

# cancer prevention works

Summer 2009

Cancer prevention and early detection information for your healthy life. Research. Education. Outreach.

## COVER STORY

# Celebrity Fitness Trainer Denise Austin Joins Inaugural Step Away From Cancer 5K Run/Walk

THIS COMING SEPTEMBER 26, the Prevent Cancer Foundation will host its first annual Step Away From Cancer 5K™ run/walk in West Potomac Park in Washington, D.C. Joining in the day's festivities will be honorary chair and celebrity fitness guru Denise Austin, who will lead the pre-race warm-up, along with trainers from the event's fitness partner, Sport&Health.

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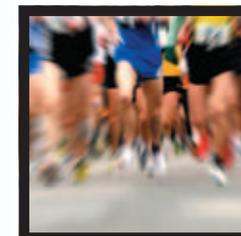
Celebrity Fitness Trainer Denise Austin. Photo: Hilmar Meyer-Bosse



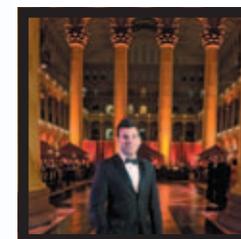
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## President's Corner

Carolyn Aldigé  
President and Founder

NEARLY TEN YEARS AGO, the Prevent Cancer Foundation began to encourage strong federal

support of embryonic stem cell research by joining with academic and advocacy groups representing health care providers and patients associated with spinal cord injury, diabetes, Parkinson's disease, Alzheimers and cancer. Until recently, our federal policies have hindered progress in embryonic stem cell research for the past decade.

On March 9, 2009, President Barack Obama reversed the course set by the previous administration and signed an Executive Order directing the National Institutes of Health (NIH) to issue guidelines that allow federal funding for research conducted on embryonic stem cells derived after August 2001. President Obama's action will ensure that scientists can pursue, with renewed energy and full federal support, the promise of embryonic stem cell research within strong federal guidelines. Millions of Americans stand to benefit from this effort. Patients and their loved ones have waited eight years for the restrictions put in place in 2001 to be lifted. We are grateful to the President for this action and for opening up this area of science while ensuring that the research is conducted in accordance with strict ethical guidelines that have been issued by the NIH.

Thanks to all of you, and to our partners across the research, academic and disease communities, for your steadfast efforts to make this new opportunity in research a reality. The Prevent Cancer Foundation is proud to say that we have worked with all of you to accomplish this change!

# The Total-Body Benefits of Berries

Learn about the surprising ways berries boost health.

By Brierley Wright

WHEN IT COMES TO HEALTH, BERRIES HAVE A FABULOUS REPUTATION. Blueberries are packed with antioxidants called anthocyanins, that may help keep memory sharp as you age, and raspberries contain ellagic acid, a compound with anti-cancer properties. All berries are great sources of fiber, a nutrient important for a healthy digestive system. But if you need more reasons to dig into summer's sun-kissed little fruits, look no further than two new studies, which suggest that berries may be good for your heart and your bones as well.

In a study of 72 middle-age people published recently in the *American Journal of Clinical Nutrition*, eating just under a cup of mixed berries daily for eight weeks was associated with increased levels of "good" HDL cholesterol and lowered blood pressure, two positives when it comes to heart health. Included in the mix were strawberries, red raspberries and bilberries—similar to blueberries—as well as other berries more common in Finland (where the research was conducted): black currants, lingonberries and choke-berries.

"At the moment we do not know which berry, or berries, could have been the most active," says Iris Erlund, Ph.D., senior researcher at the National Public Health Institute in Helsinki and lead author of the study. But, in fact, the diverse range of polyphenols—a broad class of health-



Eating even a small amount of blueberries each day—perhaps as little as ¼ cup—could be good for anyone's bones.

promoting plant compounds that includes anthocyanins and ellagic acid—provided by the mix of berries is likely responsible for the observed benefits. Polyphenols may increase levels of nitric oxide, a molecule that produces a number of heart-healthy effects. One is helping to relax blood vessels, which subsequently results in lowered blood pressure, says Erlund.

