



May 2019

Dear Community Leader:

October is Breast Cancer Awareness Month and *PRAISE IS THE CURE®*, INC. is presenting its 14<sup>th</sup> Annual Week of Hope Health & Healing, a series of citywide breast cancer awareness events from Sunday, September 29 through Sunday, October 6, 2019.

The mission of Praise Is The Cure®, Inc. is to eliminate Breast Cancer disparities among Black women by providing breast health education, access to screenings and treatments, and other support services. Our theme is *THIS MUST STOP!* We recognize it is time for us to collectively work harder than ever to fight the devastating effects of Breast Cancer on women, men and families.

As influential leaders and change agents in our community, we are asking you and your members to partner with Praise Is The Cure®, Inc. to help increase awareness of issues uniquely affecting our community. Specifically, we are requesting your support and participation in *Breast Cancer Awareness Day*, our signature kick-off event for Praise Is The Cure's Week of Hope, Health and Healing.

*Breast Cancer Awareness Day* is one of the largest educational outreach programs devoted to breast cancer awareness in the Philadelphia region. Through host organizations concurrently devoting a few minutes of their meeting to breast cancer awareness, each year Praise Is The Cure®, Inc. reaches anywhere from 10,000 to 12,000 members of our community.

While each group designs its own program, generally, a few minutes of your meeting would include a short, but inspirational message ideally presented by you or a member of your organization, recognition of survivors and patients, and distribution of informational materials to all members and guests in attendance. Praise Is The Cure®, Inc. prepares all materials that are designed to encourage women (and their families) to manage their health and to familiarize them with breast health facts, treatment options and other resources available to them.

By partnering with organizations in our community, we will be able to educate a large segment of our core constituency, provide more access to resources and take another step closer to our goal of eliminating disparities in mortality rates in the Black community.

There is NO COST to you or your organization for participating in Breast Cancer Awareness Day. We only ask you as a host organization to:

- Deliver a three to five-minute presentation about breast health during your meeting;
- Recognize and celebrate breast cancer survivors and patients in your organization;
- Distribute informational materials to encourage women and their families to manage their health by promoting early screenings, treatment, and support services; and
- Encourage your members to donate to Praise Is The Cure®, Inc. to help continue offering free programs and services to our community throughout the year.



To help make your Breast Cancer Awareness Day event successful, Praise Is The Cure®, Inc. will:

- Provide a sample script that can be used by your speaker; or if needed provide a speaker to deliver the message;
- Provide information packets on breast health facts to be distributed to members in attendance;
- Provide a poster and flyers to help promote the event;
- Provide a representative from our organization to assist with event planning;
- Promote your organization as a participating host venue; and
- Provide donation envelopes for members.

In addition to *Breast Cancer Awareness Day*, there will be a full week of FREE activities for your members. The *Week of Hope, Health and Healing* will also include the following:

- Community Health Fair, mammograms and other health screenings;
- Wellness workshops;
- “Maddie Movement” Children’s Festival;
- Breast Cancer Survivor’s Pamper Party offering entertainment, spa treatments, refreshments and other “feel good” activities for breast cancer patients and survivors;
- Men’s Health Forum and Tailgate Party with activities for men interested in meeting, in a safe space, with other men to discuss important health issues;
- A Gospel Music Extravaganza featuring world renowned gospel artists; and
- An inspirational Dance Benefit Concert fundraiser performed by some of the city’s most talented young dancers (*ticketed event – donation required*).

This year, we are asking you to become a Praise Is The Cure® “Community Partner”. Community Partners will host a Breast Cancer Awareness Day program, help to publicize the *Week of Hope, Health and Healing*, recruit your members, family and friends to participate in events as appropriate, encourage involvement in other Praise Is The Cure® support programs offered throughout the year, and to the extent possible, contribute financially to enable Praise Is The Cure®, Inc. to continue offering programs and services at no cost to the community.

We thank you in advance for your consideration and ask that you complete and return the enclosed commitment form on or before May 31, 2019.

A Praise Is The Cure® representative will contact you soon after we receive your response to answer any questions you may have. Please do not hesitate to call 215-635-1902, if you have any questions or need additional information.

Your Sister in Christ,

**Anita T. Conner**

Anita T. Conner, Founder and CEO  
Praise Is The Cure®, Inc.



