



Richmond Affiliate

Susan G. Komen for the Cure

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www.komen.org

www.komenrichmond.org

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Susan G. Komen for the Cure® — 25 Years & Still Going Strong!

With plans to invest \$1 billion in breast cancer research and community health and education programs in the next 10 years, we're putting our money where our mouth is. And our time. And our people. And our voices. 2007 will be a brash, bold, unforgettable year in the history of the breast cancer movement and Komen for the Cure will be leading the charge. To learn more about Komen for the Cure, visit www.komen.org.

The Susan G. Komen for the Cure promise:
to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Happy 10th Anniversary Richmond Race for the Cure®!

Dear Friends,

Ten years ago, we enlisted the help of friends and family to bring a Race for the Cure® to Richmond. We did it to honor Joanne B. Norvell, Jennifer's mother, who lost her battle with breast cancer. Having never even been to a Komen event before, we had no idea of the far-reaching effect our decision would have. We had no real idea where it would take us.

And take us, it did! That first race day, we hoped for 50 people and were amazed when 1,200 participated. Today, after ten years and raising more than \$1.8 million for breast cancer education, screening, treatment and research, the Race, alongside the Komen Richmond Affiliate, continues to exceed our wildest dreams at every turn. It has grown so much bigger and has helped so many more people than we ever could have imagined.

And so we want to say thank you. Thank you for the community effort that each year makes the Race not only a fund-raising event, but a time for celebration, loving memory, and heartfelt support for all of us who have been touched by breast cancer. From the inspiration of all of the incredible survivors and those whose memory we cherish, to the dedication and leadership of the hundreds of volunteers, to the generosity of corporate sponsors and pledge donors, to the enthusiasm of race participants and the thankfulness of grant recipients — it is a circle of sharing that epitomizes hope. And there could be no better tribute to Jennifer's mother and to all of the other men and women who face breast cancer. We remain grateful and awed by all that you have accomplished.

With heartfelt thanks and a belief in a cure,

Jennifer Norvell Saunders and Kay Baker Huband
Richmond Race for the Cure® Co-Founders

Please join us for the 10th Anniversary Komen Richmond Race for the Cure®

Saturday, May 12, 2007 – 9:00 a.m.
Brown's Island

Register today!

Visit www.komenrichmond.org or call 804-358-7223 for details.

The Komen Richmond Affiliate is pleased to announce its 2007 Grantees:

Breast Health Coalition of the Valley
Central Virginia Health Services
Community Memorial Health Center
Fan Free Clinic
Piedmont Health District
Pittsylvania-Danville Health District
Rappahannock Area Health District
Three Rivers Health District

The 2007 Grantees were recognized at the Komen Richmond Affiliate's 2nd Annual Grantee Award Ceremony on January 31, 2007 at Lewis Ginter Botanical Garden. Many thanks to **Bon Secours Richmond Health System**, the event's Title Sponsor.

Susan Allen, former First Lady of Virginia, breast cancer advocate, and Honorary Chair of the first Richmond Race for the Cure®, was present, as was **Dr. Dwight Randle**, Senior Scientific Advisor from Komen National, who provided insight on the latest trends and developments in breast cancer research. The Affiliate's Board of Directors, 2006 Race for the Cure Sponsors, and dedicated volunteers from the Affiliate's Education, Grants, and Fundraising Committees were also present. During the ceremony, grantees shared how their programs help underserved women in our community. For more information about the Komen Richmond Affiliate's Grant program, please visit the Grant section of our Web site at www.komenrichmond.org or email jadams@richmondrace.org.

Support Group Forming for Husbands and Boyfriends

The diagnosis and treatment of breast cancer affects more than just the patient — loved ones suffer as well. In the struggle to be the support system they are desperately needed to be, who can a husband or boyfriend turn to? How does a man remain strong during the physical, emotional, and psychological changes taking place in his wife or girlfriend? Having a group of guys in the same situation to discuss these issues is the goal of this group.

If you are a husband or boyfriend supporting an intimate loved one through the challenges of breast cancer and are in need of support, please email Raymond W. Earley III at earleyrw@vcu.edu. The group is for those who are interested in learning how to cope while providing support for their wife or loved one who is currently fighting breast cancer.

