

Paula Vandehey

From: Lindsey Salzsieder <lindsey.salzsieder@cancer.org>
Sent: Friday, January 31, 2014 2:37 PM
To: Paula Vandehey
Subject: Sole Burner Request

Dear Mrs. Vandehey,

My name is Lindsey Salzsieder and I am the American Cancer Society, Community Events Specialist. I represent the Sole Burner 5k Walk/Run that will take place on Saturday, May 10, 2014 at City Park, Appleton. I am writing on behalf of the American Cancer Society and the Sole Burner Planning Committee. As an American Cancer Society staff, it is my responsibility to be the best steward of donor dollars. One of the largest expenses Sole Burner incurred in 2013 was the East Parking Ramp. I had called the Public Works Department a couple weeks ago to inquire about a waiver for the East Parking Ramp and was asked to write a request to your attention.

To recap the previous arrangement, it was to pay \$2.00 per vehicle from 6am – 9am regardless of participation in Sole Burner. In 2013 we paid for 749 vehicles which removed \$1,588 from our fundraising totals not including the additional \$1,500 for the City Park Permit and processing. Therefore, I am requesting the City of Appleton to please waive the fee based upon the following:

- Sole Burner brings around 6,000+ people to the “Premiere Entertainment District”. Many of these participants and their families will likely make purchases of fuel, food and/or retail benefiting the city. In addition, we are in the process of partnering with Appleton Downtown to hold a post event Farmers’ Market to increase community engagement.
- When you partner with the American Cancer Society, you are supporting the largest voluntary health organization in the world with 98% brand recognition.
- The American Cancer Society has provided programs and services locally at no cost to 729 cancer patients in 2013 and will continue to do so in 2014. Programs and services are made possible by funds raised through events such as Sole Burner. These services include transportation (Road to Recovery), counseling (Look Good Feel Better/Patient Navigator) and lodging. Additionally, most lifesaving treatments were somewhat funded by the American Cancer Society.

Demographics of Sole Burner

- Participants come from 16 states
- 5000+ females alone with the most common age of 30-39
- Ages range from toddlers to the oldest participant at the age 84

The American Cancer Society is proud to hold Wisconsin’s largest 5k Walk/Run in the beautiful city of Appleton. We value your continued support of Sole Burner for the past 31 years. Please know any contribution or deduction in expenses makes a difference in saving more lives against cancer. We appreciate your consideration and please feel free to contact me with any questions.

Sincerely,

Lindsey Salzsieder | Community Relations

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