

January 2011

Dear Friend:

As I am writing this letter, **The Denise Roberts Breast Cancer Foundation (TDRBCF)** is providing free counseling and breast health screenings for uninsured women and men under 40 years old. As the demand for **TDRBCF** services increases, so does the need for your help. We need your support to expand our reach in the fight against breast cancer through early detection. We have created an easy way for you to sponsor our mission: join our **MAMMOGRAMS CAN SAVE LIVES** monthly gifting program!

The Denise Roberts Breast Cancer Foundation (TDRBCF) is a 501 (c) – (3) nonprofit organization, which exists to change the consciousness of women and men, to one of health and self-awareness. **TDRBCF** also exists to change the perception of breast health awareness, to one that has little to do with age or gender. We support causes focused on cancer cure research, while we maintain our stance on proactive breast health. What can you do *today* to protect yourself, your mother, your sister, your friend? We strive to touch the underserved community in a way that replaces fear with knowledge, empowerment and early detection. Together we can achieve this goal to make a serious difference in the lives of those in need by promoting breast self-exams, clinical exams and screening.

TDRBCF targets minority women under 40 years old despite the fact that just under 7 percent of women in this category are diagnosed with breast cancer. Many women under 40 assume they are too young to get breast cancer and tend to assume a lump is a harmless cyst or other growth. In addition, some health care providers also dismiss breast lumps in young women as cysts and adopt a "wait and see" approach. Moreover, the length of time between an abnormal mammogram and the follow-up diagnostic test to determine whether a woman has breast cancer is more than twice as long for minority women as it is for white women. *

TDRBCF will fill that communication gap and be a voice for the voiceless. Help us help those in need of our services. It has been proven that breast cancer, when it is caught early, has over a 90% survival rate—which means that **MAMMOGRAMS CAN SAVE LIVES!** Fear and finances should never cost a woman her life. Please join us in expanding our support efforts, so that together we can help people become more proactive about their breast health everyday.

Thank you for digging deep and sending a gift right now to save lives.

Sincerely,



Denise Roberts
Founding President

Your support of The Denise Roberts Breast Cancer Foundation will save lives*:

- *Despite higher incidence rates, breast cancer death rates are lower among white American women than among black American women*
- *In 2009, an estimated 192,370 new cases of invasive breast cancer will be diagnosed among women, as well as an estimated 62,280 additional cases of in situ breast cancer*
- *In 2009, approximately 40,170 women are expected to die from breast cancer. Only lung cancer accounts for more cancer deaths in women.*
- *In 2009, about 1,910 cases of breast cancer are expected to occur among men, accounting for about 1% of all breast cancers. In addition, approximately 440 men will die from breast cancer.*

Yes, I'll help to provide support, Mammograms and more, through the **TDRBCF's MAMMOGRAM'S SAVE LIVES** monthly gifting campaign. Your credit card will be billed monthly for the amount that you designate below.

\$25

\$50

\$100

\$200

\$_____ One Time Gift Offer, to help as much as possible.

Please bill my credit card: Visa Mastercard American Express Discover

Card Number: _____-_____-_____-_____

Exp. Date: _____-

Amount: _____

Monthly Gift One Time Gift

Signature: _____

Telephone Number: _____

Email Address: _____

Thank You for your tax deductible gift. **TAX ID#: 95-4699944** Please make your check payable to: **The Denise Roberts Breast Cancer Foundation, P.O. Box 83783 Los Angeles, CA 90083**

* Statistics from American Cancer Society Facts and Figures 2009-2010 and WebMD