

Prostate Cancer Canada

10EQS ('10 X') has provided world-class expertise on-demand to create a groundbreaking fundraising strategy for Prostate Cancer Canada (PCC). 10EQS assembled a team of 19 world class experts and consultants to support PCC in discovering top charities and their most innovative fundraising ideas.

Prostate Cancer Canada (PCC) is a foundation dedicated to the elimination of prostate cancer through research, education, and support. PCC needed to find creative and innovative fundraising ideas to expand their impact. They turned to 10EQS for answers.

The 10EQS team developed innovative fundraising ideas by identifying successful charities and new trends. This included the development of four major steps:

- 1) Identified potential "top 5" charities in each sector;
- 2) Filtered long lists through a criteria that 10EQS had developed with the client;
- 3) Profiled top candidates with a focus on their fundraising approaches; and
- 4) Conducted expert interviews and industry research to capture additional ideas.

10EQS fully delivered this in just 4 weeks of volunteer effort.

Rocco Rossi, CEO of PCC has already integrated these fundraising ideas into PCC's long-term strategy: "Prostate Cancer Canada is excited to take 5 or 6 of the hidden gems that were brought to the forefront from 10EQS's research that we want to explore in greater detail and start to merge these ideas into PCC's larger strategic planning process."

PCC took advantage of the diverse experiences brought together in the 10EQS network. Marielena Gutierrez has worked directly with non-profit C-level leaders on branding, marketing, and expansion strategies. Michael Levin developed the business and marketing strategy at a growing entrepreneurial company and Vikash Sinha performed credit risk assessment on private equity investments for a PPP (Private Public Partnership) organized and sponsored by the Finance Ministry of the Government of India. These experiences gave 10EQS team members the analytical tools



and intellectual determination to ask well-defined questions and find high-quality answers in response to business challenges.

Leading fundraising experts worked within the 10EQS network to assist PCC. Their experiences range from running one of America's leading fundraising consulting firms to developing the messaging for a major global charity.

Marielena Gutierrez, who conducted comprehensive interviews with these fundraising experts, believes they added a tremendous amount of value to the 10EQS network: "Many of the ideas articulated were not new - direct mail, internet campaigns, and celebrity endorsements are all pretty standard these days. Yet, with the added ingenuity and deep industry experience of the experts consulted, we were able to turn ordinary ideas into great ones. The experts provided the inspiration, practicality, and know-how that make the difference between success and failure."

The money raised from these fundraising ideas will help PCC improve the lives of those who have suffered from prostate cancer, and fund the research to one day find the cure.

"The diversity, experience and collaboration of the 10EQS team were evident throughout the entire process," said Rocco Rossi "They were able to identify some unique organizations, reach out to leaders from their own networks at some of the top charities being explored, tackling the project with a very international perspective. Others talk about using technology to deliver collaboration and global reach--10EQS delivers. The respect and ability to seamlessly interact with our team was hugely appreciated."