



Crimson Lion / Lavine Family Foundation Match to Inspire

Cycle for Survival is powered by a passionate community of participants and donors — survivors, caregivers, patients, doctors, nurses, scientists, and more — who are dedicated to finding new and better treatment options for people with rare cancer. Together, we have raised more than a quarter of a billion dollars since 2007 to support research and clinical trials led by Memorial Sloan Kettering (MSK), making a difference for people around the world.

Leadership gifts (donations of \$10,000 or more) are essential in the fight to beat rare cancers. Thanks to **Jeannie and Jonathan Lavine and the Crimson Lion / Lavine Family Foundation**, you can now make an even bigger impact with a leadership gift: The Lavine family has generously pledged to match new and increased leadership gifts to Cycle for Survival in 2021, up to \$500,000 total.



MEMORIAL SLOAN KETTERING | EQUINOX

CRIMSON
LION

LAVINE FAMILY FOUNDATION

How the Match Works

There are three ways your gift can qualify for matching funds from Jeannie and Jonathan Lavine and the Crimson Lion / Lavine Family Foundation.

»» Become a new leadership donor with a gift of \$10,000 or more and your gift will be fully matched.

- For example:

2020 Gift	New Gift	Match Type	Match Amount*	Total 2021 Donation
\$1 - \$9,999	\$10,000	Full	\$10,000	\$20,000

*Matching funds will be applied to 2021 season fundraising totals and posted to 2021 individual or team fundraising pages.

»» Already a leadership donor? Make a larger donation this year and the amount by which you increase your gift in 2021 will be matched.

- For example:

2020 Gift	New Gift	Increase	Match Type	Match Amount*	Total 2021 Donation
\$10,000	\$25,000	\$15,000	Increase	\$15,000	\$40,000
\$25,000	\$100,000	\$75,000	Increase	\$75,000	\$175,000

*Matching funds will be applied to 2021 season fundraising totals and posted to 2021 individual or team fundraising pages.

»» Make a three-year pledge at the leadership level of \$10,000 or more per year (\$30,000 or more total).

- If this is your first gift of \$10,000 or more, your pledge will be matched in full. If you made a leadership gift last season, your pledge will be matched on the amount by which you increase your gift. For example:

2020 Gift	3-Year Pledge Total	Increase	Match Type	Match Amount*	Total Donation
\$1 - \$9,999	\$30,000 (\$10,000 per year)	N/A	Full	\$30,000	\$60,000
\$10,000	\$30,000 (\$10,000 per year)	\$20,000	Increase	\$20,000	\$50,000
\$25,000	\$100,000 (\$33,333 per year)	\$75,000	Increase	\$75,000	\$175,000

*Matching funds will be applied to 2021 season fundraising totals and posted to 2021 individual or team fundraising pages.

In addition, when you make a multiyear pledge at the leadership level, you will be recognized as a member of the Cycle for Survival Leaders Circle — an essential part of Cycle for Survival’s continued success.

Leaders Circle giving sustains promising current investigations and secures future research opportunities for MSK doctors and scientists, fueling progress and making real change possible. Beyond the financial impact, you’ll build connections within the community and have exclusive opportunities to hear directly from MSK thought leaders about the innovations in rare cancer research, technology, and care that you make possible.

Terms and Conditions

- This match will run until \$500,000 is fulfilled.
- Only leadership-level gifts and leadership-level multiyear gifts committed during the match period are eligible as outlined above.
- A signed gift agreement for a multiyear gift must be received to be eligible.
- For multiyear gifts, matching funds will be applied to 2021 season fundraising totals only and posted to 2021 individual or team fundraising pages. Since all pledge payments will be matched in total up front, future payments will not be eligible for matching funds.
- Matching funds cannot be included in team allocations and do not count toward the \$25,000 team allocation threshold.
- Matching funds count toward the minimum for team and individual swag and incentives.

How to Make Your Gift

There are many ways to donate to Cycle for Survival. To make a multiyear pledge, please fill out this [form](#) on our website.

Credit Card

- Please donate online [here](#).

Check

- Please make checks payable to Memorial Sloan Kettering Cancer Center and include the name of the team or participant you are supporting in the memo line.
- Mail your check to the following address:
Cycle for Survival | Memorial Sloan Kettering Cancer Center
P.O. Box 27432
New York, NY 10087-7432

Donor Advised Fund

- If your DAF is with Fidelity Charitable, Schwab Charitable, or BNY Mellon, you can start your donation on the Cycle for Survival website.
- If your DAF is with a different entity, you may process your donation through its usual method — just be sure to designate it to Cycle for Survival and include the name of the participant or team you are supporting.
- **Memorial Sloan Kettering's Tax ID:** 13-1924236

Stock

- Please have your broker transfer shares via DTC to Memorial Sloan Kettering's account at:

Merrill Lynch, Pierce, Fenner & Smith Inc. DTC # 8862

225 Liberty Street, 41st Floor

New York, NY 10281

Attn: Viodenny (Denny) Rosa (212) 236-4686

Account name: Memorial Sloan Kettering Cancer Center

Account #: 2SD-07003

MSK tax ID #: 13-1924236

Wire

- Please deliver the funds via wire transfer to the Memorial Sloan Kettering Cancer Center account at JP Morgan Chase Bank:

JP Morgan Chase

4 New York Plaza, 15th Floor

New York, NY 10004

ABA #: 021000021

Account name: Memorial Sloan Kettering Cancer Center

Account #: 838558161

Attn: Gregory Sharrow