

October Morning Coffee

A news and update email newsletter to from the West Virginia Affiliate of Susan G Komen for the Cure for October 2008

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- ❖ **News in Breast Cancer and Fundraising**
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 - **4. Oprah Show and Genetic Testing**
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 - Lincoln County
 - Braxton County
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 - Morgantown Area
 - Huntington Area
- ❖ **In a month where Pink is everywhere/Cause related marketing and 5 questions to ask/ Vendors providing funds to the local Affiliate through your purchase power**



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'. As 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. UNPRECEDENTED \$100 MILLION FROM SUSAN G. KOMEN FOR THE CURE NOW COMMITTED TO IMMEDIATE PATIENT HELP

Leader of Global Breast Cancer Movement Takes New Approach to Research, Focuses on Delivering Cures to Patients Sooner

DALLAS – September 30, 2008 – Determined to fast track research into help for breast cancer patients who can't wait, Susan G. Komen for the Cure is distributing an unprecedented \$100 million in grants to American and international scientists this year alone.

It is the **largest commitment** of breast cancer research funding by a single nonprofit organization, targeted to 81 universities and hospitals in 27 states and five countries. These grants represent research with the highest likelihood of producing results for patients during the next decade.

"There's a tremendous urgency to translate what we're learning in the lab into treatments for patients, particularly patients with very aggressive cancers who don't have years to wait," said Dr. Eric P. Winer, Chief Science Advisor to Susan G. Komen for the Cure and director of the Breast Oncology Center at Dana-Farber Cancer Institute.

"The grants we are funding focus on safely and effectively bringing treatments to cancer patients in a more timely way than we have been able to in the past," Winer added.

"We've revamped Komen's research program, challenging the best minds to solve the most difficult issues in breast cancer," said Hala Modellmog, president and CEO of Susan G. Komen for the Cure. "These grants are geared to results – finding cures, tailoring treatments and resolving the issues that have stymied the search for a breast cancer cure."

Some of the biggest questions to be tackled by the Komen-funded research include:

- Why do some breast cancers respond to certain treatments and others don't?
- How can we prevent the spread of breast cancer to other organs?
- Do diet and/or obesity play a role in cancer development and treatment?
- Can we predict who most at risk for developing breast cancer is?
- Can we develop a cancer "vaccine?"
- What technologies will help detect breast cancer at its earliest possible stage?
- What treatments can prolong the lives of those women living with advanced breast cancer?

During the past 25 years, Komen for the Cure has raised and distributed **\$1.2 billion** for research and community health programs. And Komen is pledging to invest another **\$2 billion** during the next 10 years.

This year, Komen introduces new research programs called Promise Grants, which are worth millions of dollars and last for five years. They are designed to get scientists and doctors to work together in new ways to bring treatments out of the laboratory to patients as quickly as possible. Komen also is funding new and bigger grants to attract and retain young cancer researchers.

Moddelmog noted that research and awareness funding has helped ease suffering from breast cancer. "In the past 20 years, we've gone from a time when breast cancer was not even discussed, to a new era with higher survivor rates and less invasive treatments than existed even just a decade ago," Moddelmog said.

"Even so, we have so much more to do. Almost 200,000 women will be diagnosed with breast cancer in the U.S. this year and more than 40,000 women and men will die of this disease. That adds urgency to our mission to end breast cancer forever."

The Komen grants undergo a rigorous peer-review process by groups of laboratory scientists, clinicians and advocates. These grants fall into the following categories:

- **Promise Grants:** These are large-scale grants, up to \$7.5 million each during a five-year period, targeted to research that brings science to the bedside quicker than ever before. Komen will provide \$35 million in Promise grants to seven, multi-year projects in 2008.
- **Post-Doctoral Research:** To attract and retain promising young researchers, annual grants of \$60,000 will be distributed to these scientists nationwide and internationally. Forty-six scientists will share grant funding that totals \$7.7 million over three years.
- **Career Catalyst Research:** Grants of \$150,000 per year for three years to fill a critical gap in support and stimulate the transition from training to independence among promising cancer investigators. Total funding: \$10.9 million to 26 researchers.
- **Investigator Initiated Research:** Grants of up to \$200,000 per year for three years to explore new ideas and approaches leading to reductions in breast cancer mortality and/or the incidence within the decade. Total funding: \$35.3 million for 60 grants.
- **Affiliate Grants:** Special grants co-funded by 15 Komen Affiliates to institutions in their hometowns or states.

