years, as well as being a fine way to educate the public about our rare disease BCM.

Let's do this together once again, please.

In advance, thank you for helping us, by your participation, to meet our very real financial needs.

BCM Family Foundation 2020 **#GivingTuesday** Plans

Two NEW Fun Options

1. **#GivingTuesdaySpark:** This is how youth ages 6-21 years old have ownership & participate in celebrating Giving, Generosity and Kindness as part of #GivingTuesday on December 1st. Ask your children or grandchildren about what project they would like to do. If needed, offer minimal assistance to them about their plans for a successful project. Sample ideas for smaller children: rake leaves for elderly neighbours, make a presentation about BCM at school to your classmates, call the local Radio Station and ask to set up a stand to sell lemonade & cookies in their parking lot to raise funds for #cure4BCM, etc.

Important: please label your Spark project with both #GivingTuesday and #cure4BCM, plus share it on our BCMFF Facebook page. For great ideas, resources & contacts, go to www.GivingTuesday.org (where page 1 announces “A Global Giving Movement” & you may choose to join), then going down that page to the black Directory at the bottom, to click the “Giving for Youth” link to get more ideas & to register your project.

2. **The #TIKTOK Challenge:** Check out this #GivingTuesday [webinar with TikTok](#) about how nonprofits can use the platform to build their communities and engage younger audiences ahead of GivingTuesday (*English and Spanish subtitles are available*). Additionally, [here's the thread on TikTok in #GivingTuesday's Facebook Learning Lab](#) where nonprofits are dropping their TikTok handles for a follow train and #GivingTuesday staff is hosting an expanded Q+A session.

How to get started:

Step One: The day you read this newsletter begin sharing your personal BCM experiences on your Facebook page — not just your memorable BCM stories, but also your hopes & dreams about BCM, why you personally want/support the BCM Families Foundation mission #cure4BCM. This is to authentically help your friends and contacts understand #cure4BCM's importance. Our personal experiences with BCM are the most powerful influence we have to gain public knowledge & support for **#cure4BCM**. We definitely need to do more than think “I will post my BCM fundraiser on Dec. 1”.

Our primary message is actually **WHY #cure4BCM** matters so much. If you have difficulty figuring out how to post a fundraiser, check our BCM Families Facebook webpage and/or write a note to info@bcmfamilies.org for help.

Next Step: On December 1st, it is our hope that every supporter of BCM Families Foundation will post a **Giving Tuesday Fundraiser** to support BCM Families Foundation.

Our heartfelt thanks to you for your support,
especially meaningful in such a difficult year.

QUESTIONS TO CONSIDER BEFORE MAKING A DONATION

1. Is this charity's mission one that I support? What priority? Top five?

This is a personal decision that only you can answer. Many supporters of BCM Families Foundation have BCM and/or have sons or grandsons who have BCM. They have a personal stake in wanting a better future for loved ones.

2. Does this charity manage donations well according to impartial oversight measures? Does the charity value & publicly share external oversight (have “public transparency”)?

Yes. BCM Families Foundation, a 501(c)(3) public charity, is available on GuideStar, a website used by many Secretary of State offices in the USA to evaluate applicants seeking to fundraise in their state. GuideStar is also a resource for potential donors to check whether a charity manages its donations ethically and wisely. BCM Families Foundation has earned GuideStar’s Gold Medallion rating.

3. What percentage of donations are spent on the mission versus on staff salaries + expenses?

100% of donations are spent on our mission #cure4BCM. 0% of donations are spent on staff salaries. Volunteers operate BCM Families Foundation. The Board of Directors are all unsalaried volunteers who donate both their time and money to the Foundation.

4. What is this charity's track record of making progress toward achieving its mission?

Superb! Since applying to become a 501(c)(3) public charity, a plan of specific sequenced steps has been in place to follow in order to reach a cure for Blue Cone Monochromacy. A BCM support and education website www.BlueConeMonochromacy.org was developed and is

operated continually by our founder Dr. Renata Sarno. A Board of Directors as well as a Scientific Advisory Board of expert BCM Researchers were recruited, established, and continues. Development of mice having Opsin deletion BCM and mice with C203R BCM were arranged and funded by BCM Families Foundation along with a method for their distribution to researchers. Membership in NORD (National Organization for Rare Disorders, Inc.) was achieved at the Platinum level. A BCM Patient Registry has been designed and established.

5. Are there special challenges this charity faces that deserve any special consideration?

The fact that Blue Cone Monochromacy is so rare, estimated to affect 1 in 100,000 people, has been extremely challenging in multiple ways but especially in raising funds.

6. How has this charity raised funds in previous years?

From large donors —but all of these people have now reached the maximum donation amount for our charity to remain a 501(c)(3).

From people wishing to make a one-time donation.

From Recurring Donors, including a small number of committed Monthly Donors.

From supporters' fundraisers such as "instead of birthday gifts", "instead of Christmas gifts", "in lieu of sending flowers to a loved one's funeral", "instead of 50th Wedding Anniversary gifts", "instead of wedding gifts", as well as supporters' annual Giving Tuesday fundraisers on the Tuesday after Thanksgiving.

From RMD donations (Required Minimum Distributions from previously untaxed retirement savings accounts).

From grants, such as the Waldesian Church's grant that helps support some ongoing expenses of the BCM Patient Registry.

7. How aggressively does this charity seek donations? Does it pressure donors? Does it ask anyone to "give until it hurts"?

No pressure. BCM Families Foundation seeks to explain, rather than pressure, hoping that potential donors will understand and evaluate how they wish to distribute their available donation dollars to the charities and the missions that they value. We hope our mission is among these.

Affordable small donations are definitely valued by our Foundation! —So many of the contacts to our websites are young parents whose baby has just developed nystagmus: definitely for us, it is about more than raising money. But to reach our mission, necessary expenses are reality.

8. What is the best way I can financially support the mission of BCM Families Foundation?

Two ways! Become a Recurring/Monthly Donor, please, giving the

amount you can comfortably afford. To maintain our 501(c)(3) status, the number of donors matters as well as amount of donations raised annually. Currently, BCM Families Foundation has six Monthly Donors. Our goal is to increase this at least to 25 recurrent donors by the end of 2020. Be aware that regular, expectable donations allow our Foundation to better plan our budget & expenditures. Also, a second way is to participate actively in our Giving Tuesday fundraiser on December 1st. Please help multiply our outreach by posting a Giving Tuesday fundraiser for BCM Families Foundation on your personal Facebook page.

We are happy to announce that there is a new method for you to donate to the BCM Families Foundation!

You can now use [PayPal Fundraiser](#) and continue to support our Foundation!

DONATE!



BCM FAMILIES FOUNDATION
www.blueconemonochromacy.org



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info@bcmfamilies.org

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