



My dear Friend,

The enclosed Manicure Kit is both a gift to you and an important symbol of the work we are doing together to fight breast cancer.

You see, more than 206,000 women will be diagnosed with cancer this year.

Most of these cancer patients will have to undergo chemotherapy as part of their cancer treatment.

I don't know if you know this, but chemotherapy often causes nails and nail beds to change colors, become brittle, and break off.

The good news is that these changes are temporary and there are simple ways to combat their effects.

**And, the first thing that medical professionals recommend is for patients to start by keeping their nails trimmed and short during treatment.**

Please keep this Manicure Kit as a symbol of the work we are doing together to help people suffering from breast cancer.

It is also my way of introducing our vital breast cancer support programs that offer help, give hope, and improve survival for the thousands of women who are suffering from breast cancer.

For example, through the generosity of dedicated supporters like you, The Breast Cancer Society is able to provide:

- \* non-medical in-home care for breast cancer patients after medical procedures and treatments;
- \* necessary everyday items like bedding, vitamins, hygiene

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products, sanitation supplies, and much more - free of charge to breast cancer fighters and their families;

- \* large-scale supplying of medicines and medical supplies to hospitals and clinics serving breast cancer patients and the critically ill in impoverished areas;
- \* emergency financial assistance to help with medical care and other necessities;
- \* grants for mammograms for high-risk individuals who can't afford them;
- \* large-scale distribution of self-awareness and early detection educational material;
- \* mastectomy fittings (bras and inserts) and wigs - free of charge; and
- \* much-needed emotional support to newly diagnosed women.

These important programs are a vital part of our mission to provide help, offer hope, and improve survival for the thousands of breast cancer victims.

It's a fact that breast cancer continues to strike ever-increasing numbers each year.

Not counting some forms of skin cancer, breast cancer is now the most common cancer in women in the United States.

Tragically, almost 41,000 women die from breast cancer each year.

I am deeply concerned, because to me these numbers are not just statistics on a government chart.

They are real women... each someone's beloved daughter, wife, sister, mother, grandmother, or dear friend. Each one of their lives is precious.

It is really frightening when you think that breast cancer can strike any woman... any day... at any age - young, middle,

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or elderly.

You see, breast cancer does not discriminate. It can develop regardless of age, nationality, race, and even medical history.

It doesn't matter if a woman has a family history of breast cancer or not... it can strike and kill all the same. You and I must do everything we possibly can to provide help, offer hope, and improve breast cancer survival rates.

That's why your support is vital to our work. Without the generous support of good people like you, The Breast Cancer Society wouldn't be able to continue its lifesaving programs.

I hope breast cancer has not struck too close to your home as it has to so many families.

I hope for all who have to fight cancer that they have the best of medical care available, and always have the ability to choose the best course of treatment.

Our guiding mission is to provide relief to those who are suffering from the effects of breast cancer now, as well as work with and give support to individuals and organizations that share in the goal of helping cancer patients.

The Breast Cancer Society is one of the few national breast cancer charities in the United States with a primary focus on providing direct help and assistance to those suffering from breast cancer.

Here are some testimonials from a few grateful breast cancer patients we have served.

*"I have never in my life experienced such generosity and kindness. You have given me a gift that money cannot buy, you have given me HOPE." Candice from Arizona*

*"Thank you! I was able to get the things that I need and more. I feel so grateful and thankful for this program. Thank you. Thank you. Thank you. God Bless all of you." Selena from Pennsylvania*

*"After surgery, my arm was too weak and sore to even*

(over, please)

*move the hair dryer completely around my head. The in-home care has been wonderful. As I try to work while receiving radiation, I am glad to know that I can call The Breast Cancer Society again if I need assistance." Enola from Arkansas*

All that we do depends on the generous gifts of good people like you.

Please give a generous gift to The Breast Cancer Society today.

I need your best, most generous gift today. Will you generously send a gift of \$25 or \$30 today so we can ease the heart and mind – as well as the financial burdens – of every patient who comes to us for help?

Please take this moment to send a sponsorship gift of \$25 or \$30 today.

Thank-you in advance. I truly appreciate your dedication and generosity.

Sincerely,

*Christine Richardson*

Christine Richardson  
Patient Services Coordinator

P.S. Please accept the enclosed Manicure Kit as my gift. I hope as you use it, it will remind you that more than 206,000 women in the USA will be diagnosed with breast cancer this year, and that only with your continued support can we defeat breast cancer and improve lives.

P.P.S. Please support The Breast Cancer Society with a generous gift of \$25, \$30, \$50, or as much as you can generously give.

