



Lunch for the Cure®

October 14, 2010

TABLE CAPTAIN FACT SHEET

Event: The Puget Sound Affiliate of Susan G. Komen for the Cure eighth annual benefit luncheon.

Event Purpose: To further breast cancer education and awareness and to raise funds to forward the Komen vision of a world without breast cancer. 75% of the net funds raised will support local breast health programs and provide breast cancer mammogram screening for underserved women living throughout the Puget Sound area. The remaining net 25% of funds raised will energize science in the discovery of the cure(s) for breast cancer.

Event Date: Thursday, October 14, 2010

Suggested Donation: \$125 per person

Luncheon Co-Chairs: Julie Wurst
wurst8@comcast.net

Tracy Tedesco
ATTedesco@aol.com

Keynote Speaker: Emily Callahan, Vice President
Susan G Komen for the Cure

Location: Tacoma Convention and Trade Center
1500 Broadway, Tacoma WA

Time: Registration and Sponsor Reception: 11am
Ballroom Doors Open: 11:45am
Luncheon & Program: 11:55am – 1:30pm

Parking: As provided by Republic Parking in lots adjacent to the Convention and Trade Center. A parking fee of \$5.00 will be collected upon entry into the Republic Parking lots. Parking information is included into guest invitations.

TABLE CAPTAIN TIMELINE

August 12

Table Captain Packet's are available

Packets include (12) luncheon invitations. Identify potential guests. We suggest extending a personal invitation to your prospective guests and then using the paper invitation as a follow up. Please write a personal note with your name and contact information on the invitations you will mail. ***Be sure to direct guests to send their rsvp card directly to Komen with their advanced reservation payment or to go online and make their reservations on the Komen Puget Sound website, [here](#).***

If your invited guest is unable to attend, please still send them an invitation, reply card included, with a note letting them know they will be missed. They may choose to make a donation to Komen in support of the luncheon, and can use their reply card to do so.

September 13

Table Captain Reception

Hosted by the event co-chairs, Julie Wurst and Tracey Tedesco.

October 1

Reservations due to the Komen Office either by mail or online
Digital tribute pictures are due to taylor@pskomen.org

October 4

Confirm Guest List

Komen will provide you with your table guest list as it is known, as of this date. If, in reviewing your guest list, you realize a reservation has not been made for a potential guest(s), please reach out to your invited guest(s) to ensure a reservation will be made.

October 12

Reminder calls or emails to your table guests

October 14

Lunch for the Cure®
Tacoma Convention & Trade Center

TABLE CAPTAIN SUCCESS TIPS

Our wish is to provide you with information and guidance to assist you in filling your table with nine guests, and to insure the overall success of the event. We welcome the opportunity to talk with you personally if we may provide additional support. If you have questions please call Heidi Rogers in the Affiliate office: 206.633.0303 ext 110.

- ⌘ **Make a list of all potential guests for your table and be confident and committed when extending an invitation.** Inform your guests that the event is a fundraising occasion, and of the \$125 advanced reservation donation to attend. You may have a personal reason you are choosing to support Komen, and sharing that reason with your prospective guests may make attending more meaningful for them. 75% of the net funds raised will directly benefit underserved women in our community, with the remaining net 25% energizing science in the discovery of the cure(s) for breast cancer. Our single best defense against the devastation of breast cancer is early detection. A donation of \$125 is the equivalent of a one woman receiving a single screening mammogram.
- ⌘ Potential guests might include friends, family, business, and professional contacts. Look through your address book, professional, recreational and civic club lists. Some people find that the best approach is to call first. Others write first, then follow-up with a telephone call. Invite a friend to bring a friend. **Do what works for you and remember success is in the follow up.**
- ⌘ **Follow up, remind, and re-confirm! Electronic invitations and confirmations are available. Please email heidi@pskomen.org to receive a copy.**
- ⌘ **Many corporations match employee gifts** to charitable organizations. Ask your guests if their employer or their spouse's employer has a matching gift program. If so, ask them to fill out the matching form and bring the form with them to the luncheon.

Your support is deeply appreciated and we look forward to welcoming you and your guests to this special event.

CENTERPIECES

Hand Blown Glass Votives

We are delighted to continue the tradition of hand blown glass votives as the centerpieces for the 2010 Lunch for the Cure®.

The unique glass votives, first introduced at the 2005 Lunch for the Cure®, have resulted in significant additional fundraising for the event. The glass votives, unique in design, represent the individuality and strength of our friends, family, and neighbors whose lives will be affected by breast cancer this year.

The glass artists at M-Space Studio in Tacoma have created a unique design for the 2010 votives. The votives will be available for a suggested minimum contribution of \$25.00 each, and are offered as an additional opportunity to support Komen outside of the requested donation of \$125.00 per person.

We hope you will enjoy the beauty of this centerpiece, at the luncheon and as a keepsake. The light from the votives will burn brightly at the luncheon, just as the light that lies ahead in winning the fight against breast cancer.



TRIBUTE PICTURES

During the luncheon program, there will be a special tribute to those who have battled breast cancer--with their pictures and names shown on our event screens during the donation time of the program.

We invite you to submit a picture of a loved one to be included in this special tribute. If you would like to do so, please email a digital picture including the person's name, and if the tribute is in honor of, or in memory of that person. Submissions received by October 1, 2010 are appreciated.

Please email your digital picture to taylor@pskomen.org

All guests are invited to share in this tribute, and an insert providing the information needed to do so is included in each invitation.

INVESTING THE MOST RESOURCES TOWARD FINDING A CURE

Breast Cancer in Our Community

- The Puget Sound area has one of the highest incidence rates of breast cancer in the country.
- An estimated 4,500 women in Washington State will be diagnosed with breast cancer this year, and an estimated 770 women will die from the disease.
- **Approximately 600 women in Pierce County are diagnosed with breast cancer annually.**

How Komen Puget Sound Funds are Invested

- **75% of the net funds raised by the Komen Puget Sound Affiliate remain in Western Washington**
The Komen Puget Sound Affiliate serves the breast health and treatment needs of underserved women in Western Washington, through education and support to community health organizations. \$2.2 million has been awarded in local grants for the 2010 grant cycle.
- **The remaining 25% of net funds raised by the Affiliate are allocated to national research.**
From the discovery of the key genes linked to breast cancer to the development of revolutionary treatments and therapies, Susan G. Komen for the Cure has supported virtually every major advance in breast cancer research over the past 30 years.

The Tacoma Lunch for the Cure has raised over \$1 million to help fund local non profit organizations providing breast cancer screening, education, and treatment support.

Komen Outreach in Pierce County in 2010:

Education

- 304 educational workshops were conducted in Pierce County
- 5,200 residents received important breast health education and information for screening

Screening

1,400 underserved women living in Pierce County received a screening mammogram through the Washington State Breast and Cervical Health Program.

Patient Navigation and Treatment Support – Pierce County Residents:

- 970 women had a one on one Komen funded Patient Navigator to guide them through the medical system while understanding and appreciating their unique and cultural differences.

88 women received urgent financial assistance for essentials while undergoing breast cancer treatment through the Komen Patient Assistance Fund.