**3. CMS Access:**

* Login: [rachel@globalphilanthropy.com](mailto:rachel@globalphilanthropy.com)
* PW: TALF99

**4. Static Text or Harcoded Information for Screens:**

* **Mission (Short):** The Avril Lavigne Foundation R.O.C.K.S. **R**espect, **O**pportunity, **C**hoices, **K**nowledge, and **S**trength in support of children and youth living with serious illnesses or disabilities.
* **Mission (Long):** 
  + It is our mission to:
    - **R**espect the needs of all children and youth, no matter their circumstances, and encourage others to do the same;
    - Create the **O**pportunity for children and youth with serious illnesses or disabilities to follow their dreams;
    - Offer **C**hoices so children and youth see they have many options in life and not just a single path defined by their circumstances;
    - Provide **K**nowledge about what is possible to children, youth and their families through new program ideas that The Avril Lavigne Foundation will support and help expand;
    - Give kids and their families the **S**trength to face their daily challenges.
  + Award-winning singer/songwriter and philanthropist Avril Lavigne created The Avril Lavigne Foundation in early 2010.
  + The Avril Lavigne Foundation partners with leading charitable organizations to design and deliver programs, raise awareness and mobilize support for children and youth living with a serious illness or a disability.

**5. URLS to Reference:**

* [www.theavrillavignefoundation.org](http://www.theavrillavignefoundation.org)
* [www.avrillavigne.com](http://www.avrillavigne.com)
* <http://invested.in/avril-lavigne>

**6. Twitter Pages**

* [www.twitter.com/avrilfoundation](http://www.twitter.com/avrilfoundation)
* [www.twitter.com/avrillavigne](http://www.twitter.com/avrillavigne)

**7. Facebook Pages**

* [www.facebook.com/avrillavigne](http://www.facebook.com/avrillavigne)
* [www.facebook.com/theavrillavignefoundation](http://www.facebook.com/theavrillavignefoundation)

**8. YouTube Page**

* <http://www.youtube.com/user/TheAvrilLavigneFDN>

**9. RSS Feeds for Blogs**

* TALF News - <http://theavrillavignefoundation.org/api/rss/news>
* Avril’s Blog – No RSS, but should be included in the app: <http://theavrillavignefoundation.org/users/WUhW2ZGM/blogs/>
* AvrilLavigne.com - <http://www.avrillavigne.com/us/news/feed>

**10. Coordinates/Address for Points of Interest (mapping)**

* N/A, but somewhere Foundation Address should be listed:
* The Avril Lavigne Foundation  
  c/o Global Philanthropy Group  
  PO Box 252176  
  Los Angeles, CA 90025

**11. URL to Mobile Donation Page (below is best we have – would love developers to build a better one)**

* <http://theavrillavignefoundation.org/support>

**12. Technical Contact Info**

* Rachel Katz, Global Philanthropy Group
* [rachel@globalphilanthropy.com](mailto:rachel@globalphilanthropy.com)
* 512.694.3804 mobile
* 310.573.8978 office

**13. Business Contact Info**

* Rachel Katz, Global Philanthropy Group
* [rachel@globalphilanthropy.com](mailto:rachel@globalphilanthropy.com)
* 512.694.3804 mobile
* 310.573.8978 office