



# fundlove

Donor and Investor Prospectus



*The information presented in this document is confidential and proprietary to Fund Love and its member organizations, and is provided in good faith, for informational purposes only. Nothing contained herein shall constitute an offer or invitation to participate in any investment or purchase/sale securities. Assumptions or projections set forth herein may or may not prove to be correct and all information, provided herein, is subject to change without notice.*

# Opportunity Overview



Fund Love, Inc. (FL), a New York based 501c3 health services company, is pleased to invite you to join with us, **helping people live longer, healthier lives.**



Building on the success of our inaugural campaign, *I Am More Than Cancer*, launched in 2017, FL has developed and co-developed a range of programs and services aimed at **addressing health inequities and building healthier communities nationwide.**



To enable FL's expansion plans and fully fund our 2021 priorities, as described in this Prospectus, we are appealing to organizations and individuals like you to **join us in our effort.**



Lending support to FL offers **a unique opportunity** to enable our mission, or to specifically support one or more of our urgent Priorities, including our capacity building programs, innovative community collaboratives, and/or our Family Caregiver Program.



Following your review of this Prospectus, **we would be delighted to provide further information** on fundraising Priorities that may be of particular interest to you and your organization.

# Who We Are



**Fund Love** was founded in 2015 by Diane Owens Zaccagnino. Diane passed away that same year after a nearly 6-year battle with brain cancer. Over the course of her life, Diane had taken a consistent interest in helping those in need, particularly young children and those afflicted with illness.

Before she died, Diane developed the blueprint for Fund Love, with **a mission to spread love and help people live longer, healthier lives**, including patients and families throughout the cancer community. She charged her husband, Michael, with the task of making the mission a reality. Diane was a businesswoman, 'dream-catcher', artist, community volunteer, cancer warrior, and most of all, a sister to anyone in need.

# Why Health

In the midst of COVID-19, the well-being of communities across the country is in severe jeopardy. Without targeted and coordinated investments in **public health, prevention and wellness**, and in programs that address **health and social inequities**, we will experience significant declines in quality of life and in life expectancy.



Black, Hispanic, American Indian, Alaskan Native, Native Hawaiians, and Other Pacific Islanders are **more likely** than their White counterparts to be **uninsured and delay care due to cost**.



60% of Americans have a **chronic disease**. 40% have two or more. Chronic diseases, like diabetes, heart disease, and cancer require extensive **care co-ordination**.



Among peer OECD countries, the US has the **highest rates of preventable hospitalizations and avoidable deaths**.



Black Americans are dying from **COVID-19** at three times the rate of white Americans – a result of **access and social inequities in the US**.

Sources: [CDC](#); [KFF](#); [APM Research Lab](#)

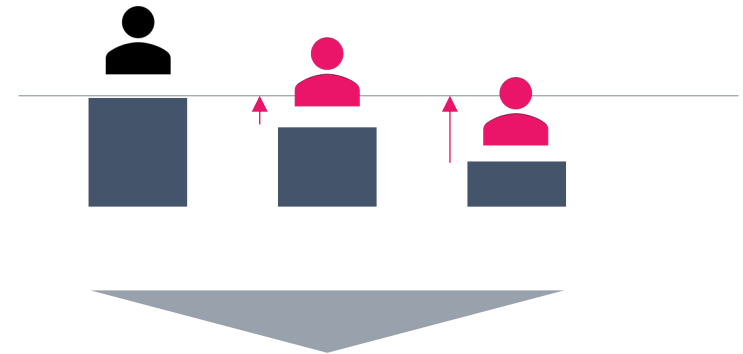
# Why Health

Fund Love supports individual and community health by addressing all determinants of health, with particular emphasis on high impact social factors.

We prioritize **vulnerable populations**.