Evening meetings will be held at the Komen Richmond Affiliate, 4905 Radford Avenue, Suite 209, Richmond, VA. Topics will be determined by the group and may include guest speakers from the medical community.



Wear and Share the Exclusive Susan G. Komen for the Cure® Promise Ring!

Show your support by wearing the Susan G. Komen for the Cure® Promise Ring. This two-color band symbolizes the unbroken promise between two sisters to end breast cancer forever. Promise Rings come as a set (two for \$5) – one to wear and one to share. The rings, made of stretch silicone and one size fits all, can be worn on any finger. Order yours today! More than 82% of the purchase price of the Promise Ring will support our local research and community outreach programs.

2005 Limited Edition Lilly Pulitzer Silk Scarf. Purchase your 2005 Limited Edition Lilly Pulitzer Silk Scarf and support the Richmond Affiliate. Surprise your mother or loved one on Mother's Day!

Ship for the Cure™. Benefit the Richmond Affiliate with every package you ship! Save 10-20% on shipping by contacting Freight Savers Express at www.ship4thecure.com or call 877-747-CURE (2873).



You're Invited to the Second Annual Breast Cancer Survivor Celebration

Mark your calendars for the Komen Richmond Affiliate's Second Annual Survivor Celebration! Slated for September 28, 2007 at The Jefferson Hotel, this popular celebration features **Keynote Speaker GERALYN LUCAS**, author of *Why I Wore Lipstick to My Mastectomy*. GERALYN, diagnosed with breast cancer when she was only 27, will share her witty and inspiring experience of discovering her own courage and beauty while facing fear and uncertainty about the future. Her personal story was made into a two-hour movie and shown during October 2006 by Lifetime Television.

This year, participants can choose to attend either a breakfast, from 8-9:30 a.m., or a luncheon, from 12-1:30 p.m., to hear GERALYN's message. Tickets are \$15 for survivors and \$35 for all other guests. October is Breast Cancer Awareness month and what better way to mark the occasion than to celebrate those who have fought this disease and won their battle!

Space is limited, so please purchase your tickets early! You can do so online at www.komenrichmond.org or by mailing a check prior to September 19, 2007 to: Richmond Affiliate, Susan G. Komen for the Cure, 4905 Radford Avenue, Suite 209, Richmond, VA 23230. Please include your name, address, email, and indicate whether the ticket is for a survivor or a guest. For questions, email pbhall@richmondtrace.org or call 804-358-7223.

Community Matters

The Race for the Cure®, the only fundraiser organized by Susan G. Komen for the Cure, is the most widely recognized event associated with Komen. However, other fundraising events and promotions occur year-round that are the result of partnerships with companies. The Yoplait Save Lids to Save Lives® promotion is an example of a partnership at the national level.

In 2006, the Komen Richmond Affiliate had the pleasure of forming partnerships with local community members, including:

Local **Arby's®** — Franchises donated 10% of the purchase price of the Market Fresh™ Tuscan Chicken Sandwich during October.

Bottega Bistro — Sponsored Toast for the Cure™, donating \$1 per special promotion drink purchased during October.

Gainesville clothing stores, **Town & Country, Blush Bridal Boutique**, and **Cabi Clothes** — Joined forces to host a fashion show with net proceeds to support the cause.

The Wintergreen Spa — Donated net proceeds from all massages given during *Fall into Franche®* weekend.

The Breast Cancer Survivors of Lake Monticello (breast cancer survivors who meet periodically to offer support to each other) — Hosted a luncheon attended by over 100 women.

While these events were held in October in honor of National Breast Cancer Awareness Month, there is no reason that the partnerships can't happen any time during the year. The **Richmond Spiders** sponsored their second "Pink Out" in January. The **Leadership Clubs at James River High School, Maggie L. Walker Governor's School**, and **Trinity Episcopal School** held a "Pink Week" in February with in-school fundraising and education events to promote breast cancer awareness. **Freight Savers Express** has formed a one-year partnership where a percentage of shipping costs will be donated to the Komen Richmond Affiliate.

