

Labor Day Edition of Monday Morning Coffee

A news and update email newsletter to from the West Virginia Affiliate of Susan G Komen for the Cure 082908

Hope you enjoy your holiday weekend and remember to say thank you to everyone that keeps America going by being a part of the work force.

- [Yoplait update](#)
- [News in Breast Cancer and Fundraising](#)
- [Save the Dates](#)



Collection bins are in!

Yoplait in the 10th Anniversary of Save Lids to Save Lives®

If you held the cure in your hand, would you throw it away?

[Affiliate Goal](#)

Yoplait has created an incentive goal for all Affiliates: 20% increase over our 2007 lid collections. 2007 collection was 51,574 ranking us #39 in the Nation. This was a definitive improvement over 2006 with 36,196 lids collected and a rank of #42. **Our 2008 Goal to reflect a 20% increase is 60,100.**

[Incentive Award](#)

Yoplait will award our Affiliates a **\$100 gift card to Office Depot** to use for office needs when we hit our goal! This may not sound like much but considering the 10 cent per lid donation, making for half of an average grant. We also look for ways to control office expenses and a \$100 gift card to Office Depot would go a long way for this volunteer program.

[Save Lids to Save Lives® Information](#)

Pink lids will be in stores from September until the end of October 2008. Yoplait will donate \$0.10 per lid up to \$1.5 million to Susan G. Komen for the Cure® for each pink lid received by December 31, 2008 (guaranteed \$500,000 minimum). The lids collected in your Komen Affiliate service area will be tracked by ZIP code and counted toward your goal. Be sure to include your return address when sending in your lids!

Mail in clean lids to: Save Lids to Save Lives, P. O. Box 420704 , El Paso, TX 88542-0704

You can turn lids in to the Affiliate Office to participate in a local prize incentive. All lids must be returned to office by Nov. 30th 2008 for prize consideration.

303 W. Washington St. Charleston WV 25302

Save Lids to Save Lives® Collection Tools

- We have collection bins/towers in the office -303 W. Washington St.(Corner Washington and Tennessee)
- Additional collection kits can be requested by emailing savelids@powerpact.com

Pass on Your Passion at YourLidMatters.com

- YourLidMatters.com is a new web site for lid collection teams and additional resources after 9/1/08
 - Go to www.YourLidMatters.com to create your own Save Lids to Save Lives® lid collection team

Steps to collect 20% more lids in 2008

- Place the provided collection bins in high traffic areas around town (schools, malls, office lunchrooms, grocery retailers, etc.) If you need more, just email us at savelids@powerpact.com
- Create lid collection contests in your work place, school organizations, among your friends
- Turn the high school football games “pink” and encourage fans to bring pink lids to the games
- Turn your workplace Pink on Collection Day, or pay lids for casual Friday attire.

Join our Affiliate in a fun two months of lid collection 'to make a difference'. Simple as buying a healthy snack and not throwing the lid away. This is as important as any of the big activities when it comes to fundraising. Each lid is more money for our Grant program that provides the care to West Virginians, that saves lives. Every year we turn down programs that need funding to stay active. So every year we try harder to raise more money, to provide one more Grant than the year before.

We challenge our Grant recipients, Sponsors and Volunteers to make this challenge their own. Because it is so very easy it may not seem very important -

If you held the Cure to Breast Cancer in your hand, would you throw it away?

NEWS in Breast Cancer and Fundraising Areas of Interest;

1. You can see videos as soon as they are available on YouTube <http://www.youtube.com/KomenfortheCure>. There are more video links available through the Passionately Pink for the Cure site. [Have you registered your business, school or group for a Passionately Pink Day?](#) If not please visit www.passionatelypink.com and find printable materials and information to make your October or any day you choose a breast cancer awareness success.

You can register and receive pins, posters and materials to add excitement and education to your Pink Day. If you take pictures please send them in to our office so we can share them on our web site. If you take video you can share it on one of the links through the Passionately Pink site.

2. Stand Up To Cancer

You may have heard about **Stand Up to Cancer**, a television project established by a group of media, entertainment, celebrity and philanthropic leaders whose lives have all been affected by cancer in significant ways. Stand Up to Cancer will raise money for translational cancer research during a one-hour, prime-time television event on Sept. 5.

Susan G. Komen for the Cure® is among the cancer organizations listed as a primary resource for breast health and breast cancer information. In addition, CEO Hala Modellmog, along with leaders from other key cancer advocacy organizations, will serve on the Stand Up to Cancer Advocate Advisory Council. These advocates will advise on the direction of the research that will be funded by the event, although the amount of funding for breast cancer research is not clear.

With more than \$100 million in research grants this year alone, Komen for the Cure is the leading source of breast cancer research funding apart from the U. S. government. We are committed to our goal of investing an additional \$2 billion in breast cancer research and community health programs by 2017. Our Scientific Advisory Board earlier this year added specific emphasis on translational research grants, which we believe will more quickly reduce mortality.

We are pleased to see the Stand Up to Cancer project adopting the same approach. And, we hope this event will help raise public awareness of all cancers and will spur people concerned about breast cancer in your community to become more involved with the Affiliate and Komen, and our partners in the fight to end this disease forever.

3. Komen Receives Charity Navigator's Top Four-Star Rating for Second Year in a Row

This most recent four-star rating from the nation's largest and most relied-upon evaluator of charities assures thousands of potential donors that Susan G. Komen for the Cure continues to excel in managing its finances and their donations.