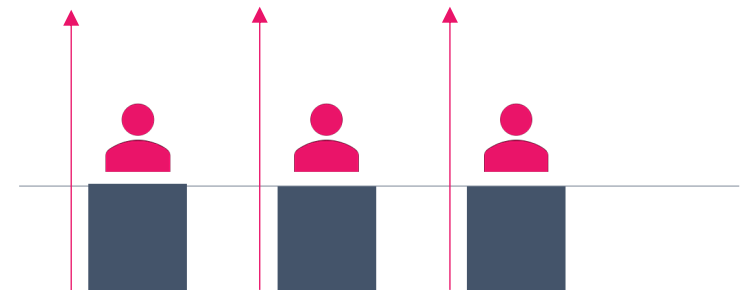
Longer, healthier lives



To **uplift communities**.

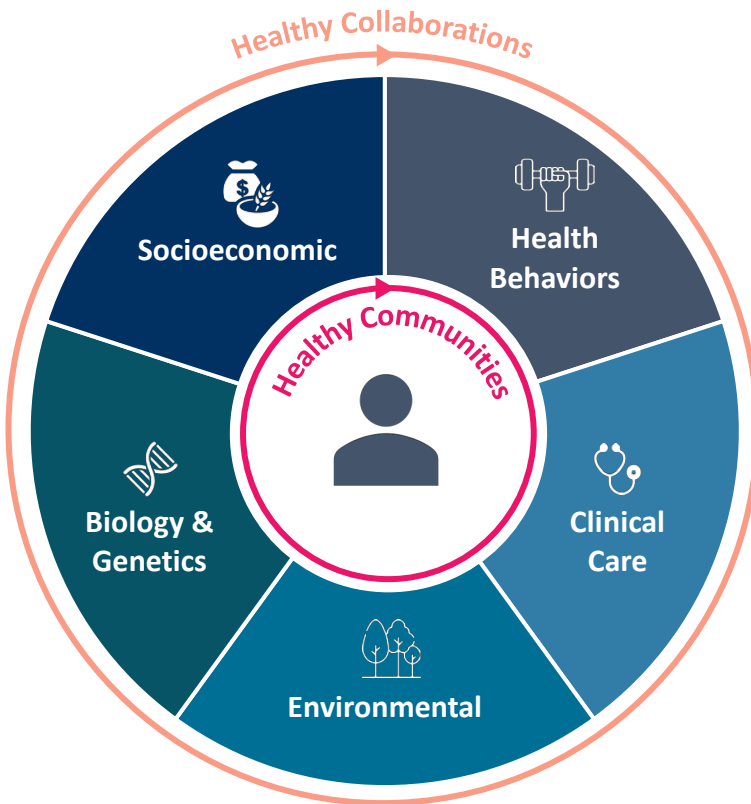


Longer, healthier lives



# Why Fund Love

**Health** equity and favorable health outcomes depend on our ability to provide a full continuum of health services, with emphasis on non-clinical programs.



Through our work, we are actively **expanding the definition of health services** to include services that support almost every aspect of life.

- **Socioeconomic**  
Housing support, food assistance, career and education, health financing, economic democracy
- **Health Behaviors**  
Smoking cessation, substance abuse treatment, nutrition classes, exercise space and classes, sexual health clinics
- **Clinical Care**  
Access to preventive, mental health, and specialty care, care coordination
- **Environmental**  
Availability of parks, pedestrian/bike infrastructure, water and air quality
- **Biology & Genetics**  
Access to leading personalized medicine and novel treatments



# What We Do

We help people live longer, healthier lives.

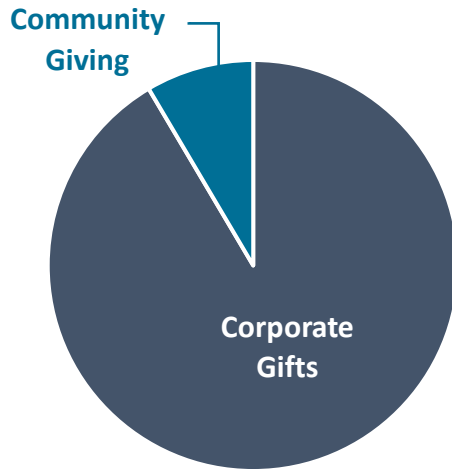
We help **coordinate health services** across many organizations, including health providers, schools, churches, and other community-based organizations, improving the care experience and health outcomes for those living and working in the community.

