

# the Promise



## 2011 RACE HITS THE \$1 MILLION GOAL!

On Sunday, September 25, 2011, as breast cancer survivors paraded down Washington St. toward the starting line for the 18th Annual Northwest Ohio Race for the Cure®, they were touched by a new addition to the event ... the Inspiration Wall. The wall featured poster-size photos and stories of 24 brave women who fought their breast cancer with a vengeance ... many of whom were being celebrated and some who were being remembered. All of these women are important and each one inspired the nearly 17,000 Race for the Cure participants who came together to raise more than \$1 million.

"Raising the \$1 million was more important this year than ever before," explained Executive Director Mary Westphal. "The Northwest Ohio Affiliate received grant funding requests in excess of \$1.5 million. Our primary resource for funding these critically important grants focused on delivering breast health services including screenings, mammograms and treatment is through the Race for the Cure. The need is greater than ever and the resources are limited."

Ms. Westphal credits the steadfast support of more than 60 sponsors, Pink Honor Roll partners who raised nearly \$55,000, the more than 430 teams that raised nearly \$233,000, and close friends who stepped up to challenge the community to close the gap. This year the Mark Feldstein Foundation and Heidtman Steel joined forces to put forth a \$15,000 Challenge Grant that put the cap on the \$1 million mark and raised enough money to support an additional 600 mammograms. The impact is significant and allows Komen to fund more programs in the 24-county northwest Ohio and southeast Michigan service area.

Under the leadership of Race Chair Ann Albert, other new initiatives that added fun and funds included a Dine Out for the Cure program that encouraged local restaurants to return a percentage of their profits to the local Komen Affiliate if a diner was wearing a Race t-shirt or showed their Race bib and a People's Choice t-shirt contest that invited the public to vote for their favorite t-shirt with \$1 equaling one vote. For more details about the 2011 Race, turn to pages 4 and 5. Mark your calendars now for the 19th Annual Susan G. Komen Northwest Ohio Race for the Cure to be held on the last Sunday of September - Sunday, September 30, 2012.



## PROMISE

The Susan G. Komen for the Cure Promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.



## 2011 RACE WINNERS

- **Men's Overall**  
Jesse Henkel  
Lambertville, Michigan
- **Women's Overall**  
Danielle Sidell  
Wakeman, Ohio
- **Men's Masters**  
Herman Burmeister  
Toledo, Ohio
- **Women's Masters**  
Becky Mincheff  
Oregon, Ohio
- **Overall Top Survivor**  
1st Denine Cramer  
Napoleon, Ohio  
2nd Angie Thetford  
Maumee, Ohio  
3rd Lori Miller, Toledo, Ohio
- **Women's Survivor Masters**  
Janet George, Toledo, Ohio
- **Women's Survivor Senior Masters**  
Sandra Konz, Sylvania, Ohio

# A MESSAGE FROM THE BOARD PRESIDENT

Dear Friends and Colleagues,

The Northwest Ohio Affiliate of Susan G. Komen for the Cure® applauds our survivors, sponsors, friends, Race participants, volunteers, donors and others who support our mission of saving lives in the fight against breast cancer. Thanks to your support and the Challenge Grant from the Mark Feldstein Foundation and Heidtman Steel, we hit the \$1 million goal for the 2011 Northwest Ohio Race for the Cure. Thank you!

However, there is much work ahead of us as we strive to secure additional resources to fund the \$1.5 million in grant requests that this local Affiliate received from 28 non-profit organizations in our service area. The need is great and our impact is significant as you will learn by the touching stories of our survivors.