Polyphenols may also help preserve bone density after menopause, according to new research in the *Journal of Nutritional Biochemistry*. Our bones are constantly "turning over"—breaking down and building back up. After menopause, when estrogen levels plummet, bone breakdown outpaces bone formation, and the result is bone loss, a risk factor for osteoporosis. In the study, rats that had their ovaries removed (to mimic an estrogen-deprived postmenopausal state) and were fed blueberries every day for three months significantly increased their bone density, scientists at Florida State University discovered. "We believe that polyphenols in the berries slowed the rate [of bone turnover], ultimately saving bone," says Bahram Arjmandi, Ph.D., R.D., the study's lead author and professor and chair of the department of nutrition, food and exercise sciences at FSU. More research is needed to know for sure whether the benefits translate to humans but, says Arjmandi, the data suggest that eating even a small amount of blueberries each day—perhaps as little as ¼ cup—could be good for anyone's bones.

Bottom line: Dig into a variety of berries regularly to reap the "total body" benefits of their polyphenols.

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## Power Food

### BANANA-BERRY SMOOTHIE

*This bright and easy breakfast packs two servings of fruit plus soy protein and fiber.*

Makes 3 servings, 1 cup each

**ACTIVE TIME:** 5 minutes

**TOTAL TIME:** 5 minutes

**EASE OF PREPARATION:** Easy

1 ¼ cups orange juice

1 ripe medium banana, peeled and sliced

1 cup frozen blueberries, blackberries or raspberries

½ cup silken tofu

2 ice cubes, crushed (see Tip)

1 tablespoon sugar (optional)

Combine orange juice, banana, berries, tofu and crushed ice in a blender; cover and blend until smooth and frothy. Sweeten with sugar, if desired. Serve immediately.

**NUTRITION INFORMATION:** Per serving: 135 calories; 2 g fat (0 g sat, 0 g mono); 0 mg cholesterol; 27 g carbohydrate; 4 g protein; 3 g fiber; 19 mg sodium; 376 mg potassium.

**Nutrition bonus:** Vitamin C (93% daily value). 2 Carbohydrate Servings. Exchanges: 1 ½ fruit, ½ lean meat.

**TIP:** An easy way to crush ice is to place cubes in a heavy-duty plastic bag and break them with a rolling pin.

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## Prevent Cancer Foundation Helps Provide Screenings in Post-Katrina New Orleans



A NATIVE OF BRISTOL, VIRGINIA, and former chief of medicine and head of graduate medical education at New Orleans' famed Ochsner Clinic, Dr. Donald Erwin, President and CEO of St. Thomas Community Health Center, believes his real education began at St. Thomas. "I learned of the clinic in 1987 when two Catholic

Sisters of Charity visited my church. They told my congregation that they had founded a clinic in one of the city's toughest neighborhoods." Erwin volunteered to help on the spot, to not only see patients at the clinic, but train the medical residents as well.

Before Hurricane Katrina, Louisiana had one of the nation's highest mortality rates due to lack of screening sites and breast cancer prevention education, causing late-stage diagnosis. After the hurricane hit, only about half of the physicians returned to the city leaving both insured and uninsured patients unable to find physicians. Dr.

Erwin saw this devastation and decided to take action to ensure that the population received life-saving breast cancer screenings.

"Katrina took from New Orleans one of the few places in the region where uninsured women could be screened for breast cancer," explains Dr. Erwin. "Like many cities with underserved communities, New

Orleans faces the challenge of increased mortality due to late-stage diagnosis."

New Orleans's Charity Hospital system, which served the city's uninsured and underserved population, was devastated by Katrina. The storm permanently closed the historic hospital and shut down the University Hospital for 18 months, forcing half the health care providers to relocate outside the city. Dr. Erwin and his wife Dr. Mary Abell saw this and armed with the keys to the clinic, stepped into the breach.

