



## Voices Against Brain Cancer *Case Study*

The Lichtenstein Family approached Darren Port of Powered by Professionals during the summer of 2005 to help them start an organization in memory of Gary Lichtenstein. Gary was their beloved son and brother who lost his valiant battle with brain cancer on October 1, 2003, at the age of 24, just seven months after he was diagnosed. With the help of Powered by Professionals, the Lichtenstein Family successfully founded Voices Against Brain Cancer (VABC) whose mission is to find a cure for brain cancer by advancing scientific research, increasing awareness within the medical community and supporting patients, their families and caregivers afflicted with this devastating disease.

Powered by Professionals (PBP), a professional fundraising and event management firm specializing in the non-profit sector, helped the Lichtenstein Family build VABC from the ground up. VABC held its inaugural fundraising gala, *Sounding Off For A Cure*, in 2006. The event raised \$260,000 and had 400 guests in attendance. Now, just six years later, VABC has a dedicated committee, a knowledgeable Board of Directors and a reputable Medical Advisory Board comprised of doctors from all over the country. The organization, with no fulltime staff, is raising awareness and funds (nearly 2 million dollars annually) through events held nationwide by outsourcing operations to PBP. *Sounding Off For A Cure* (held annually in New York City) is still their largest fundraiser. The 2011 event raised nearly \$850,000 and over 1,200 guests attended, including Master of Ceremonies Tony Danza!

VABC is now a nationally-recognized organization that continues to expand its reach through a variety of events including:

- Inaugural *Sounding Off For A Cure* held April 14<sup>th</sup> in Miami, Florida
- Two Run/Walks (organized utilizing a fundraising tool developed by PBP that enables non-profits to empower and engage volunteers nationwide through run/walk events)
  - o *Create Footprints to Cure Brain Cancer Walk* held October 2<sup>nd</sup> in Washington, DC
  - o *Run for Rob* held on October 1<sup>st</sup> on Long Island, organized by Roslyn Bernstein, VABC Board Member, in memory of her husband Dr. Robert Bernstein – drew a crowd of over 300 people and raised about \$100,000!
- *2011 ING New York City Marathon* held on November 6<sup>th</sup>, which VABC was a Charity Partner of - with 10 runners using VABC spots to raise close to \$50,000
- *Join The Voices! Against Brain Cancer Annual Run/Walk* held December 4<sup>th</sup> in Central Park, NYC with 8,000 registered runners/walkers and \$500,000 raised

VABC Co-Founder, Eric Lichtenstein, says that "Powered by Professionals has instilled a winning formula that ultimately made our vision of creating a charity a reality and has allowed us to carry on the legacy of my brother Gary. They have prepared me and my family for all of the ups and downs of running a charitable organization with their clear and concise operating plan."

