

## **Wild Bill Guarnere Memorial Fund**



501(c)(3) EIN: 46-5223700

PO BOX 156, Broomall, PA 19008

215-389-3094

[info@wildbillmemorial.org](mailto:info@wildbillmemorial.org)

Debi Rafferty, President

Kimberly Miller, Treasurer

Heather Capoferri, Secretary

On March 8th, 2014 we lost an iconic Philadelphia war hero, William “Wild Bill” Guarnere. Wild Bill, a South Philadelphia native, was a member of Easy Company, in the 101st Airborne Division of the United States Army during World War II, where he was wounded in action and lost his leg. Wild Bill’s story became famous after being portrayed by actor Frank John Hughes in the 2001 HBO miniseries Band of Brothers, produced by Steven Spielberg and Tom Hanks. In addition, along with his best friend, Babe Heffron and author Robyn Post came a story of friendship in the book “Brothers in Battle ~ Best of Friends”.

Wild Bill continued serving his Country upon his return home by donating to various charities to help children and individuals in need throughout his life. The Wild Bill Guarnere Memorial Fund began in an effort to raise the funds to complete an eight foot bronze statue of Bill to be placed in Philadelphia; however as stories were shared from strangers, the Fund now intends to ensure the spirit of compassion and generosity inspired by Bill, will live on forever.

Our goal is to partner with other Veteran’s organizations to identify the needs of local veterans and then offer our assistance.

**Our Mission:** The Wild Bill Memorial Fund was created by Wild Bill’s granddaughter, Debi Rafferty along with friends Kimberly Miller and Heather Capoferri. We hope to raise the needed funds to not only complete the Monument of Wild Bill to be unveiled on June 6, 2015, but also to continue the tradition of giving that Bill started and encouraged in his family.

**Vision:** Like Wild Bill, our vision is to become a model of community involvement and leadership to improve the lives of veterans and their families in the Philadelphia area.

### **Organization Profile**

Founded January 2015

Raised over \$30,000 since the beginning of January

List of Partners and Sponsors

- HBO
- Philadelphia Councilman David OH
- Philadelphia Councilman Mark F. Squilla
- Sandy Cresta
- Chad Fisher
- Scott Brown

- Jill Horner
- Second Street Irish Society Pipes and Drums
- Dom Giordano
- Lynne Abraham
- Linda Tosto
- Jim Bennett
- Boots2Boots
- Michael Roberts
- Cole Chiropractic Center
- Lucianne Simonelli
- ParadoxLabs
- Palm Printing
- Patrick Murphy (former Captain, U.S. Army)
- Tim Williams (Colonel, retired U.S. Army)
- Philadelphia Vietnam Veterans Memorial Society
- Special Forces Association, Chapter 64
- NECA, Penn-Del-Jersey Chapter

Business sponsorship is a major source of funding for our events as and those who have joined us have discovered this to be a powerful marketing tool. Building and strengthening your company brand through effective visibility and participation with a non-profit are essentials in today's business strategy. To be effective, sponsorship of any event must serve the interest of four constituent groups:

- It must serve the business interest of the sponsoring company
- It must serve the best interests of the event and its participants
- It must have a positive impact upon the sponsor's direct consumers
- It must benefit those in need of the services provided

Keeping in mind the above points we have laid down our efforts towards achieving the same  
 Marketing and Media Campaign: The thrust of every business is the amount of awareness it has in the market. The below laid plan will provide maximum visibility for your company in the promotion of the event

## **Target Audience:**

Twenty-five million living Americans have served in the US Armed forces. They represent a huge portion of the US population

### **U.S. Veteran Population**

- 23 million veterans
- 20 million spouses
- 45 million siblings
- 55 million children

### **U.S. Military Population**

- 1.4 MM Active Duty
- 1.1 MM Spouses
- 1.3 MM Guard & Reserve

Philadelphia Veteran Population: 2009-2013 74,487.

Pennsylvania Veteran Population 2009-2013 943,417<sup>1</sup>

Whether active, veteran, or retired all share a common comradeship forged under the most challenging circumstances in their lives. Those insights are the most powerful bonds in their belief system and drive a devotion that shapes decisions in their daily lives. This insight is a core principal for the Wild Bill Guarnere Memorial Fund. Depending on the need, military veterans represent a powerful audience.

