

Enter Now! Celgene's 2017 Patients' Partners Pay It Forward Contest



January 2017

Celgene's Patient's Partners "Pay It Forward" Contest is designed to provide funding to four lucky partner organizations, selected at random, to attend a nonprofit capacity-building conference in the United States in 2017.

Why "Pay It Forward"? Winning organizations will be asked to document their top three takeaways from the conference they attend in an article to be published in a future Celgene Patients' Partners e-newsletter. The entire community will benefit from the good fortune of the four winners!

What will the four winning organizations receive? Each of the four winning organizations will receive **up to \$3,000** to go toward: conference registration; air and ground transportation, hotel accommodations and meals.

Who is eligible to participate?

- Entries will be accepted from Celgene's Patients' Partners community of patient and professional organizations and associations with an interest in hematology, oncology and immune-inflammatory conditions in disease areas where Celgene has a presence (approved products or pipeline).
- Organizations must be classified as a not-for-profit and headquartered in the United States.
- Only one entry per organization will be accepted.

What is the timeline?

Accelerated in 2017 to allow for more conference choices in 1Q17!

- Entries must be received by the deadline: **Monday, January 23, 2017, 11:59 pm ET.**
- Winners will be notified not later than **Wednesday, January 25, 2017**, and will have 48 hours to provide their top four conference choices.
- All participating organizations will be notified of winners not later than **Wednesday, February 1, 2017.**

How do we enter?

- Complete the online submission form located here: <http://www.celgene.com/pay-forward-form/>
- Entry form will take less than two minutes to complete and asks for the following information: Organization name and key contact name, phone number and e-mail address.
- Participants will be asked to read and agree to the contest Terms & Conditions and agree to abide by the Official Rules of the Contest.

How will the winners be randomly selected?

Winners of the contest will be randomly selected using a third party random generator website called, Random Picker (www.randompicker.com).



2017 Pay It Forward Conferences

Data On Purpose / Do Good Data

February 7 – 8, Stanford, CA

Social Media Strategies Summit

February 7 – 9
San Francisco, CA

Building Operational Effectiveness: Strengthening Your Nonprofit for Success

February 15-16, Chicago, IL

Wisdom 2.0

February 17 – 19
San Francisco, CA

2017 Washington Nonprofit Conference

February 22 – 24
Washington, DC

11th Annual Peer-to-Peer Fundraising Conference

March 1 – 2, Atlanta, GA

18th Annual Forum on Nonprofit Effectiveness

March 3, Tucson, AZ

Great Ideas Conference

March 5 – 7, Orlando, FL

SXSW Social Impact

March 11 – 15, Austin, TX

Nonprofit Technology Conference

March 23 – 25
Washington, DC

Patient Centric Clinical Innovation Conference

March 27 – 28, Alexandria, VA

2017 Nonprofit Talent & Culture Summit

April 5 – 7, Washington, DC

Conference on Diverse Philanthropy and Leadership

April 19 – 21, Atlanta, GA

Stanford Medicine X | ED

April 22 – 23, Stanford, CA

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How were the conferences selected?

- Non-profit capacity building conferences were researched and events addressing the following topics, deemed to be of interest to Celgene's Patients' Partners, were selected: nonprofit technology, fundraising, marketing, social media and governance. Additional topics addressing social change and innovation were also included. (See chart below)
- Conferences selected are not being hosted or run by a member of the Patients' Partners community.
- Conferences that are medical or clinical in nature, or address disease-related advancement, did not qualify.
- Conference must take place in the United States.
- Conferences are listed in the right-hand column of this document, and a full conference menu is also available.
- *We welcome your feedback for conferences to be included in future "Pay It Forward" contests that meet the above criteria.*

FAQ

- **May we send more than one organizational representative to the conference?** As long as your expenses do not exceed the grant amount of \$3,000, you are welcome to send additional representatives.
- **What if our organizational representative is a healthcare provider?** Should the attending representative be a health care provider, all Sunshine Act reporting guidelines will be followed.
- **We would like to attend a pre-conference workshop but it costs extra.** As long as your participation in the conference (including your travel expenses) does not exceed the grant amount of \$3,000, you are welcome to attend the pre-conference workshop.