We **provide high-quality health services** to address unmet needs and ensure that people have all of the support that they need, whether they are dealing with food or housing security, or selecting a physician or a hospital to help them get and stay well.

We provide or **arrange financing** to support our programs and partners, and most importantly to support our health and human capital programs, both of which are designed to make it possible for vulnerable populations to live longer, healthier lives.



# How We're Funded

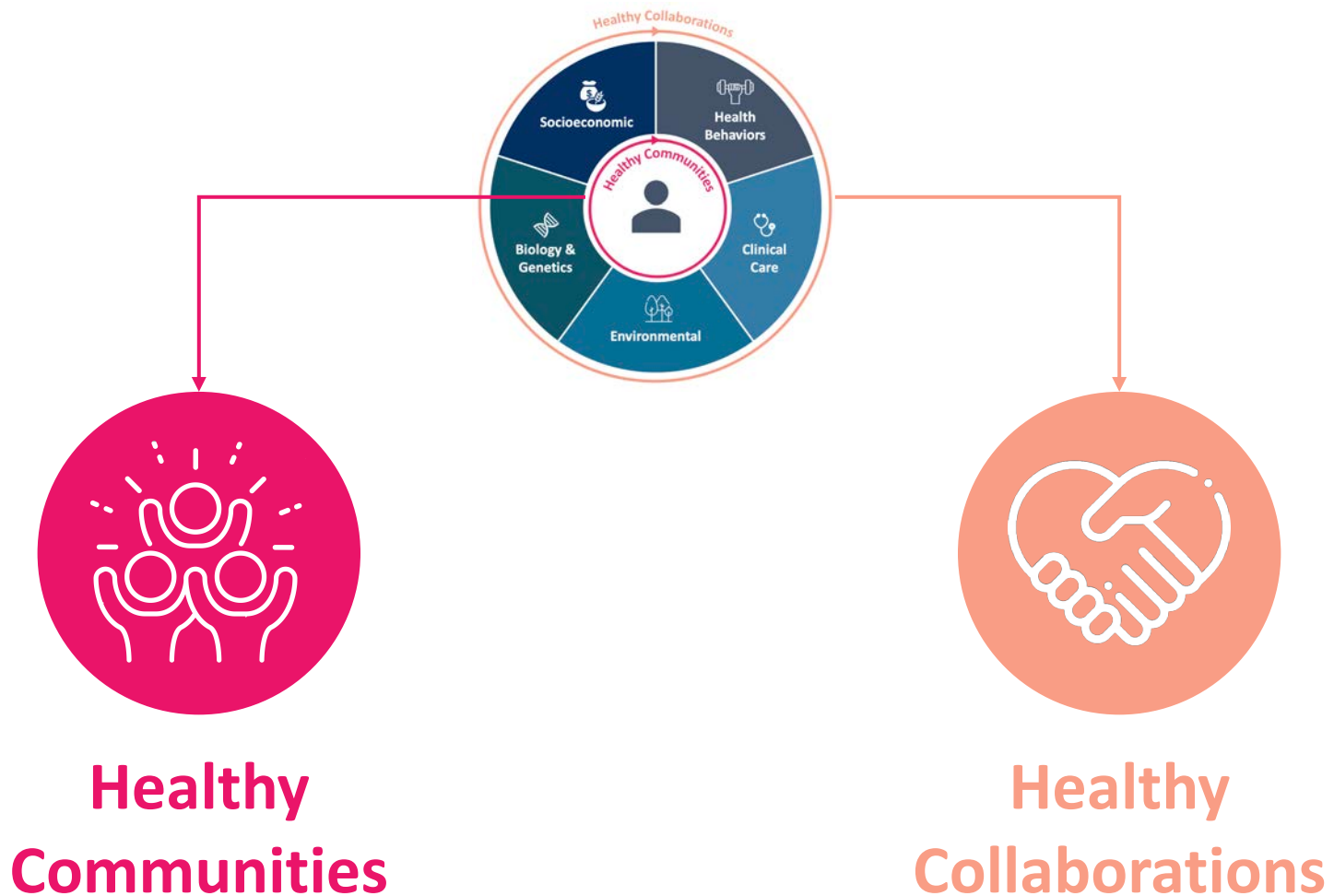


We are currently funded primarily by our affiliate, Lucania Partners and through generous friends and family donations, totaling \$235,000 in 2019.

To enable Fund Love's growth, we must diversify funding. This year, we seek to raise \$2.5M in the form of grassroots contributions, major gifts, and grants.



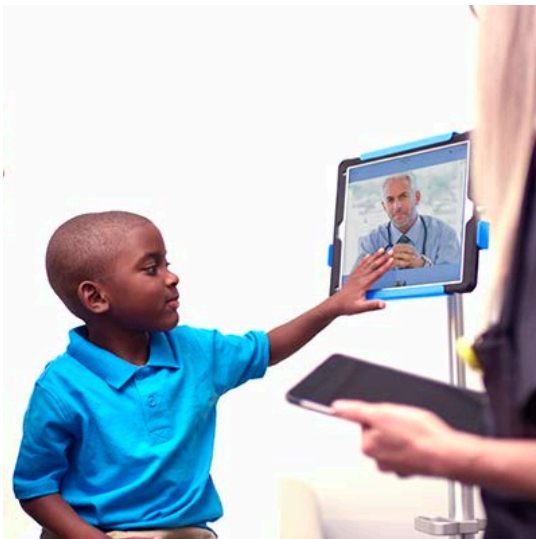
# 2020 Fundraising Priorities



# Fundraising Priority: Healthy Communities

## Family Caregiver Program ~ \$75K

The *Family Caregiver Program* helps family caregivers learn how to successfully navigate the health system, and effectively manage the health of their loved ones. This program takes on special significance during times of crisis, and its first program on COVID-19 helps ensure that those in the community are equipped with the knowledge they need to work through the resulting health, social, and economic issues.