### **Marketing Objectives**

- Creation of a web site that is eye-catching, dynamically built and developed on a strong CMS platform. As an online hub, non-profit websites have become the center of interaction between the non-profit and its members. Make sure your site is completely branded with the organization's activities, cause and mission, and leads visitors to the proper call to action. Having a website that is up to date with event information, blogs, tweets, and photography will give visitors an immediate positive first impression. Always find ways to encourage your visitors to come back by providing the key information that makes your non-profit unique. Great content management systems should enable

---

<sup>1</sup> <http://quickfacts.census.gov/qfd/states/42/42101.html>

syndication easily and allow you to follow the business rules you put in place to sustain your strategy. Your webmaster should just populate the system, thus keeping your cost of ownership very low. (Completed January 16, 2015)

- Use of social media to share what our organization is doing. In order for non-profits to survive and build membership, they must do positive things in the community, which reinforces the notion that it is an organization worth joining. Potential and current members enjoy reading about the results and impact your non-profit is producing. This is especially true if it affects readers directly. Use social media to focus on creating opportunities for these direct connections to flourish, and as a vehicle to build online testimonials and shares via other users. Find ways to spread the word about our non-profit's work by promoting them on social networking tools like Facebook, Twitter, YouTube, Quora, Google Hotpot, Yelp and other industry websites our users and potential members visit. By sharing our non-profit's work across different platforms, we increase our odds of reaching out to potential new members. (Completed January 16,2015)
- Creation of an emailed newsletter and an email newsletter sign-up that is simple, easy and prominent. Newsletters are key for non-profits to deliver news to members who have opted in for regular updates about the organization. Make sure the sign-up form are simple and easy to you use. The call to action should say "Sign Up" or "Join our Newsletter" instead of the generic "Go" or "Submit" buttons commonly seen. The newsletter area should also tell the user what they are signing up for. For example, a brief description could read "Learn more about our news and events with our monthly online newsletter" or "Keep up to date with our bi-weekly digital newsletter." We have found that asking for just an email address versus a first name, last name and email will generate more opt-ins. Once the user signs up, direct them to a page that confirms their request to receive the newsletter, thank them for subscribing, and give them the option of viewing the current newsletter along with other information about our organization. We should also provide a link so the member can instantly Tweet or share on Facebook about having signed up and can encourage others to do the same. Make sure the font in the text field is large enough to read, so the email is entered correctly. (Projected Completion April 30, 2015)
- Be consistent and timely. If there is one thing that makes a great website, newsletter, user interface or digital outreach program outstanding, it is consistency. Consistency is critical for users to believe in the organization and build trust. If a user signs up for a monthly newsletter, our organization needs to deliver. A social media strategy must be consistent, interactive and ongoing. Most importantly, our news needs to be fresh and not more than two weeks old. Consistency and timely content are critical for making users trust that our non-profit is active and working hard to serve the community. (Began January 18, 2015)
- Simplify the online donation process. The number 1 request from non-profits is a LARGE donation button. Donation buttons are great, but keep in mind many users still

send in checks or want to provide other means of giving a donation. After all, when was the last time your non-profit received a \$100,000 donation via a website? What about a person who cannot give financially, but is willing to volunteer time? Make sure our donation page clearly gives your users those options. With that said, always keep the process simple and with as few steps as possible. A user should be able to donate in less than 3 steps. Once a user donates, give the user the opportunity to access Facebook to talk about the donation or link to Twitter to tweet about how s/he supports a particular non-profit. Similar to an endorsement, this will encourage others to donate online knowing that the recommendation to do so came from a familiar and trusted source. (Completed January 18, 2015)

- Research and maintain our prospect and customer databases. Do not let these resources be wasted. Use them for special mailings, follow-up telephone calls, event invitations, alliance development, research profiling, and market segmentation.
- Show and advertise the results and objectives that our organization achieves. This is an effective means to showcase those that are receiving benefits, inventions, activities, and projects.
- Continually search for alliances with other organizations, commerce, government, advertising media, and business. This step alone often brings the most benefit to nonprofit organizations.

### **Other Benefits**

- Networking and getting to know interact with representatives from various verticals
- It's a place where business contacts are made and where business gets done.
- It offers sponsorship packages that create a year-round advantage, offering value far beyond the actual event itself
- Extremely targeted marketing campaign
- Positive exposure in the press through carefully planned press releases

### **Criteria for Success**

The Wild Bill Guarnere Memorial Fund will measure successes through:

- Return Donors (none to this date)
- Organization of New Database
- Increase in unique users/ visitors to Website
- Continuous influx of volunteers

**BECOME A CORPORATE SPONSOR**

There are different ways to partner with the Wild Bill Guarnere Fund. As a corporate partner, we welcome the opportunity to work with you and your team to raise awareness and provide cross promotional marketing opportunities. Joining us and sharing our vision allows you to give back to our Nation's finest, their families and various children's causes.