Six weeks after the storm, Drs. Erwin and Abell reopened St. Thomas and reinstated Katrina-ravaged New Orleans with reliable primary care, breast and cervical cancer screening services. An \$85,000 Community Grant from the Prevent Cancer Foundation allowed Dr. Erwin to offer not only screening services, but also surgical oncology consultations (including biopsies) and post-operative care for those patients needing surgery.

"I can't begin to describe just how much the Prevent Cancer Foundation grant helped us," explains Dr. Erwin. "We knew this was a different kind of grant than the Foundation was used to, but it helped make St. Thomas

the only place in New Orleans where uninsured women could get a mammogram. And it is still that."

From October, 2005 until March, 2008, St. Thomas CHC was the only site in the New Orleans region where uninsured women could obtain mammography and further diagnostic studies for the detection of breast cancer.

*"Katrina took from New Orleans one of the few places in the region where uninsured women could be screened for breast cancer."*

### 5K Run/Walk

*Continued from cover*

"The Step Away from Cancer 5K™ run/walk is a great way for people to actively take steps to prevent cancer," explains Denise Austin. "I'm so thrilled to be part of the Foundation's inaugural race and hope you will join us!"

The Step Away From Cancer 5K™ aims to encourage the public to take their own steps to prevent cancer, through regular screenings and leading a healthy lifestyle. Proceeds from the Step Away From Cancer 5K™ will help support the Prevent Cancer Foundation's important cancer prevention community outreach and education programs and research.

"We are so excited to have Denise on board as our honorary race/walk chair," says Carolyn Aldigé, President and Founder of the Prevent Cancer Foundation. "This event really enforces our Foundation's mission; that physical activity lowers the risk of most cancers. Together, we can all take steps away from cancer."

Individual registration is \$25 to enter the run/walk and children under 12 are free. All registrants will receive a commemorative t-shirt. Transponder timing operated by Capital Running Company will be used to score the 5K. Prizes will be awarded to the top three male and female finishers. Prizes will be also given to the first and second place finishers in the men and women's age divisions. The post-race awards ceremony begins at approximately 9 a.m. For more information or to register online, visit [www.runwashington.com](http://www.runwashington.com).

**Step Away from Cancer**  
5K Run/Walk



# Summer Wedding Tips

*Celebrity Wedding Planner and host of “My Fair Wedding” on WE, David Tutera offers tips every bride and mother of the bride should know for the perfect summer wedding.*

By David Tutera

## Favors & Gifts

More couples are looking for ways to bring their favorite charity into their special day. One way is through charitable favors, which are unique, meaningful, and will always remind guests of your special day. Many couples will make a donation to their favorite charity in honor of their guests, which makes the favor more personal. Many couples will make a donation of a few dollars in each guests name and then either print an explanation of this on cards on each cocktail table, or in mini envelopes for guests to take home at the end of the night.

Another way couples are using their weddings to raise awareness for the causes they support is by suggesting that donations can be made to their favorite charity in lieu of a gift from their registry.

On a personal note, The Prevent Cancer Foundation is my own charity of choice. I have been a long-time supporter of the Foundation’s work, and was honored to become a member of the Foundation’s Board of Directors in 2007.

## Flowers

For a new spin on the classic bridal bouquet, consider a pomander. This round mass of flowers hangs from a decorative ribbon handle and can be made with virtually any flowers, colors and embellishments. I especially like create a “cage” of long grass around the pomander which I string orchid heads on to for a really opulent look.

For a chic touch on your centerpieces, consider adding in spray-painted silks. Even inexpensive silks look stunning when given a coat of paint, especially metallic silver or gold. Add a few stems into each centerpiece for a truly unique look and an extra touch of sparkle!

## Décor

One of the best parts about summer weddings is the opportunity to have the ceremony outdoors. When my brides opt for a beach or garden ceremony, I always let the natural décor shine, and add in only minimal accents. For example, I like hanging strung rose petals from tree branches or sticking poles in the sand with large, sheer fabric panels that blow gracefully in the wind.