"Applause and thanks go to our Affiliates, our volunteers and our staff, who are responsible for continued strong revenue growth and wise program expenditures toward our mission to end breast cancer forever," said President and CEO Hala Modellmog.

Charity Navigator helps donors make donation decisions by closely examining the finances of more than 5,000 charities annually. The ratings show potential donors how efficiently Charity Navigator believes a charity will use donor support right now and how the organization is positioned to continue providing programs and services in the future.

4. Komen at the Conventions

As the Democrats convene in Denver and the Republicans in the Twin Cities to nominate their respective candidates for president, Susan G. Komen for the Cure and the Komen for the Cure Advocacy Alliance will be there educating attendees about the importance of breast self awareness and calling on candidates to put breast cancer at the top of their agendas.

Komen on the Go will make an extended appearance both in Denver at the Pavilions on the 16th Street Mall and at the Minneapolis Convention Center as part of the GOP convention host committee's Civic Fest. The Komen Advocacy Alliance will join Komen on the Go gathering petition signatures and video testimonials as part of their "I Vote for the Cure" initiative.

If you're in either area during the conventions, stop on by Komen on the Go, and tell the candidates why you "Vote for the Cure!"

5.

Genetic Testing News Coverage and Resources

Christina Applegate recently shared her story about her breast cancer diagnosis and the results from genetic testing that led to her decision to have a prophylactic bilateral mastectomy. This news may prompt questions about genetic testing. Please go to <http://www.komen.org/> for information about inherited genetic mutations and genetic testing.

In addition, below are some additional resources:

[Learn](#) about inherited genetic mutations and breast cancer.

[Learn](#) about genetic testing who should consider testing, what the tests can tell you and the risks and benefits of getting tested.

If you would like to discuss genes and inherited breast cancer risk with your health care provider, you may find this [list of questions](#) helpful. [Genetics and Breast Cancer](#)

A health care provider or genetic counselor can help you consider the issues related to genetic testing. For more information, visit the National Cancer Institute's genetic testing [website](#) or call their hotline at 1-800-4-CANCER.

Finally, if you have additional questions, would like to talk about this issue or need assistance in finding local resources, please call our breast care helpline at 1-877 GO KOMEN (1-877-465-6636).

SAVE THE DATES;

September 3rd... The Power Playoffs begin...you can show your support to the team and WV Susan G Komen by purchasing a Playoff Package for \$32.00 and receive *(1) ticket for each Power Playoff Home Game * If all (4) games are not played, receive (1) 2009 Box seat ticket voucher for each unplayed game * (1) 2009 Opening Day Ticket (no refunds).

Contact 344-BATS or www.wvpower.com but you must act NOW and mention WV Susan G Komen for the package to benefit our cause....so let's cheer those boys on to their first ever South Atlantic League Championship.

Sept. 3rd ... Before they are sold through- you can purchase the Lean Cuisine (insulated) lunch bag and know that of the \$9.95 a \$5.00 donation goes to Susan G Komen. Last year these sold out in short time- so mark your calendar for Sept.3rd and go online to www.leancuisine.com.

September 8th ... You are welcome to attend the '09 WV Race for the Cure committee meeting at our office at 6pm

September 9th ... You are invited to a fundraising bowl-a-thon for Cynthia Lynch as she raises money for the "3 Day Walk" in DC on Oct.3rd -5th. Visit Nitro Town & Country Lanes for a fun evening from 6:30- 8:30. \$15.00

donation gets you 2 games and shoe rental= All for a great cause. For more info contact her at 444-9238 or wvlostinmd@gmail.com

September 21st...ColdWater Creek Charleston Town Center Mall *Try It on for the Cure* Attention Survivors- we are looking for 5-6 of you to model for the event; contact Stephanie 347-4080. Look for more fun news on this event.

September 27th...Almost Heaven Scrapbooking You can alter any type of bra that you would like in any way that you would like (keeping it appropriate to display in front of kids). We would like to have the bras in the store by September 10, 2008. You will be assigned a number so that the bra can be voted on. On the day you turn in your bra as an incentive we will give you 10% off of any purchases you make that day.

The bras will then be judged in the store and at our Scrap Pink Event on September 27, 2008. A winner will be announced on October 1, 2008. You will place votes by making a donation to your favorite bra, the creator of the bra that raises the most money will be given a \$25.00 gift certificate to be spent in the store and the second place will be given \$15.00 toward a class of their choice. All money raised from this challenge will be donated to the local Susan G. Komen Fund. Beverly the4rds@suddenlink.net 925-7272

Oct. 11th ...Bring your best friend to **K9's for the Cure** at Shawnee Park Dunbar

Oct. 18th ... Check out our tent on **Bridge Day** New River Gorge Bridge (with 200,000 other people passing by)

Oct.22nd ...See you at **St. Francis Hospital** along with the Post Master of Charleston to announce the winner of the **Fenton Glass** drawing.= for tickets stop by the gift shop and put your name in the drawing NOW.

Oct. 31st ...Open House (*open to all our volunteers, sponsors, and supporters*) and Survivor Luncheon (*by invitation only*)...More information to follow, just SAVE THAT DATE.

If you would like a speaker for your event in Oct. please contact our Speakers Bureau at president@komenwv.org or 556-4808.

As always **THANK YOU** we simply cannot make a difference without your support.