### What is Praise Is The Cure®, Inc.?

Praise Is The Cure®, Inc. (PITC) is a non-profit organization that cares about the breast health of our current and future generations of Black women and men. We recognize the difficult journey to wellness made by Breast Cancer patients, survivors and their families, and we are ready to give hope and help.

Our mission is to eliminate Breast Cancer disparities among Black women by providing education, access to screenings, treatment and other support services.

#### Praise Is The Cure® Programs

- Annual Week of Hope, Health and Healing
- Support Services for Patients, Survivors and their Families
- Breast Health Literature
- Educational Workshops
- Referrals for no cost/low cost Mammograms & Other Health Screenings
- Outreach and Advocacy



### What is Breast Cancer Awareness Day?

Breast Cancer Awareness Day is the kick-off event for Praise Is The Cure® Week of Hope, Health and Healing held during Breast Cancer Awareness Month. Community organizations across the Philadelphia region dedicate a small portion of their meetings (no more than three to five minutes) to acknowledge Breast Cancer Survivors and disseminate breast health information to their members. Partnering organizations will pledge to commit to the following:

- Hanging a Praise Is The Cure® poster highlighting the events that will take place during the week;
- Announcing Breast Cancer Awareness Day and distributing flyers at the meeting prior to the event;
- Delivering a three to five-minute presentation about breast health during Breast Cancer Awareness Day;
- Distributing informational materials to encourage women and families to manage their health by promoting early screenings, treatment and support services – either prior to or during Breast Cancer Awareness Day;
- Recognizing members who are breast cancer patients and survivors as part of the Day's event;
- Providing an opportunity for our members to donate to Praise Is The Cure®, Inc.;
- Identifying and assisting at least two men to register for the free Men's Health Forum and Tailgate Party;
- Identifying and assisting breast cancer patients and survivors to register for the free Survivor's Pamper Party (preregistration required for entry to the event);
- Encouraging all members to attend the free Gospel Musical Extravaganza;
- Encouraging all members to purchase tickets to our fundraiser, the Grace Benefit Dance concert; and
- Encouraging women to contact Praise Is The Cure® to register for mammograms throughout the year.

### How Do I Register My Organization?

You may register your organization by:

- Completing and returning the Commitment Form below;
- Calling 215-635-1902 or
- Visiting the Praise Is The Cure®, Inc. website at [praisethecure.org](http://praisethecure.org)

**For more information on Praise Is The Cure®, Inc. initiatives, call 215-635-1902 or email [info@praisethecure.org](mailto:info@praisethecure.org)**

766 Old York Road, Jenkintown, PA 19046  
215-635-1902 | F: 215-782-8933  
Website: [www.praisethecure.org](http://www.praisethecure.org) | E-mail: [info@praisethecure.org](mailto:info@praisethecure.org)



*Our mission is to eliminate breast cancer disparities among Black women by providing education, access to screenings & treatments, and other support services for patients, survivors and families.*

PRAISE IS THE CURE® IS A 501(c)(3) NON-PROFIT AFFILIATE OF ANITA T. CONNER & ASSOCIATES, P.C.



**Praise Is The Cure® , Inc.  
Breast Cancer Awareness Day  
Community Partner Commitment Form  
Response Date: May 31, 2019**

**We will host a *Breast Cancer Awareness Day* event during our monthly meeting in October**

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

Office Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Name of Head of Organization \_\_\_\_\_

Name and Title of Event Primary Contact Person \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Email \_\_\_\_\_

Date of *Breast Cancer Awareness Day* event \_\_\_\_\_ Time \_\_\_\_\_

We are requesting (specify number) \_\_\_\_\_ Praise Is The Cure® educational information packets.

We plan to use the Praise Is The Cure® video presentation prepared to support the program. Yes \_\_\_\_\_ No \_\_\_\_\_

Our donation will be hand delivered \_\_\_\_\_ mailed \_\_\_\_\_ to your office shortly following the day of the event.

*Thank you for hosting a Breast Cancer Awareness Day event. Your generous support will help transform lives. Together we will make a difference. A Praise Is The Cure® representative will follow-up with your primary contact person to assist with the planning and coordination of your event.*

**Please return the completed form to our office by May 31, 2019 via:**

Fax: 215-782-8933

Email Scanned Form to: [info@praisethecure.org](mailto:info@praisethecure.org) or

Mail to: Praise Is The Cure, Inc. | 766 Old York Road | Jenkintown, PA 19046