

**CLIENT:** THE JIMMY FUND  
**PROJECT:** EVENT SUPPORT

# CASE STUDY



## CHALLENGE

The Jimmy Fund orchestrates hundreds of fundraising events each year that are attended by tens of thousands of participants and raise millions of dollars to advance the lifesaving mission Dana-Farber Cancer Institute. Each event is supported by dozens of signs, booths, banners, t-shirts, props, and more. The Jimmy Fund was looking for a solution that would ensure all of its event support items would be well maintained, properly stored, shipped, and delivered to their destinations in a timely manner.

## SOLUTION

The Jimmy Fund enlisted CFS to manage event materials for its key events including the Boston Marathon® Jimmy Fund Walk, Jimmy Fund Scooper Bowl®, Rally Against Cancer<sup>SM</sup>, WEEI/NESN Jimmy Fund Radio Telethon, and more than 150 golf tournaments nationwide. CFS carefully inventories and stores all event supplies. We package, ship and deliver supplies to multiple event destinations. Post event, CFS picks up all supplies to be re-inventoried. As part of the return process, CFS also cleans and stores all inventory, and discards any outdated or damaged goods. By leaving the logistics to CFS, the Jimmy Fund can focus on fundraising for Dana-Farber's lifesaving mission.

## RESULTS

The Jimmy Fund has saved an immeasurable amount of space, time and resources by streamlining its extensive stock of event inventory. CFS has also helped the Jimmy Fund to save thousands of dollars in material replacement costs and last-minute orders, by meticulously managing all supplies and production needs well ahead of time.



**"You are the glue that holds our fundraising events together."**  
~ Assistant Director, Corporate Partnerships, The Jimmy Fund