Lighting is important for any event. From placing canister up-lights around the perimeter of the room to light the walls to highlighting the centerpieces with pin-spots, lighting can really enhance the wedding. For lighting on a budget, consider creating a canopy of



strings of holiday lights, or hanging paper lanterns with battery operated tea lights. You can also dip the rims of inexpensive glass votives in paint or glitter to add an extra element to the table.

## Budget

The wedding cake is often a large expense, but you can save a lot of money by having your designer create many of the layers out of foam. By having only a real bottom layer, you can still have cake cutting ceremony and then serve extra sheet cake behind the scenes.

If a custom aisle runner is not in your budget consider other options. Scattered carnation petals look beautiful against a grass or sand surface and clusters of lanterns or pillars in glass vases look just as beautiful.

For more wedding tips visit [www.davidtutera.com](http://www.davidtutera.com).

## A Ray of Hope for Lung Cancer

LUNG CANCER CONTINUES TO KILL MORE PEOPLE EACH YEAR THAN PROSTATE, BREAST AND COLON CANCER COMBINED. *Protect Your Lungs*, a program focused on funding for the early detection of lung cancer, has joined Prevent Cancer’s family of programs in the quest for a cancer-free future.

The *Protect Your Lungs* program was founded in December, 2008 by the Stern family of Potomac, Maryland and New York, New York, after they witnessed first-hand the devastation of the disease. Pat Stern, a beloved wife, mother and grandmother succumbed to lung cancer after a long 21-month battle with the disease. “Like so many lung cancer patients, she was not diagnosed until the cancer had progressed to stage IV and it was too late to cure the disease,” says Pat’s daughter, Andrea Stern Ferris, co-founder of *Protect Your Lungs*. “Because lung cancer is asymptomatic and there is no early detection screening for it, many people only have a few weeks or months to live after they are diagnosed.”

The Stern family’s goal is to fund research that ultimately creates an effective screening protocol to find all lung cancers while they are local, treatable and beatable. For more information about the program and how you can get involved, visit [www.protectyourlungs.org](http://www.protectyourlungs.org).



 protect your lungs  
FIND IT • TREAT IT • LIVE

# Right Diet For Prostate Cancer Prevention

Research Spotlight: Dr. Jin-Rong Zhou

DR. JIN-RONG ZHOU IS AN Assistant Professor in the Department of Surgery at Harvard Medical School and Director of the Nutrition/ Metabolism Laboratory at Beth Israel Deaconess Medical Center in Boston, MA and is a recipient of the Prevent Cancer Foundation research grant. Dr. Zhou is currently



researching how a dietary combination of soy and black tea could significantly inhibit the development and progression of prostate cancer in a synergistic manner. Scientific evidence suggests that dietary intake of soy or black tea individually may have a potent anti-prostate cancer effect. The results of this research, along with evidence from previous studies, could lead to further studies of men at high risk for prostate cancer and eventually to a realistic dietary approach to prostate cancer prevention.

The Foundation caught up with Dr. Zhou to get an update on this ground-breaking research.

**Q HOW IMPORTANT IS DIET FOR PREVENTION OF PROSTATE CANCER, ESPECIALLY IN LIGHT OF THE RECENT CONTROVERSY SURROUNDING ANNUAL SCREENINGS?**

**A** Epidemiological investigations have demonstrated an important role of diet and lifestyle in prostate cancer. Basic research has also suggested the preventive activities of certain dietary components in the development and progression of prostate cancer. These findings provide strong evidence that certain dietary modifications or supplementations may effectively prevent prostate cancer. Considering that some prostate cancers are slow-growing and may not need aggressive treatment, effective dietary regimens may be especially significant in controlling and/or delaying the development and progression of prostate cancer.

**Q WHAT LED YOU TO THE FIELD OF PROSTATE CANCER PREVENTION?**

**A** Prostate cancer is the most frequently diagnosed invasive cancer among men in the U.S., whereas, prostate cancer incidence in Chinese men is much lower.