Category	Conference
Data/Measurement	<ul style="list-style-type: none"> • Data on Purpose / Do Good Data • Health Datapalooza 2017
Fundraising	<ul style="list-style-type: none"> • 11th Annual Peer-to-Peer Fundraising Conference • 12th Annual Bridge to Integrated Marketing & Fundraising Conf. • 2017 Washington and Chicago Nonprofit Conferences • Annual Conference for Donor Relations Professionals • International Fundraising Conference
Innovation	<ul style="list-style-type: none"> • Dreamforce • DIA 2017 • Health 2.0 11th Annual Fall Conference • Leading Innovation in Nonprofit Organizations: Breakthrough Ideas for Nonprofit Leadership • MCON 2017 • Patient Centric Clinical Innovation Conference • Social Innovation Summit 2017 • Stanford Medicine X • Stanford Medicine X ED • SXSW Social Impact
Marketing & Communications	<ul style="list-style-type: none"> • 12th Annual Bridge to Integrated Marketing & Fundraising Conf. • 2017 Nonprofit Marketing Conference • 2017 Washington and Chicago Nonprofit Conferences • Cause Marketing Forum • Email Evolution Conference (EEC) 2017 • Nonprofit Storytelling Conference
Strategy	<ul style="list-style-type: none"> • 2017 Nonprofit Talent & Culture Summit • Building Operational Effectiveness: Strengthening Your Nonprofit for Success • Conference on Diverse Philanthropy and Leadership • Council on Foundations 2017 Annual Conference • Patient Engagement and Experience Summit • 25th Annual Nonprofit Conference on Sustainability Strategies • Great Ideas Conference • 18th Annual Forum on Nonprofit Effectiveness
Technology/Social Media	<ul style="list-style-type: none"> • Nonprofit Technology Conference • Social Media Strategies Summit • Wisdom 2.0

2017 Conferences

(continued)

[Council on Foundations 2017 Annual Conference: Leading Together](#)

April 23 – 26, Dallas, TX

[Health Datapalooza 2017](#)

April 27 – 28, Washington, DC

[International Fundraising Conference](#)

April 30 – May 2
San Francisco, CA

[Email Evolution Conference \(EEC\) 2017](#)

May 1 – 3, New Orleans, LA

[Cause Marketing Forum](#)

May 31 – June 1, Chicago, IL

[MCON 2017](#)

June 5 – 6, Washington, DC

[DIA 2017](#)

June 18 – 22, Chicago, IL

[Annual Conference for Donor Relations Professionals](#)

June 28 – 30, Chicago, IL

[Social Innovation Summit 2017: Business Innovation Meets Social Transformation](#)

June 28 – 30, Chicago, IL

[2017 Nonprofit Marketing Conference](#)

July 10 – 12, Washington, DC

[12th Annual Bridge to Integrated Marketing & Fundraising Conference](#)

August 2 – 4, National Harbor MD/Washington, DC

[2017 Chicago Nonprofit Conference](#)

August 28 – 30, Chicago, IL

[Patient Engagement and Experience Summit](#)

September 13 – 14, Boston, MA

[Stanford Medicine X](#)

September 15 - 17, Stanford, CA

[Health 2.0 11th Annual Fall Conference](#)

October 1 – 4, Santa Clara, CA

[Leading Innovation in Nonprofit Organizations: Breakthrough Ideas for Nonprofit Leadership](#)

October 2 – 3, Chicago, IL

[Dreamforce](#)

November 6–9, San Francisco, CA

[Nonprofit Storytelling Conference](#)

November 9 – 11, San Diego, CA



Please send questions to patientadvocacy@celgene.com