



Wyoming BREAST CANCER INITIATIVE

Dear Friend,

Breast cancer does not stop, neither do we.

Although we thoughtfully waited to launch our 2020-2021 fundraising campaign, we are now excited to announce our plans. We are very, very grateful for all our faithful sponsors, donors and participants! Without you the Wyoming Breast Cancer Initiative (WBCI) would not be able to reach across Wyoming to help increase awareness, prevention and provide support for cancer survivors and their families. As we enter our fifth year, our story is one of tenacity, passion, and Wyoming partnerships. We are very excited to share with you our plans. Major improvements in the attached **2020 Sponsorship Opportunities**, are the new **YEAR-ROUND** sponsorship benefits.

WE ARE GOING VIRTUAL for our signatory Wyoming Pink Ribbon **Run & Fun**. But not just an average, run of the meal virtual event. We have created a community event to benefit local businesses and nonprofits along with raising important funds for WBCI. **We are truly all in this together!**

We believe this new sponsorship model will give you the increased exposure that you deserve! We will creatively increase recognition using social media, branded material, eblasts, registration inserts, etc.

The volunteer led WBCI is still very committed to raising money that will be granted back into Wyoming. **Funds raised in Wyoming, stay in Wyoming!** To-date, the WBCI has **awarded over \$350,000** in grants into 58 Wyoming breast cancer programs and we fund an early detection voucher program that is available in all 23 counties. It is truly quite amazing how your donations are stretched by the awarded grantees. Through 2019, WBCI funds have served >3,300 men and women, financed 2,717 breast exams, funded 777 mammograms/biopsies/ultrasounds, and **most important** has diagnosed 17 breast cancers. As detailed in the booklet, volunteers organize year-round statewide fundraising events to increase awareness, finance breast cancer testing, provide treatment navigation services, and offer survivor support.

We recognize that our events are fluid and possibly uncertain in the era of COVID 19, but we commit to staying relevant and keeping your recognition a priority as we raise funds for WBCI. It is our expectation to give you and your business recognition at:

- **Virtual Wyoming Pink Ribbon Run & Fun** - August 1-9, 2020
- Breast Cancer Awareness Month Events
 - Drink for Pink (Cheyenne) – October 2020
 - Laelia Gala (Laramie) – October 2020
- Cups4Cups statewide coffee shop event – April 2021
- Thankful Thursday (Cheyenne) – May 2021
- Other statewide events as organized

Earlier this year we mailed each of you our first Annual Report (also on website) where we added our statement of gratitude to our generous sponsors and donors. We appreciate your support and your contributions to this exciting and proven organization.

Cancer does not stop with the entrance of COVID19. Now more than ever, cancer prevention and early detection is critical to Wyoming's long-term health. We hope you will consider joining us so together we can make a healthier Wyoming. Please complete the attached sponsorship commitment contract by **July 1, 2020** to meet marketing deadlines. For more information, please contact us at 307-840- WBCI or info@wyomingbreastcancer.org.

Sincerely,
The Wyoming Breast Cancer Initiative Board

"It takes a village to navigate the healthcare system, keep one's sanity and find hope with a breast cancer diagnosis. I feel very privileged to be partnering with WBCI and other cancer navigators."

Pat English-Parish, MA, MSW, LCSW. LIV Health, WBCI Grantee 2017-Current