Epidemiological studies suggest that the dietary pattern in the Asian population may play a significant role in the prevention of prostate cancer. On the other hand, the exact active dietary components and dietary patterns that are responsible for the preventive role of the Asian diet remain largely unknown. It is thus imperative to evaluate and identify the active dietary components or patterns, so that the true effective dietary regimens can be applied for prostate cancer prevention. I am committed to devote my professional career to this challenging and exciting research field, hoping that my research can someday make a significant contribution to effective prevention of prostate cancer and other types of cancers.

**Q TELL US ABOUT YOUR RESEARCH EXAMINING THE COMBINATION OF SOY AND BLACK TEA TO PREVENT PROSTATE CANCER?**

**A** Soy and black tea are two important dietary items that are consumed in the Asian population regularly. Therefore it is possible that soy and black tea may have potent preventive effects. It is also possible they may be even more potent when used in combination. However, these important research questions have not been adequately addressed. Our previous research identified the combination of soy and black tea as having a more potent effect in inhibiting the growth of prostate tumors in animal models. On the other hand, it is unknown if this combination also has potent effects in preventing the development of prostate cancer in humans. We therefore are evaluating the effects of soy and black tea combinations on the prevention of prostate cancer by using a clinically relevant animal model.

**Q WHAT IMPACT COULD YOUR EXPECTED RESULTS—OF THE SYNERGISTIC EFFECT OF SOY AND BLACK TEA—HAVE ON PREVENTING OTHER CANCERS BEYOND PROSTATE?**

**A** If it is verified that the combination of soy and black tea prevent prostate cancer, it will provide supporting evidence and a rationale to conduct research on applying this dietary combination regimen for the prevention of other types of cancer.

**Q HOW HAS THE PREVENT CANCER FOUNDATION GRANT IMPACTED FUTURE RESEARCH AND/OR POTENTIAL INNOVATIVE APPROACHES TO PROSTATE CANCER PREVENTION?**

**A** Our results could lead to further clinical investigations on applying the soy and black tea combination for prostate cancer prevention. Our results may also promote further research on identifying other effective dietary combinations for prostate cancer prevention.



# A Winning Attitude Helped Olympic Athlete Fight Testicular Cancer

IN JUNE, 2008, YOUNG OLYMPIC HOPEFUL ERIC SHANTEAU was diagnosed with testicular cancer, just days before the U.S. Olympic swim trials. Earlier that spring, Eric had suspected a problem, and with the encouragement of friends and family, he visited his health care provider at the age of 24.

Since Eric's cancer was caught early due to his screening, perhaps even within the first weeks of appearing and had not spread, his doctors cleared him to compete in the trials. He persevered, winning a spot on the U.S. Olympic team in the 200-meter breaststroke. Receiving the chance of a lifetime, Eric competed alongside his teammates in Beijing, while inspiring them and millions of others around the world with his talent and courage. Eric did so knowing that when he returned home, he would undergo surgery to treat his cancer.

While many young men choose not to talk publicly about their cancer diagnosis, Eric has been a vocal advocate about prevention, sharing his experience with the media and partnering with groups like the Prevent

Cancer Foundation. "I am very proud to call myself a testicular cancer survivor and take on a role as a cancer awareness advocate. The biggest weapon we have in combating this disease is awareness. Early detection is essential in winning the fight against cancer," said Eric Shanteau.

By doing so, Eric can reach and teach more men that early detection is critical in fighting and preventing cancer. Thanks to his commitment to the Foundation, Eric is featured in our testicular cancer public service announcement. Eric is now back in the pool continuing his training—as well as continuing his work to raise awareness.

Testicular cancer is the most common form of cancer for 15 to 34 year-old men. It is also one of the most curable cancers, if discovered early. There are steps that men can take to reduce their risk, including self-exams, knowing their family history and talking with their health care providers. For more information visit [www.preventcancer.org](http://www.preventcancer.org) including risk factors, signs and symptoms of testicular cancer.

