

What is CODE 3 FOR A CURE?



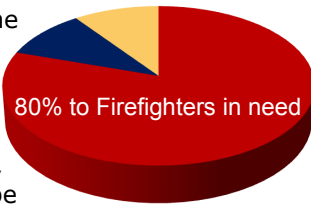
such by the United States Internal Revenue Service (IRS) on September 11, 2008.

Our Purpose

1. Provide financial assistance to active and retired firefighters diagnosed with cancer who are facing a financial hardship.
2. Support active and retired firefighters diagnosed with cancer by giving encouragement and sharing our experiences. One way we do this is through the Annual Mission of Honor and Hope, a journey taken on a fire engine once a year by a crew of cancer surviving firefighters.
3. Provide financial support to nonprofit organizations which conduct cancer research and/or which assist firefighters diagnosed with cancer.

Our Goal

It is our goal to become fully operational as soon as possible, with all components of our purpose being implemented. At that time, 80% of our funds will be



allocated to providing financial assistance to firefighters who are battling cancer and facing a financial hardship, 10% to cancer research and nonprofit organizations who help firefighters, and 10% to administrative costs. In order to achieve these percentages, we have set a minimum income target goal of \$625,000 in 2012. That would equate to \$500,000 going directly into the pockets of firefighters battling cancer who are in need of financial assistance.

Management of CODE 3

The Code 3 for a Cure Foundation is led by a Board of Directors, consisting of two officers and five directors, who meet quarterly (and more frequently as necessary) to set the direction for the organization. In addition to establishing general policies, the Board will carefully review applications for financial assistance received from firefighters and make decisions as to specific cases once the organization becomes fully operational. The Board will also allocate a small percentage of funds to select nonprofit organizations involved in cancer research and/or firefighter cancer patient assistance programs.

Firefighters & Cancer

Numerous studies have shown that the risk of cancer is higher among firefighters than the general population due to the chemicals they are exposed to on the job. Yet, in spite of the findings, as well as presumptive laws that have been passed in certain states, it is still an uphill battle for many firefighters to try to prove their cancer is job related so they can get the financial assistance and medical care they need. One such individual was 16-year Firefighter Dave Potter of Puyallup, Washington, who contracted T-cell lymphocytic leukemia in 2005 as a result of dangerous toxins he had been exposed to on the job. Even though Washington had enacted presumptive laws, Potter died before he received the treatment he needed.

Sadly, Potter's case is not an isolated one. (More detailed information and statistics can be found on our website, www.code3foracure.org, on the Firefighter Cancer Statistics page.)

The fact that cancer affects millions of people, and the fact that there is a proven correlation between firefighting and cancer, confirm the need to help alleviate the suffering of firefighters who are stricken with cancer. There are no known organizations that provide financial relief specifically for active or retired firefighters diagnosed with cancer, and there is no adequate system in place to ensure they receive the critical health care and support they need.

Levels of Sponsorship for 2012 Mission of Hope & Honor



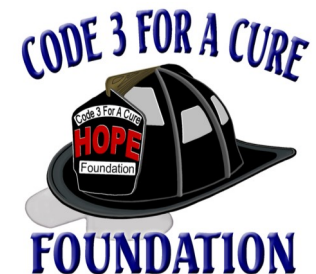
- \$75,000 or more
- Prime logo placement
- First mention at speeches/events
- Prime placement, Code 3 for a Cure & Fireman Rob websites
- Logo placement, 2012 Mission of Hope & Honor
- Monthly mention on Code 3 for a Cure's & Fireman Rob's blogs, Twitter & Facebook



- \$30,000—\$74,999
- Second prime logo placement
- Second mention at speeches/events
- Second prime placement, Code 3 for a Cure & Fireman Rob websites
- Secondary logo placement, 2012 Mission of Hope & Honor
- Quarterly mention on Code 3 for a Cure's and Fireman Rob's blogs, Twitter & Facebook



- \$5,000—\$29,999
- No prime logo placement
- Logo placement on Code 3 for a Cure and Fireman Rob websites
- Mention on Code 3 for a Cure's and Fireman Rob's blogs, Twitter & Facebook



How it Began

Like many worthy causes, Code 3 for a Cure was formed out of one person's struggles. President and Founder Lorenzo Abundiz, a 27-year Firefighter (Santa Ana, California), was first diagnosed with cancer in 1998, forced into early disability retirement in 2001, and since then has been diagnosed with two other cancers.



In March 2006, as Lorenzo lay in a hospital bed recovering from surgery, he was inspired to do something to help other firefighters facing similar struggles. Out of that moment grew Code 3 for a Cure. Says Lorenzo, "If we can extinguish fires, we can extinguish cancer."

Firefighters, United

In 2010, Code 3 President Lorenzo Abundiz addressed the Madison, Wisconsin firefighters. One of them was Robert Verhelst. Back on 9/11/01, when America suffered the worst terrorist attack in its history, Robert felt compelled to respond. He traveled to Ground Zero and worked Search, Rescue and Recovery. Since that time he has felt driven to compete in triathlons.



On September 11, 2011, Robert completed the Ironman Wisconsin triathlon, finishing the marathon portion in firefighter turnout gear, including air tank and helmet. He did this to honor and remember those who lost their lives on 9/11. He also did it to encourage donations to Code 3 for a Cure.

In 2012, Robert will achieve the unthinkable: break the Guinness World Record by completing 27 Ironman triathlons, again in firefighter turnout gear during the marathon portion. In doing so, he will be representing Code 3 for a Cure, and we are proud to say that Robert is now a member of our Board of Directors. Says Robert, "Your strength is in your passion."

Support for CODE 3

"Code 3 for a Cure is a beautiful cause and I support it wholeheartedly. These brave and dedicated people deserve the encouragement and applause of the nation."

- **Richard Thomas** -

"I am honored to be able to give encouragement in support of the brave men and women behind this remarkable project, Code 3 for a Cure. Not only do these courageous firefighters devote their entire lives to helping save others and to keep us all safe, but they give so generously of their time and energy to so many other great causes, in order to make the world a better place. God bless all of you on this journey to help find a cure for cancer."

With Love, **Celine Dion**

"STYX is proud to lend our name to support Code 3 for a Cure. On any given day, when emergencies arise, your community's firefighters are likely to be the first on the scene ready to risk their lives for your benefit in your hour of need. We salute these brave souls and all of you who join us in supporting this tremendous cause."

- **Tommy Shaw, STYX** -

"I was deeply honored when asked for my support for Code 3 for a Cure for cancer. It is with my total commitment that I give my gratitude to the men who have saved so many lives. To add the fight against cancer to all of your other invaluable services to help others in need is truly an extraordinary gift. Thanks and God bless you all."

- **Louis Gossett, Jr.** -

Read more celebrity comments on our website



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Be a hero. Help one.