Why Do Businesses Form Partnerships With Us?

Ken Jensen, owner of Freight Savers Express, a local business that provides discounted express shipping for small- and medium-sized business through DHL, said he was looking for a way to grow and differentiate his business and to give back to the community. Jensen chose the Komen Richmond Affiliate because 75% of the funds donated to the Affiliate remain in the local service area, whereas some non-profits forward the majority of their funds to their national offices.

Nationally and internationally, Susan G. Komen for the Cure is a recognized and respected non-profit organization. Jensen also has a personal interest in partnering with Komen; he currently has a family member battling breast cancer.

Many think of fundraising events as needing to be high profile. But as Mr. Jensen said, "Shipping, though an important function for businesses, is a mundane task. But it can also help fight a disease." Any event or business has the potential to make a difference. If you would like to conduct a fundraiser to benefit the Affiliate, please visit www.komenrichmond.org and click on the Events tab to learn more.

Jump into Spring — Get Involved with the Komen Richmond Affiliate!

April 20 — Wacoal Fit for the Cure® (for all women...all ages and shapes). Join Wacoal at Nordstrom Short Pump Town Center from 11 a.m. to 6 p.m. as they bring the right fit and the right cause to women everywhere. For every woman fitted at a Fit for the Cure® event in Wacoal, Donna Karan Intimates, and DKNY Underwear, Wacoal will donate \$2 to the Komen Foundation. No purchase is necessary. A specialist will provide a private consultation and also be on hand to help women make their selections.

April 23 & 24, May 30 & 31 — Komen on the Go™. An innovative, educational, and interactive experience is on a mission to end breast cancer in Virginia! Join us at one of the following Komen on the Go™ events: April 23 & 24 — James Madison University; 9 a.m. – 3 p.m. April 24 — Virginia Commonwealth University; 9 a.m. – 2:30 p.m.; May 30 — Ukrop's Stratford Hills; Time TBA; and May 31 — Fan Free Clinic of Richmond; Time TBA.

May 12 — 10th Richmond Race for the Cure®. The first Richmond Race for the Cure® was held in 1997 in memory of Joanne B. Norvell and other Virginians who lost their lives to breast cancer and in celebration of those who are survivors. Please join us on Brown's Island to celebrate our 10-year anniversary! Register online at www.komenrichmond.org or call 804-358-RACE for a registration form. Participate as a runner, walker, volunteer, fundraiser, cheerleader, or as a Sleep In — you can even form a Sleep In Team!

May 26 — Hope for Tomorrow. The 2nd annual "Hope for Tomorrow" benefit concert in loving memory of Lee Ann Smith will be held from 6 to 9 pm at the Canal Club (1545 E. Cary Street). Bring the entire family to hear live music featuring several local bands.

June 30 & July 1, 2007 — Win, Place, Show for the Cure™. Bring the family to Colonial Downs to show your support for the cause. Festivities include pony rides, rock climbing wall, survivor recognition, and MORE! Please check www.komenrichmond.org for more details.



Make Gift Purchases Count for Charity — At No Additional Cost!

Shop 'Till You Drop through Benevolink! Your support for the Komen Richmond Affiliate makes a difference, whether it's a personal donation or the distribution of charity dollars you've earned by shopping with a partner program. Thank you for supporting our cause!

Please note the following change in the Ukrop's Golden Gift powered by Benevolink program:

Ukrop's has discontinued its partnership with Benevolink as of March 31, 2007. Shoppers can no longer earn charity dollars at Ukrop's stores via Golden Gift powered by Benevolink. More information about the paper-based re-launch of Golden Gift will be available online and in Ukrop's stores in September.

Your free Benevolink membership remains active. You can continue to earn charitable dollars by shopping online and supporting your favorite charities, like the Komen Richmond Affiliate via www.benevolink.com. The next time you need to buy clothing, gifts, office supplies, or many other every day items, simply log on to Benevolink, choose your online store, make your purchase as usual and you'll automatically earn dollars for charity (7% on average). Shop with more than 400 name brand retailers, including Barnes & Noble, Best Buy, and The Gap. You don't pay any more for your purchases and 100% of your earned giving goes to charity, four times a year.