*"I am very proud to call myself a testicular cancer survivor and take on a role as a cancer awareness advocate."*

*"The biggest weapon we have in combating this disease is awareness. Early detection is essential in winning the fight against cancer."*



**Win the battle.**

**Stop testicular cancer early.**  
Check yourself monthly and ask your healthcare professional about routine screening.

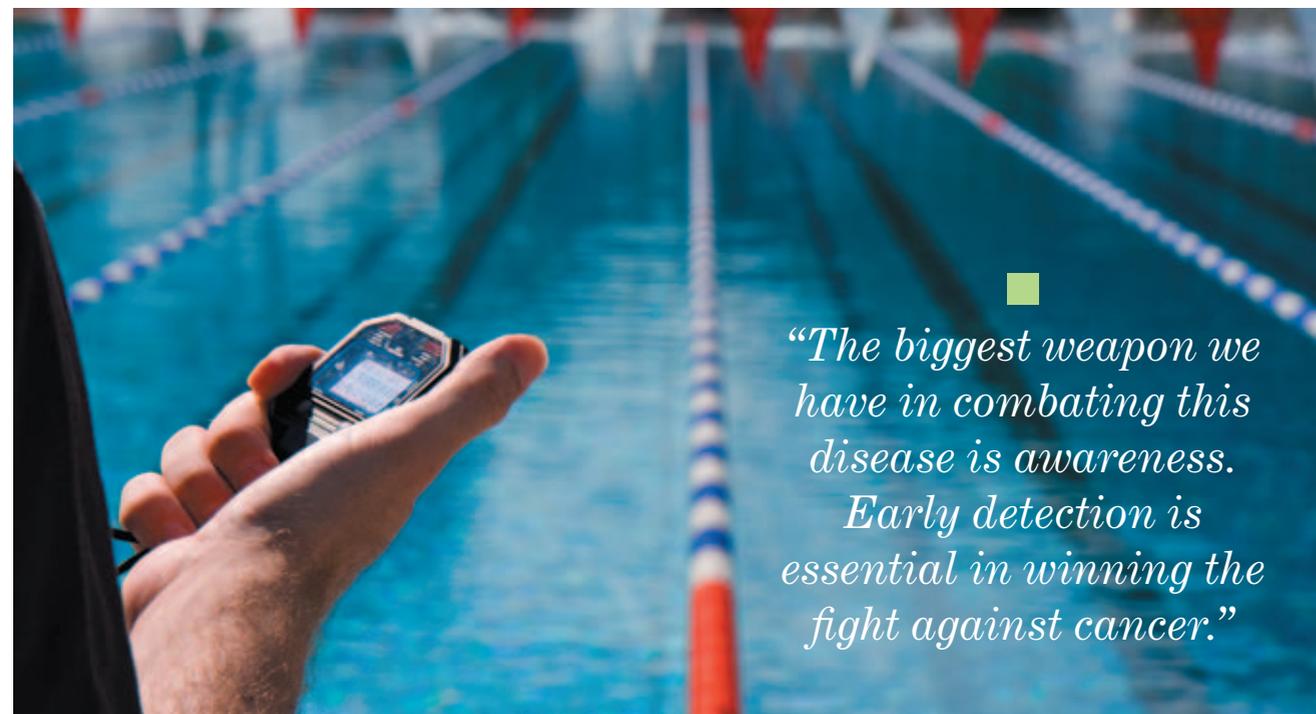
**check YOUR Status**  
A HOUSE CANCER RISK.

Found early, testicular cancer is treatable and usually curable. You have the power to do something about it. To learn more, visit [www.preventcancer.org](http://www.preventcancer.org)

prevent cancer FOUNDATION

**Testicular cancer is preventable if detected early. Know the signs:**

- A painless lump or swelling in either testicle
- A change in how the testicle feels
- Dull aching in the lower abdomen or groin
- Pain or discomfort in a testicle or in the scrotum
- Sudden collection of fluid in the scrotum



