

# *Now & Forever*

## Jay Fund Foundation Endowment Campaign



In the life of every organization there comes a time when it must respond with purpose to fulfill its destiny and secure the future of the organization. This is such a time for the Tom Coughlin Jay Fund Foundation.

When Tom and Judy Coughlin moved to Jacksonville with the Jaguars in 1994, they could only imagine the growth the area would experience from the dedicated efforts of numerous community leaders. Since then, Jacksonville has gained greater visibility and national recognition, a Super Bowl, two Fortune 500 companies and new corporate headquarters, increased employment and relocations, and a surge in downtown development. The area's population has grown by nearly 10 percent to 1.2 million residents and almost 500,000 households.

Tom and Judy Coughlin's best gift to Jacksonville is the Jay Fund which assists families struggling to cope when their child suffers from childhood cancer. By providing emotional and financial support, the Jay Fund enables families to concentrate their energies on the child, on combating the disease with dignity and on keeping the family unit strong.

Tom's departure from the Jacksonville Jaguars in 2003 brought greater awareness to the Foundation's vital role in our community and to the Coughlins' commitment to keep the foundation in Jacksonville. It also brought forth the need to generate a perpetual revenue stream for grant-making and not solely rely on special events to sustain our grant-making efforts well into the future. Recognizing this, the Foundation's Board of Directors has launched an endowment campaign to preserve and foster the great work done to date and to ensure its commitment to future families overwhelmed with the day-to-day challenges of battling this devastating disease.

To achieve this goal, the Foundation has launched the Now and Forever Endowment Campaign. Our goal is to raise \$5 million in endowed support to sustain the foundation now and in the future.

An endowment will strengthen the Jay Fund's ability to provide direct support to families affected by childhood cancer. The endowment fund is invested with the principle of each gift kept intact. Income from the investment will only be used to help children fighting cancer and their families in the Jacksonville community.

Please consider becoming a part of this significant endeavor with a pledge of financial support.

*"It is very important for our work to continue! Unfortunately, future predictions indicate an increase in the number of children suffering from leukemia or other forms of pediatric cancer. More families will find themselves in dire need of help. The Jay Fund meets needs that others do not. The Jay Fund must be there for those families who will require emotional and financial support when they hear those dreadful words: "Your child has cancer!"*

Tom Coughlin President and Founder, Tom Coughlin Jay Fund Foundation