

## Dear Dedicated Race for the Cure Participant,

I invite you to share a very moving experience with me right now by walking a mile in the shoes of an exceptional young woman, Tanesha. Imagine yourself...

...at the very young age of twenty-three. Ambitious, healthy, beautiful and a promising modeling career on the horizon. Your life lies full in front of you. You envision a future with a wonderful husband. Oh, and of course, a houseful of children, and later grandchildren, to love. Having just completed your education, you embark on the first steps of the joyous journey. Then that cold, impenetrable steel wall comes down upon your path.

### **Twenty-three, and you have breast cancer. Breast cancer, no job, no health insurance.**

No health insurance...no hope...no future.

Tanesha truly and fully believed she had no choice but to let go of her dreams – the career, the children, the graduation – and hand it all over to breast cancer. What makes Tanesha's story even more heart wrenching is that her action was not giving up, but instead a brave **acceptance**.

As a registered participant for the 2010 Susan G. Komen Philadelphia Race for the Cure®, certainly you realize that this acceptance of Tanesha's was not necessary. You know that, because of Race for the Cure dollars, the Affiliate is able to fund dozens of programs to provide screening, diagnostic and treatment services for women in need.

Fortunately, someone in Tanesha's circle was also aware of this, and connected her with Dr. Ari Brooks and his Komen Philadelphia Affiliate-funded program at Drexel University College of Medicine.

Once more, imagine yourself in Tanesha's shoes. Breast cancer. No health insurance. But, thankfully, this time you do have **hope** and you have **a future**.



### **We Still Need to Cross That Finish Line**

Tanesha's story had a beautiful ending...but, that was two years ago:

- Before the economy began to downslide.
- At a time when thousands more women had health benefits.
- At a time when these women didn't have to choose between putting food on the table and getting a life-saving mammogram.

Despite all this, **The Komen Philadelphia Affiliate has remained as strong as ever**. But, it takes a lot more to maintain that strength for the simple reason that there are tens-of-thousands of more people turning to us – **depending on your Race for the Cure fundraising** – to assure their *futures* in these times.

**The bottom line is:** *registering for the Race is a wonderful step, but it takes your fundraising efforts to assure we all cross that finish line...into a world without breast cancer.*

## Take the Next Step

Having walked a mile in Tanesha's shoes just a minute ago, I appeal to you to take the next step by **starting your personal 2010 Komen Philadelphia Race for the Cure fundraising campaign TODAY.**

- 1) Set your fundraising goal       \$ \_\_\_\_\_
- 2) Challenge yourself to exceed  
it by at least another 10%       \$ \_\_\_\_\_
- 3) Your fundraising total goal     \$ \_\_\_\_\_
- 4) Divide that total by \$100 and you have just potentially **helped fund \_\_\_\_\_ life-saving mammograms**  
for women just like Tanesha!

## Please, Remember...

...your 'Tanesha experience.'

...the Promise of two sisters, Nancy G. Brinker and Susan G. Komen to do whatever it takes to end breast cancer forever.

...the rally cry of your 2010 Komen Philadelphia Race for the Cure:

**"Bring it on breast cancer - we have the passion and the power to take you down!"**

With great appreciation for your passionate fundraising,

*Elaine I. Grobman*

**Elaine I. Grobman, Executive Director**

## FUNDRAISING KNOWLEDGE - AND POWER

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Log onto [www.Race.KomenPhiladelphia.org](http://www.Race.KomenPhiladelphia.org) for:

- fundraising **forms**
- powerful **tips & online monitoring** of your fundraising progress
- fundraising program **details & prizes**
- online **submissions of donations**

**Double your money!** Inquire if your employer has a matching gift program. Ask your supporters, too, if their employers participate in a matching gift program.

**Win great prizes!** Available for fundraising achievements starting as **low as \$250**. Fundraising rewards may be picked up during Race weekend with proof of total submitted.

Please make checks payable to **The Philadelphia Affiliate of SGK.**