In addition, Komen has directed \$13 million to other cancer research organizations to fund collaborative projects.

A complete list of the grants can be found on www.komen.org.

2. Where to find video and information;

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.

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 Moddelmog.

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. Genetic Testing News Coverage and Resources [The Oprah Winfrey Show](#)

Oprah remains set to air Sept. 30. The show highlights Christina Applegate's recent diagnosis and includes Nancy sharing the Komen story with a focus on empowering younger women to take action with their breast health.

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;

➤ **Activities in the Charleston Area**

Ongoing... 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.

October 4th...Almost Heaven Scrapbooking "Scrap Pink" You can still see and vote on your favorite Altered Bra.

The bras will then be judged in the store and at our Scrap Pink Event on Oct. 4, 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...11 am—1 pm. Bring your dog for a walk in the park. Shawnee Park Dunbar
Don't have a dog? That's ok, the shelter will have
a dog that would love to walk with you.

Proceeds to benefit the
WV Affiliate of the Susan G. Komen
Breast Cancer Foundation

and the
Kanawha-Charleston Humane Association.

Registration fee \$10.00
plus an item for the shelter,
(blankets, towels, kitty litter, or pet food or
monetary donations to the shelter welcome.)
For more information call Carrie at 347-6615

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. 24th ... UC Volleyball, Dig for the Cure 6pm- wear your PINK and show support.

Oct. 31st ...Open House/Silent Auction= *Our Office 303 West Washington St. corner of Washington and Tennessee* - 5-8 pm Friday Oct. 31st come by our Office for an Open House and Silent Auction....refreshments on site with special promotions from Tastefully Simple and BeautiControl...Special Thank You gifts for our Sponsors and much more....Join us in a celebration of Breast Cancer Awareness Month and your home for West Virginia's Mission to end Breast Cancer Forever in a World Without Breast Cancer.

➤ **Activities in Lincoln County=**

October 11th: Lincoln Primary Care Center, in cooperation with the WV Breast and Cervical Cancer Program, will be sponsoring the 2008 "Walk for Women" on October 11, 2008 in honor of Breast Cancer Awareness Month. **ALL** proceeds from the "Walk for Women" are deposited into the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. Registration at 8am/ walk at 9am/ for more info or to register contact Kim Estep (304) 824-5806 x 360

➤ **Activities in Braxton County=**

October 17th: Free Clinic Braxton Co. Health Department 495 Old Turnpike Rd. Sutton, WV 26601. For more information and to register please call (304)765-2851.

➤ **Activities in Parkersburg Area=**

October 24th: In The Pink 10-6 at the Grand Pointe Conference Center in Vienna, WV. Activities and information on area programs.

➤ **Activities in the Morgantown Area=**

October 2nd: Clinical Breast Exams and Screening at Mary Babb Randolph Cancer Center 5pm-8pm advanced registration call 304-598-4027

October 12th: Breast Cancer Survivors Afternoon of Enlightenment –for survivors and families-Lakeview Resort 2-4pm. To register call 304-598-4027

October 17th: (1) Clinical Breast Exams at Mary Babb Randolph Cancer Center
(2) Exhibit at the WVU Health Expo 8-8 Morgantown Mall (next to Victoria's Secret)

October 28th: Educational talk on BC prevention and hereditary risks for BC; 6pm Betty Puskar Breast Care Center Christen Tringes, PA-C
Jame Abraham, MD Director of Comprehensive Breast Cancer Program

➤ **Activities in Huntington Area=**

October 9th: Breast Cancer support group 6-7 pm St. Marys rm. 204. Dr. Gary Patton guest speaker= Emotional Aspect- spouses and support persons invited.

October 14th: Ladies in Pink Luncheon = 11-1 pm Guyan Country Club \$35.00

October 14th: Women's Health Series- 6-7 pm in rm.212 Dr. Morgan guest speaker.

October 19th: Walk for Women- Ritter Park= 2-4pm /registration noon.

October 22nd: Breast Screening- 1-5pm Breast Center free breast exams and discount coupons for mammograms...call St. Mary's ext. 1492for appt.

