February 1, 2011

Dear ________________,

The Endometriosis Foundation of America, in its young years, is already at a pivotal place influencing the public and those working in reproductive health about a disease that has not received its due attention for hundreds of years.

Our mission is to fight against the devastating effects of a disease that affects some 176 million women globally, 8.5 million in North America alone. Our goal is to generate awareness, promote early diagnosis, educate the medical community, and advocate for research and legislative changes.

This mysterious disease is frequently under-diagnosed; the treatments are controversial and the suffering endured by women afflicted with this disease can last over 10 years before they see a break-through. In 2010, we made a decision to seed a fund for a repository tissue bank initiative with Lenox Hill Hospital to study the science of the causes and effects of this complicated disease. We expect this research to have a significant impact on those practitioners within the medical community, changing how prognoses are made and what treatments are prescribed.

Our awareness campaigns just last year generated over 320 million media impressions through our public relations efforts to encourage women to get tested early; important media outlets that were supportive of our story included the Today Show, Nightline, Glamour Magazine and the New York Post. We also hosted a landmark scientific symposium in late May 2010 highlighting groundbreaking research on the disease. “Advancing the Art & Science of Endometriosis: Stem Cells to Radical Excision Surgery” was the Foundation’s inaugural medical conference, and the first symposium of its kind specifically dedicated to the disease to be held in the United States. In 2011, another expert consortium of faculty will come to the NY Academy of Sciences in New York City to hear lectures from the world’s leading researchers, scientists and surgeons.

We have ambitious plans for 2011 including a high school/college outreach campaign, more seminars for health practitioners, collaborative initiatives with prestigious universities, and a more stealth and interactive new media campaign to promote early diagnosis.

Our Blossom Ball fundraising dinner will be on March 18, 2011 at the New York Public Library during Endometriosis Awareness Month. Our goal this year is to raise an additional $500,000 through sponsorships so we can specifically fund a high school and college outreach tour designed to engage young women. For the Blossom Ball event, we are offering the following sponsorship package in exchange for a $50,000 tax-deductible donation:

- Significant media impressions through inclusion in our Blossom Ball press materials
- 12 dinner guests at Blossom Ball (seated at premier location)
- Signage on red carpet
- Platinum ad in event program
- Inclusion on Blossom Ball invitation
- Company profile on EFA website and facebook
- Public acknowledgement at event and within other promotional materials
Please call me if you have any questions or comments about the foundation. We also have a full sponsorship deck available for review. I can be reached at 917-913-1300. Thank you in advance for your support.

Deborah Castillero
Executive Director