

Children's Tumor Foundation Welcomes Cupid's Charity into its Business Operations

Frequently Asked Questions

What exactly is happening?

The Children's Tumor Foundation (CTF) and Cupid's Charity have formally announced that Cupid's operations will become part of CTF's business operations during the fourth quarter of the year. Cupid's is currently a nonprofit corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code and is separate from the Children's Tumor Foundation. Since its inception, Cupid's has granted all net proceeds from its events to fund CTF-led research into neurofibromatosis (NF). While Cupid's will dissolve after it transfers its assets and programs to CTF, its programs will continue within CTF's various offerings.

Wait. Cupid's was separate from CTF? I didn't realize that...

Yes, while our missions are one and the same – to end NF – the decision was made to establish Cupid's as a separate legal entity in 2010. Because the two organizations have always had a close relationship, for many, it felt like one organization. The restructuring will remove those legal barriers and bring both organizations together as one.

Why is the restructuring happening?

The Boards of Directors of both organizations feel that moving Cupid's operations into CTF will drive collaboration, help us reach more people outside of the NF community, and provide a more seamless offering of programs and events for those within the NF community. It will also improve operational efficiency, which will result in even more funds available for NF research.

When is the restructuring happening?

The restructuring is occurring in stages in the fourth quarter of 2021. Cupid's will dissolve soon and is in the process of winding up its affairs.

Is CTF 'paying' to acquire Cupid's?

CTF will not make any payments to Cupid's. As part of its dissolution, Cupid's will transfer any remaining cash that it has to CTF.

What does this mean for the participants in Cupid's Undie Run?

With the February 2022 Cupid's Undie Run event registrations well under way, the transition should be fairly invisible to participants in those events. Cupid's will remain the same, fun, spirited events they are known to be. Branding will not change either. Cupid's will be Cupid's.

Will Cupid's University continue to take place? What about the CEDAC?

'Cupid's U' did take place virtually this year. Going forward, we'll be taking a look at whether it makes sense to conduct this event alongside CTF's own Volunteer Leadership Training Conference. Whatever format it may take in the future, it will be the same, engaging event that brings our lead volunteers and ambassadors together in an energetic, educational environment to help fuel growth. Relatedly, Cupid's Event Director Advisory Committee (CEDAC) will stay intact and continue to lead and advise on Cupid's events.

What does this mean for staff of both organizations? Will there be any changes?

The leadership teams of both CTF and Cupid's are reviewing and prioritizing Cupid's operations, and jointly identifying performance and efficiency enhancements so as to best support the mission to end NF while maintaining support for Cupid's events. Any changes are being communicated directly with the utmost transparency and respect.

Will Cupid's still be Cupid's? It is, after all, a little more 'irreverent' than the typical CTF event.

Yes, Cupid's will still be Cupid's, and there's no intention to change that. We recognize that part of the attraction for Cupid's participants, in addition to the mission to end NF, is its unique look, feel, and voice. Whether it's someone who is new to the NF cause who is attracted by Cupid's energy, or an NF patient or family similarly looking for ways to engage that match their interests, Cupid's will stay Cupid's. Cupid's just will no longer exist as a separate nonprofit corporation.

Cupid's is very locally driven. Will this change?

No, that won't change. Similar to CTF's current programs, we rely on our local volunteer leaders for their expertise and local knowledge, and that will hold true for the Cupid's Event Directors. Where we do see opportunity is an ability to leverage additional resources and insights that will help the events grow. Our shared goal is to grow Cupid's.

What about the Cupid's donation platform? Will that change? Do I go to CTF to donate now?

The Cupid's donation platform will remain in place, and all donations related to Cupid's events should go through cupid's.org. The good news is that whether one donates via the Cupid's platform or through a CTF donation page, all funds go directly to CTF. But again, if you are a Cupid's participant or donor, continue to visit cupid's.org. That will not be changing. However, for purposes of reporting charitable donations, the charity to which you are donating will now be the Children's Tumor Foundation rather than Cupid's.

How does CTF, which has 'children' in its name, reconcile hosting an event that is not for kids?

Since NF is genetic, it means people are born with it, and since everyone is a kid at some point, the Foundation renamed itself in 2005 from the National Neurofibromatosis Foundation to the Children's Tumor Foundation. This was done in order to make NF more easily understood as a genetic disorder. That said, NF is a chronic condition with which NF patients live their entire lives. Many adults with NF are engaged with CTF and participate in CTF programs and events, including in the NF Clinic Network, get-togethers and online offerings for NF adults, along with Shine a Light NF Walks, NF Endurance programs, and other special events across the country.

CTF, and now Cupid's along with CTF, offers a variety of events and engagement activities for all audiences, from NF Camp and Classrooms for a Cure for kids, to special events that are more targeted for those who are older, but who are still kids at heart.

Tell me again. Why is this necessary?

We believe that in order to accelerate the development of treatments, we ought to seek out collaboration where it makes sense. Given the history and nature of the CTF / Cupid's relationship and the possibilities for improved operational efficiencies, this restructuring makes sense.

I have questions, who can I talk to?

- All general inquiries should be submitted to info@ctf.org
- If you are a Cupid's ED or constituent, please reach out to Amy Boulas (amy@cupids.org)
- If you are a CTF constituent, please reach out to Michele Przepyszny (mprzepyszny@ctf.org)
- If you are a member of the media or for any other questions, please reach out to Simon Vukelj (svukelj@ctf.org)