## Brooklyn Health & Wellness Center ~ \$1M

The Brooklyn Health & Wellness Center is designed to improve the care experience and community health outcomes. The Center will provide a full range of programs, connecting the best health workers, doctors, and providers with those living and working in the community, utilizing telehealth technology whenever possible. Our services will emphasize needs-based, culturally-relevant, patient- and family-centered services, tailored to meet the needs of vulnerable and underserved populations. The Center will be a prototype for building healthy communities nationwide.

# Fundraising Priority: Healthy Communities



## **I AM MORE THAN CANCER ~ \$350K**

The *I AM MORE THAN CANCER Campaign* was envisioned by Diane Owens Zaccagnino, with the aim of “relegating” all cancers to chronic diseases, by supporting ground-breaking translational research and personalized medicine. The *Campaign*, through FL’s partnership with Columbia University, serves as the lead sponsor of the Irving Comprehensive Cancer Center’s Velocity ride to end cancer. The Campaign also provides “seed capital” to the Damon Runyon Cancer Research Foundation, to help develop new cancer therapies, and also funds advisory services for organizations interested in improving the patient experience.

# Fundraising Priority: Health Collaborations



## Brooklyn Communities Collaborative ~ \$500K

Fund Love is working with the *Brooklyn Communities Collaborative (BCC)* to secure its leadership position in the community in the aftermath of devastating State funding cuts and the COVID-19 crisis. BCC has engaged Fund Love to assist with a range of critical activities, including: (1) fund raising; (2) coordination of services for the community; (3) organization development and performance; and (4) financial management. Over the next 12 months, Fund Love will endeavor to raise \$3M to support these activities.