# Foundation Continues National Colorectal Cancer Awareness Campaign

THE PREVENT CANCER FOUNDATION (THE FOUNDATION) continues its efforts with the year-long National Colorectal Cancer Awareness Campaign. Earlier this year, the Foundation celebrated the tenth Anniversary of March having been recognized as National Colorectal Cancer Awareness Month with a renewed call for Congressional action to increase funding for colorectal cancer screening. The most recognizable educational tool from the Foundation, the Prevent Cancer Super Colon™ tour, continues to help to educate the public about colorectal cancer prevention and screenings, along with the Buddy Bracelets™, National Dialogue for Action conference, “Elvis Impersonator” public service announcement and informational brochures helps the Foundation to increase

awareness and education to both the public and health care providers about colorectal cancer.\*

### The Prevent Cancer Super Colon™ Tour

The Prevent Cancer Super Colon™ is a 20-foot long replica of the human colon that travels around the country. It is a unique, walk-through exhibit to raise awareness about colorectal cancer in local communities. The Prevent Cancer Super Colon™ tour stops range from large cities to remote Native American reservations in an effort to reach all types of communities, including minorities and the underserved.

### The Buddy Bracelet Campaign

In addition to the Prevent Cancer Super Colon™ tour, the Foundation distributes Buddy Bracelets™ to increase awareness about colorectal cancer. The blue Buddy Bracelet™ was created to spread the word about colorectal cancer screening during National Colorectal Cancer Awareness Month and is inscribed with the colorectal cancer message “Preventable, Treatable, and Beatable.” The bracelet encourages people to get screened and carry the prevention and screening message to friends and family.

### National Dialogue for Action

Moreover, the Foundation continues to reach out to health care providers and underserved populations through the Dialogue for Action™ program. The Dialogue for Action™ program focuses on increasing colorectal

cancer (CRC) screening as part of a comprehensive and coordinated cancer prevention strategy through an annual national conference and two-year projects with states, regions and American Indians and Alaskan Natives.

The annual National Dialogue for Action conference provides health care providers an opportunity to openly discuss the benefits of integrating CRC screening with other preventive services, evaluate communications to promote prevention and early detection and evaluate techniques to help educate underserved areas about CRC screening and prevention. Furthermore, the State Dialogue for Action focuses on enhancing public/private collaborations to increase colorectal screening. Since 2002, 17 states and 10 American Indian/Alaska Native teams have participated in the Dialogue process to increase capacity for CRC screening in their respective communities. Outcomes of the projects have ranged from statewide awareness campaigns to support of CRC legislation for screening programs to office reminder systems.

The 2009 National Colorectal Cancer Awareness Campaign is a leading force in awareness and education about colorectal cancer. Looking ahead to 2010, the Foundation is working with its colorectal cancer partners to roll out a screening project that will help individuals take action in their preventive health care.

*\*The Foundation gratefully recognizes the support of sanofi-aventis, who has served as the National Presenting Sponsor of the campaign and all its activities.*

The Prevent Cancer Super Colon™ will be make the following stops this summer:	
Fond du Lac Reservation, MN	June 11
Festival de la Familia, Orlando, FL	June 27
African American Heritage Festival, Baltimore, MD	July 4 and 5
Wise, VA (Remote Area Medicine)	July 23
Peublo Sandia, NM	July 18
Black Expo, St. Louis, MO	August 15 and 16
Cherokee Nation, OK	September 5

## Stimulus Bill Offers Resources for Research, Education and Outreach

THE NEWS COVERAGE OF THE AMERICAN RECOVERY AND REINVESTMENT ACT—otherwise known as the “stimulus bill”—has focused on banks and businesses, foreclosures and financing. But there is important funding for health research and services included in the legislation.

Funding from the stimulus bill includes 10 billion dollars for research at the National Institutes of Health (NIH), of which 1.2 billion will be directed towards the National Cancer Institute (NCI). The majority of this money will be used to fund research grants, which include approved grants that were not funded due to lack of resources in past years and “challenge grants,” that will fund innovative, cross-cutting cancer research.

The funding of this important research will hopefully lead to a greater understanding of cancer as a holistic disease and to new preventative measures, by affording the NIH and NCI the ability to break out of their regular

funding practices and venture into more high risk, but potentially high reward projects.