# PLEDGE FORM

Dear Christine,

Thanks so much for the meaningful Manicure Kit. Each time I use it, I will remember the work we are doing together to fight breast cancer.

I am sending support to provide help, offer hope, and improve survival for the thousands of breast cancer victims and survivors.

Enclosed is my sponsorship gift of:

\$10.00    \$20.00    \$30.00    Other \$\_\_\_\_\_

My check is enclosed, made payable to:

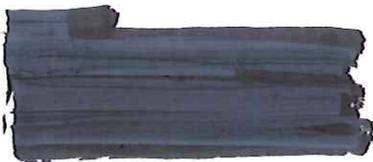
**The Breast Cancer Society.**

Please fold to fit envelope provided.

**Women should have  
a clinical breast exam  
at least every 3 years  
between the ages of  
20 and 39 and every  
year starting at  
age 40.**



<b>Please charge my:</b> <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover Card <input type="checkbox"/> AMEX																				
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Exp. Date _____ Date _____																				



National Headquarters • 6859 E. Rembrandt Ave, Suite 128 • Mesa, Arizona 85212

The Breast Cancer Society, Inc. (TBCS) is a national non-profit organization, headquartered at 6859 E. Rembrandt Ave, Suite 128, Mesa, AZ 852 12, (480) 284-4014. TBCS' guiding mission is to provide relief to those who suffer from the effects of breast cancer now as well as the critically ill and impoverished, both nationally and internationally. TBCS also provides much more, as can be found on our website at: [www.breastcancersociety.org](http://www.breastcancersociety.org). Although our financial report is sent free to anyone requesting a copy, certain states require us to advise you that a copy of our financial report is available from them. ARIZONA: financial information filed with the Secretary of State is available for public inspection or by calling toll-free, 1-800-458-5842. COLORADO: COLORADO RESIDENTS MAY OBTAIN COPIES OF REGISTRATION AND FINANCIAL DOCUMENTS FROM THE SECRETARY OF STATE BY CALLING (303) 894-2680 OR AT [WWW.SOS.STATE.CO.US](http://WWW.SOS.STATE.CO.US). REG. NO. 200073009280. FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352, TOLL-FREE WITHIN THE STATE. Florida registration number: CH 23960. GEORGIA: A full and fair description of the programs of TBCS and our financial statement summary is available upon request at the office and phone number indicated above. ILLINOIS: Contracts and reports regarding the charity are on file with the Illinois Attorney General. KANSAS: TBCS Kansas registration number: 412-529-0. The annual financial report for the preceding fiscal year is on file with the Secretary of State, 1st Floor, Memorial Hall, 120 SW 10th Ave., Topeka, KS 66612. MARYLAND: A copy of our current financial statement is available by writing The Breast Cancer Society, 6859 E. Rembrandt Ave, Suite 128., Mesa, AZ 85212 or by calling (480) 284-4014. Documents and information submitted under the Maryland Charitable Solicitations Act are also available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, (410) 974-5534. MISSISSIPPI: The official registration and financial information of The Breast Cancer Society, Inc. may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT [www.state.nj.us/lpslca/charfrm.htm](http://www.state.nj.us/lpslca/charfrm.htm). REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. NEW YORK: New York residents may obtain a copy of The Breast Cancer Society's annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. NORTH CAROLINA - Financial information about The Breast Cancer Society and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989. PENNSYLVANIA: The official registration and financial information of TBCS may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. VIRGINIA: Financial statements are available from the State Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218 WASHINGTON: A Notice of Solicitation required by law is on file with the Washington Secretary of State. You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE. WEST VIRGINIA: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT

Your contribution is tax-deductible to the extent allowed by law.

For help with Breast Cancer, Please contact us at:  
[www.breastcancersociety.org](http://www.breastcancersociety.org)

## THE BREAST CANCER SOCIETY INC. CALL TO ACTION

- ℳ Breast cancer incidence in women in the United States is 1 in 8 (about 13%). For women in the U.S., breast cancer death rates are higher than those for any other cancer besides lung cancer.
- ℳ **Seventy percent of all breast cancers are found through breast self-exams, but not all lumps are detectible by touch. We recommend regular mammograms and monthly breast self-exams.**
- ℳ When breast cancer is found early, the five year survival rate is approximately 96%.
- ℳ Women should have a clinical breast exam at least every 3 years between the ages of 20 and 39 and every year starting at age 40.
- ℳ Together, we can make a difference and provide help, offer hope, and improve survival. ***SPREAD THE WORD!***

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