October 26th: Breast Cancer Survivor Reunion= St. Mary's Outpatient Lobby, Ladonna Blevins RN-BC guest speaker- "Stress Management in Fighting Breast Cancer".

❖ **October brings out a variety of Pink Fundraising/Komen's 5 Questions to Ask**

Make sure your hard earned cash is going to the cause you intend it to support-not all pink ribbons are equal.

With so many cause-related marketing programs out there, how can you be sure your money is going where it should?

Review Komen's [5 Questions to Ask](#) and learn how to identify cause marketing programs you can feel good about.

From American Airlines to Yoplait, Susan G. Komen for the Cure Corporate Partners offer consumers a variety of ways to get involved in the fight against breast cancer.

Whether a program offers to donate a portion of product sales or requires consumer participation in exchange for a donation, Komen's objective is that all programs that benefit Komen are meaningful, educate women and men about the disease and generate significant funds for research and community outreach.

With so many cause-related marketing programs out there, how can you be sure your money is going where it should? In order to determine if a cause-related program or promotion is one that you would like to support (or is worthy of your support), it is important to ask a few key questions. Become a savvy consumer. Review Komen's 5 Questions to Ask and learn how to identify cause marketing programs you can feel good about.

1. **Is this company committed?**
2. **How is the program structured?**
3. **Who does the program benefit?**
4. **How will the organization that benefits use my money?**
5. **Is the program meaningful to me?**

1. Is this company committed?

Read the product packaging and promotional materials or display and visit the company Web site to make sure the company is credible and committed to the cause.

2. How is the program structured?

Transparency is key. Is the company clearly stating how the money is raised and how much will be going to charity? For example, if it's a donation per purchase, ask how much of purchase price goes to charity – is it two percent or 10 percent – or some other amount? If there is a minimum contribution guaranteed by the company, what is the amount? Is there a maximum donation that will be made by the company?

3. Who does the program benefit?

Does it support a well-managed, reputable non-profit or fund? Again, we recommend that consumers read Web sites. The Komen Foundation makes it very clear on our site who we are, how we structure programs and how the monies are used. The Better Business Bureau Wise Giving Alliance is one resource for information on non-profit organizations if you are unsure (visit www.give.org).

4. How will the organization that benefits use my money?

It should be abundantly clear where the monies go. What organization will they support? Will the dollars generated go to research, education, community programs or all of the above? The Komen Foundation is very specific about our programs, activities and grants awarded to support our mission to eradicate breast cancer as a life-threatening disease. [View the Komen's most recent Annual Report.](#)

5. Is the program meaningful to me?

Is the program supporting a cause you believe in or have been touched by? Based on the details of the program and the potential for dollars to be raised does the program make sense to you? Selecting the right program is a personal choice based on your interests, your passions and a cause that is important to you.

Supporting Our Cause Nationally



Real warriors wear pink

For 14 years **Ford** has driven breast cancer education and awareness through its Warriors in Pink program.

Sweet rewards

M&M's® Brand Chocolate Candies has three sweet ways to support our mission this October.



Fore!

Rally for the Cure® events across the country allow participants to learn about breast health while golfing, playing tennis or dining out.



Do something Good for the Cure

LEAN CUISINE® continues to help fight breast cancer with a stylish wellness message.

- **Be sure to visit our local contributing vendors – that put your online shopping toward the support of the West Virginia Affiliate; Simply go to www.komenwv.org and under “About us” click the ‘Shop for the Cure’ site...your coffee order through ‘[Just Brew It](#)’ and your jewelry order through ‘[Jewelry Box](#)’ will generate a portion to our Affiliate. You must use those links on the web site to generate the donation.**

Please visit www.silver-bangles.com to order the beautiful sterling silver bracelet just for our Affiliate.

❖ The economics of breast cancer

In an effort to determine the effect we have had on the U.S. economy, we commissioned an economic impact study. The study found that in 2007 more than \$779 million in total business impact was generated through the **Susan G. Komen Race for the Cure series®**, our **cause related marketing programs** generated more than \$384 million in economic impact and approximately 4,500 people were saved through **Komen funded research**, adding more than \$296 million to the U.S. economy! **You can help us continue making a big impact.**

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