Dr. John Neiderhuber, the Director of the National Cancer Institute, said at a recent meeting of the American Association for Cancer Research (AACR), “We must hasten our progress against cancer by conducting exciting new science, which this year’s increase in funding, in addition to anticipated funds from the American Recovery and Reinvestment Act, will help make possible.” He explains that, “because cancer research contributes to the diagnosis and treatment of many other major diseases, we anticipate NCI’s efforts will lead to scientific advances necessary to improve the nation’s health.”

This influx of money is great for patients, and it is also helpful to the economy. A 2008 study by the non-profit Families USA found that a dollar spent on cancer research returns two dollars to the local community. Furthermore,



the current research budget already supports 350,000 jobs through the NIH.

Also included in the bill was one billion dollars for preventative services through the Centers for Disease Control and Prevention. This money will be used for a variety of prevention programs including those that will create access to screenings and education about cancer prevention.

For more information about the American Recovery and Reinvestment Act, please visit the Prevent Cancer Foundation Advocacy Center at [www.preventcancer.org](http://www.preventcancer.org).

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## THE LAST WORD

# Individual Donors are Prevent Cancer's Foundation

INDIVIDUAL DONORS EVERYWHERE MAKE NONPROFIT WORK POSSIBLE and the Foundation's donors are no exception. In 2008, our individual donors provided nearly half of the Foundation's funding resources through direct mail, online contributions, bequests, employee workplace giving programs and special beneficiary events across the U.S., many of whom have been personally touched by cancer.

The employees of Taylor Morrison, one of the largest home development companies in the United States, are an example of individuals honoring a friend's memory. On January 18, Team Taylor Morrison participated in the P.F. Chang "Rock and Roll Marathon" in Phoenix, AZ, in memory of Sue Hamlin, a colleague who lost her battle with cancer in 2008. Taylor Morrison sponsored the team and selected the Foundation as their "charity of choice" for the money raised by their runners. The teams initially expected to collect approximately \$10,000 in pledges. However, after researching the Foundation, Taylor Morrison pushed their pledge drive even harder and donated over \$23,000.

### Paying it Forward

Individual donor dollars are put to work in very real and tangible ways, with 82 cents of every dollar donated going directly to prevention and early detection research.

This includes health screenings and education to tens of thousands of people each year, especially to under-served and underinsured rural and inner city communities.

Individual donations allow the Foundation to continue to educate about the importance of prevention and early detection through the Foundation's public service announcements and programs such as Project Early Awareness

Individual donations have also added to the growing body of knowledge on factors related to cancer, from life style behavioral patterns to diet to drug therapies. Over the past 24 years, these donations have helped fund over 400 early career research scientists focused on prevention and early detection.

The Prevent Cancer Gala, individual donors responded overwhelmingly to the Foundation's "Lighting the Way to Prevention" pledge drive, which outlined exactly what their donations fund, and gave donors a chance to "pay it forward."

### Workplace Giving Adds Up

In 2008, workplace giving accounted for ten percent of all individual donations to the Foundation. A contribution of \$3 per pay period adds up to free prostate cancer screening for three people. These impactful donor

### Here's what a dollar buys for cancer prevention:

\$10	1 prostate screening at Prevent Cancer State Fair free health screening booths
\$100	3 mammograms
\$500	15 screenings for cervical cancer
\$1,600	A full day of free screenings on the Mammovan
\$3,300	A prevention grant of fellowship for one month

programs have spread from Fortune 500 companies to small business in every state. Expansion is not limited to the corporate sector, but extends to state governments with the development of State Employee Charitable Campaign (SECC) program. Employees have started to see how far a contribution of any size can go to help charitable organizations. In 2008, the Foundation received United Way contributions totaling \$164,000 and combined Federal campaign contributions of \$650,000.

### Bequests

Donors make a statement of support for the Foundation by providing for a bequest in their Will. These gifts help ensure that our cancer prevention research, education and community outreach programs continue in the future.