We rely on the commitment and financial support of corporate sponsors to guarantee our success and enable us to help as many as possible. It is our hope that you consider becoming a partner with us and together we can take the journey to success together.

Here are some of the ways you can become a corporate sponsor

- Sponsorship or Co-sponsorship of one of our fund raising events (i.e. Social Outings and Benefits)
- In-kind support of a program or project
- Sponsorship of a specific project (i.e. helping a military family in need)
- Co-Sponsorship of a scholarship for a high school senior

#### **Tiers of Sponsorship**

Bronze \$2500

Silver \$5000

Gold \$10,000

Platinum \$20,000

Platinum Plus \$25,000

**Bronze-** Press release announcing partnership, a link on our partner page, and your logo will be in all promotional items for the foundation for the given year

**Silver:** Same as above plus- invitation to all events for given year, mentions in all event related social media

**Gold:** Same as above plus mentioned in all press releases for that year as a gold sponsor

**Platinum:** Same as above plus link on our home page and your company banner will be displayed at all events for the year.

**Platinum Plus:** Same as above plus your promotional materials will be included at all events for the year

Please contact Debi Rafferty to discuss corporate sponsorship in greater detail

## **Wild Bill Memorial Golf Outing**

April 17, 2015

Paxon Hollow Country Club

850 Paxon Hollow Rd, Broomall, PA 19008

1:00 PM followed by dinner at 6:00 PM

### **Event Sponsor (\$5,000) or Co-Sponsor (\$2,500)**

- Eight player registrations for the Event Sponsor and four player registrations for the Co-Sponsor the day of the tournament (dinner and tee prizes)
- Name recognition on all publications and in all media and print notices of the Wild Bill Guarnere Memorial Fund related to the golf tournament
- Permanent link on the “Wall of Honor” on the Wild Bill Guarnere Memorial Web page.
- Corporate banner to be displayed at event
- Your marketing materials will be included with tee prizes

### **Associate Sponsor \$(1,000)**

- Two player registrations the day of the tournament (includes lunch, awards dinner and tee prizes)
- Name recognition on all publications and in all media and print notices of related to the golf tournament.
- Permanent link on the “Wall of Honor” on the Wild Bill Guarnere Memorial Web page.
- Your marketing materials will be included with tee prizes

### **Hole Sponsor \$100.00**

- Your name and/or logo appears as sponsor on one hole
- Name recognition on all publications and in all media and print notices on related to the golf tournament
- Link on the “Wall of Honor” on the Wild Bill Guarnere Memorial Web page.

### **Awards / Gifts / Prize Donors**

Name recognition on all publications related to the Golf event

## Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

Print or type  
See Specific Instructions on page 2.

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
Wild Bill Guarnere Memorial Fund

**2** Business name/disregarded entity name, if different from above

**3** Check appropriate box for federal tax classification; check only **one** of the following seven boxes:  
 Individual/sole proprietor or single-member LLC  
 C Corporation  
 S Corporation  
 Partnership  
 Trust/estate  
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ \_\_\_\_\_  
**Note.** For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.  
 Other (see instructions) ▶ \_\_\_\_\_

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  
 Exempt payee code (if any) \_\_\_\_\_  
 Exemption from FATCA reporting code (if any) \_\_\_\_\_  
*(Applies to accounts maintained outside the U.S.)*

**5** Address (number, street, and apt. or suite no.)  
2892 Eastburn Road

**6** City, state, and ZIP code  
Broomall PA 19008

**7** List account number(s) here (optional)

Requester's name and address (optional)

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>				
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; border: 1px solid black;"> </td> </tr> </table>				
or				
<b>Employer identification number</b>				
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; border: 1px solid black;">46</td> <td style="width: 25%; border: 1px solid black;">-52</td> <td style="width: 25%; border: 1px solid black;">23</td> <td style="width: 25%; border: 1px solid black;">700</td> </tr> </table>	46	-52	23	700
46	-52	23	700	

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

<b>Sign Here</b>	Signature of U.S. person ▶ <i>Deborah A Rafferty</i>	Date ▶ 1/29/2015
------------------	--	------------------

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

#### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.*

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 24 2014

WILD BILL GUARNERE MEMORIAL FUND  
2892 EASTBURN ROAD  
BROOMALL, PA 19008-0000

Employer Identification Number:  
46-5223700  
DLN:  
26053753001424  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
November 7, 2014  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 5436

WILD BILL GUARNERE MEMORIAL FUND

Sincerely,

*Tamera Ripperda*

Director, Exempt Organizations