## Community Services Consulting ~\$250K

Fund Love provides community-based organizations (CBOs), including health centers, social services organizations, and religious institutions, with a full range of *community services consulting* capabilities, designed to help CBOs thrive and develop strong partnerships and collaborations for the purpose of improving the health and well-being of the populations that they service. Specific needs include strategic plans, risk assessments, disaster recovery plans, staff and leadership development, and implementation support aimed at fully realizing desired results.





# Fundraising Priority: Health Collaborations



## **Community Services Organization Development ~ \$175K**

As part of its mission Fund Love's *Community Services Organization* (CSO) supports a range of community-based organizations and collaboratives, helping them plan, integrate, and deliver essential services to meet community need. Current communities of focus include Brooklyn, NY and Newark, NJ. As part of this work the CSO also provides important educational materials both to CBOs and directly to the community in an effort to help individuals navigate the current public health crisis, including to address critical social and economic issues.

## **Determinants of Health Research ~ \$150K**

Fund Love is actively working to better understand the factors that impact health for communities across the country through primary and secondary *Determinants of Health Research*. By doing so, this will allow Fund Love to assist organizations in determining the most impactful and effective programs for implementation, helping evaluate performance and prioritizing investment funds for development.



# Support Our Fundraising Priorities

Family Caregiver Program	\$75,000
I AM MORE THAN CANCER	\$350,000
Brooklyn Health & Wellness Center	\$1,000,000
Brooklyn Community Collaborative	\$500,000
Community Services Consulting	\$250,000
Community Services Organization Development	\$175,000
Determinants of Health Research	\$150,000
<b>Total 2020 Fundraising Goal</b>	<b>\$2,500,000</b>

# Leadership



**Michael J. Zaccagnino** is the Lead Board Director of Fund Love. As a leader with more than 25 years of experience, Mike serves as a trusted advisor to executives and board members interested in transforming healthcare. At various points in his career, Mike has worked to raise capital to support hospital and clinical program development, cancer research, and patient-centered care initiatives. Mike is a passionate philanthropist, donating more than \$1M in charitable gifts and pro-bono services, over the course of his career, including for children's health and capacity building for organizations seeking to address health, economic, and social injustices.



**Robert A. Rosen** serves as a Board Director of Fund Love. Rob has more than 25 years of experience advising complex multinational companies and emerging healthcare organizations, with emphasis on helping leaders realize their desired strategic and operating results. Over the course of his career, Rob has donated over \$1M in charitable gifts and pro-bono services, including raising funds for organizations serving the homeless in Washington DC, providing free health services in Peru, and caring for HIV/AIDS patients in Southeast Asia. He has also volunteered his services, representing refugees seeking asylum and advocating in Congress for the rights of older Americans.



# Leadership



**Lindsey Greene-Upshaw** serves the Administrative Director of Fund Love. She is an experienced strategist and facilitator, with expertise in developing organizational and leadership capability, as well as building productive collaborations and partnerships within and between organizations in academic, corporate, and non-profit settings across the country. Lindsey has expertise in population health, clinical program development, marketing, communications, organizational effectiveness, and analytics, working in complex cultural and political settings.



**Melissa Ying** serves as a Senior Associate with Fund Love. Melissa has experience working in a variety of healthcare settings and organizations. She has expertise in research and analytics, as well as in strategy development and change management. Melissa is a passionate advocate for effective population health management and has worked on several strategic projects impacting underserved or at-risk populations. Earlier in her career, Melissa consulted with a \$10M health technology start-up incubator and the Town of Greenwich Commission on Aging.



***“Let’s get on with it,  
we have important things to do.”***

**- Diane Owens Zaccagnino**



**For more information, please do not hesitate to contact us:**

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