

Victoria B. Rosendahl
NBCC donor letter_8-16-04
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Dear [first name]:

Mara is different now.

In a heartbeat, she went from being a woman who lived her life like you and I – going to and from work or school; driving her daughter to dance class; joining friends for a late Sunday brunch.

But now she's changed.

Mara just found out she has breast cancer.

In an instant, she was alone, isolated, scared. The walls of the breast cancer maze rose up to close her off. She faced pathways leading only to dead ends.

Have you ever felt like that? Like you didn't know where to turn? I know I have; Mara does, too.

The answers to many of her questions are in the center of the maze, yet she doesn't have the tools and information to get her there.

But that's where you can help. With your special contribution of \$25, \$35 or more, the National Breast Cancer Coalition can get the information into Mara's hands – and the hands of thousands like her – through our continuing campaign to end breast cancer.

Because of caring people like you, we've been able to reach out and help hundreds of women like Mara. We've learned a lot about breast cancer in the last few decades but we still don't have all the answers.

We don't know what causes breast cancer...and we're losing way too many loved ones.

Today, a woman has a 1 in 7 chance of developing invasive breast cancer. That's up dramatically from just 30 years ago when it was 1 in 11. You know what shocks me? Most breast cancers – 77% -- occur in women age 50 and older.

But your donation will help keep us on the path of discovery.

We've got a booklet, "How to Get Good Care for Breast Cancer", to help women and men make informed choices and sound decisions. Take a look at the insert we've included for you – it summarizes some of the available information.

We've filled the booklet with news about what questions to ask a doctor. Questions like:

- What kind of breast cancer do I have?
- What treatment options are there for this type of cancer?
- What side effects can I expect?

In "How to Get Good Care for Breast Cancer" we've given women like Mara the tools to help her learn more.

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Knowledge is power. Power is hope. And hope is a key to survival.

Your past support has made a difference in the lives of so many. Now I hope you'll help us again because the need is urgent, and your donation can save lives.

With the exception of skin cancer, more American women live with breast cancer than any other form. Three million live with it; two million have been diagnosed; and one million...**1,000,000**...don't even know they have it!

This critical education and information isn't limited just to women. Men are susceptible too. In fact, this year alone as many as 1,450 new cases of male breast cancer will be diagnosed. And more than 25% of our men will die.

But together we can stop it. By continuing to support the NBCC and by helping us with this special appeal, you can keep the research going; get the information out to everyone; keep pressure on government agencies to find out what causes this killer.

We thank you so much for your last donation. Your generosity helps us continue the fight to end breast cancer in our lifetime.

Your contributions have fueled our ongoing programs – like Project LEAD, a unique science course for breast cancer advocates; the Breast Cancer Quality Care Summit, highlighting evidence-based care; and Public Outreach, a discussion of breast cancer issues and advocacy through medical journals, the media and the Internet.

Over a quarter million new cases of breast cancer in women will be diagnosed this year. Won't you help Mara and countless others by adding an extra dollar or two -- or maybe \$5 or \$10 if you can -- to the amount you gave last time? If everyone does, we'll be that much further ahead on all fronts.

That's a powerful amount of hope.

Sincerely,

Fran Visco
President

P.S. Mara is asking the right questions and learning about the treatment that's right for her. Won't you send in your donation today, so others – maybe your Mom, a sister, your uncle – will have the hope, too? Please help.