

CANCER FOR COLLEGE FACT SHEET

A Need Realized After a Personal Battle

Cancer for College was founded in 1993 by Craig Pollard. After two battles with cancer at 15 and 19, Craig realized that fighting the disease often has a devastating effect on long-term planning and family finances. Life savings and retirement plans can be drained by medications, operations and experimental procedures not covered by insurance. In addition, many young cancer survivors miss so many days of school and sports practice, they no longer qualify for traditional academic or athletic scholarships. As a result, many cancer survivors never get the opportunity to fulfill their dreams by getting a college education.



Knowing hope for the future is a requirement for a successful battle against the disease; Craig created Cancer for College as a senior project while at the business school at the University of Southern California.

Organization History

In 1993, Craig staged his first event that included a golf tournament for a handful of friends and a BBQ in the Pollard's backyard. The event raised \$500 for a single scholarship. In 2006, Craig lost both of his legs after an aggressive bacterial infection attacked his body. Undeterred, Craig decided to turn the experience into a positive and began providing scholarships to amputees as well. Each year, the organizations received hundreds of requests and no one is turned away empty-handed. From help buying books to significant financial support, Cancer for College helps every qualified applicant. In 2008, Cancer for College staged three successful fund raising events and provided \$250,000 in scholarships to deserving applicants.



Fundraising and Events

Cancer for College relies solely on donations and grants from foundations, corporations and private individuals. The lead fundraising event for Cancer for College is an annual golf tournament and auction hosted by actor Will Ferrell. This event gathers participants and scholarship recipients past and present for an enjoyable day of golf and fellowship.

Cancer for College also stages two food and wine fundraising events that revolve around local restaurants and wineries in Seattle and La Quinta, California.

This year, Cancer for College will hold a fundraising event in Seattle, Washington and the 16th Annual Golf Classic hosted by Will Ferrell September 18 at the Rancho Bernardo Inn in San Diego.



Expanding into Product Fundraising with the Will Ferrell Sunscreen Line

In May of 2009, Cancer for College is launching a line of sunscreen products featuring three different humorous images of our extremely gracious and good humored celebrity spokesman Will Ferrell. All proceeds from product sales will go to granting scholarships. The launch of this product will significantly expand the organization's ability to help these worthy students receive the education they dream of as they battle cancer.

The sunscreen line features three options:

- The "Sexy Hot Tan" play up Will's propensity for appearing in public less than clothed.
- The "Forbidden Fruit" line highlights Will's artistic side
- "Sun Stroke" caters to the ever-growing category of golfing bodybuilders

Providing Hope

"Knowing that I would ultimately return to college after my bone marrow transplant gave me the strength to keep fighting. It gave me a reason to live," says Pollard. "Cancer for College was created to provide hope and inspiration to those who have survived cancer. We pride ourselves on never turning down any valid request for help."

Support from Will Ferrell

The wildly popular star of films such as Anchorman: The Legend of Ron Burgundy, Elf, Taladega Nights: The Legend of Ricky Bobby, Step Brothers and the upcoming Land of the Lost (June 2009) has a long affiliation with Cancer for College that goes all the way back to the beginning. Ferrell is a fraternity brother of founder Craig Pollard at USC and as his career has skyrocketed so too has his involvement in foundation activities. Ferrell and his wife Viveca Paulin are generous supporters of the foundation and also serve as hosts to the Cancer for College Golf Classic and Live Auction.

"Some people are charitable with their money. Some are charitable with their time," said Craig Pollard. "Will Ferrell has been extremely generous with both."

Ferrell has routinely referred to Cancer for College as "one of the purest charities he has ever seen."

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