As a friend of this local Affiliate we want to be sure to equip you with important and timely information. We believe in transparency and full disclosure and want to address your requests inquiring about clarification of the Komen policy on embryonic stem cell research and Planned Parenthood. In an effort to be good stewards of your trust and support, I am pleased to share the following facts with you:

- Susan G. Komen for the Cure revised and clarified our policy on embryonic stem cell research in December 2011. It states that Komen supports research on the isolation, derivation, production, and testing of stem cells that are capable of producing all or almost all of the cell types of the developing body and may result in improved understanding of or treatments for breast cancer, but are derived without creating a human embryo or destroying a human embryo.
- In Komen's 30 year history of the research program, we have never funded an embryonic stem cell research study.
- Komen Northwest Ohio has never funded a grant to Planned Parenthood.

The Northwest Ohio Affiliate of Susan G. Komen for the Cure is proud of our longstanding history of raising funds to support the fight against breast cancer. We are proud to have returned more than \$6 million to northwest Ohio and southeast Michigan since 1994. We aspire to one clear and simple vision ... that of a world without breast cancer. Mark your calendar for the 19th Annual Northwest Ohio Race for the Cure on Sunday, September 30, 2012. Your support will literally save a life in the fight against breast cancer.

In search of a cure,



Angela J. Ash  
President, Board of Directors



In 2011, the independent charity evaluator GuideStar ranked Susan G. Komen for the Cure as the cancer non-profit that makes the biggest impact in cancer advocacy and outreach. Also, for the fifth year running, Susan G. Komen for the Cure has received the coveted 4-star rating from Charity Navigator, the nation's largest independent evaluator of charities.



Angie Ash, Board President



For her eighth birthday party, Shelby Myers chose to accept donations for Komen Northwest Ohio instead of receiving birthday gifts. She collected \$250 for breast cancer awareness, education and research which is so close to her heart.

"I chose to donate to Komen Northwest Ohio because my mom is a breast cancer survivor and I'm very proud of her," said Myers. Left to right: parents Greg and Tammy Myers, Mary Westphal, Executive Director; brother Riley and Shelby.

# KOMEN NW OHIO AWARDS NEARLY \$45,000 IN SMALL GRANTS

The Northwest Ohio Affiliate of Susan G. Komen for the Cure is proud to have awarded 11 small grants to support breast health initiatives in the 24 county service area. Small grants are awarded two to three times per year to non-profit organizations providing breast health services and seeking support of less than \$10,000.

For more information about Komen's local small grants program please visit [www.komennwohio.org](http://www.komennwohio.org).

## 2011 - 2012

### Small Grant Awardees include:

- **Grantee Organization:**  
Bowling Green State University  
**Program Title:** C.U.R.E.  
(Community United through Relationships and Exercise)  
**Amount:** \$6,000  
**County serviced:** Wood County

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- **Grantee Organization:**  
First Call for Help, Inc.  
**Program Title:** Breast Cancer 2-1-1

**Amount:** \$8,000  
**Counties serviced:** Defiance, Fulton, Henry and Williams Counties

- **Grantee Organization:**  
Health Partners of Western Ohio  
**Program Title:** You are Precious!  
**Amount:** \$5,000  
**County serviced:** Allen County

- **Grantee Organization:**  
Joint Township District Memorial Hospital  
**Program Title:** 30th Annual Breast Imaging Conference Training Grant  
**Amount:** \$1,840  
**Counties serviced:** Allen, Auglaize, Mercer, and Shelby Counties

- **Grantee Organization:**  
Joint Township District Memorial Hospital  
**Program Title:** Take Time for You! In Celebration of Breast Cancer Awareness Month  
**Amount:** \$3,000  
**Counties serviced:** Allen, Auglaize, Mercer, and Shelby Counties

- **Grantee Organization:**  
Seneca County General Health District  
**Program Title:** Breast Health Education of Seneca County  
**Amount:** \$6,000  
**County serviced:** Seneca County

- **Grantee Organization:**  
University of Toledo Health Science Campus  
**Program Title:** From Gray to Pink: Helping Older Adults with Breast Cancer Understand and Utilize the Health Care System in the Real World.  
**Amount:** \$2,295  
**Counties serviced:** Fulton and Lucas Counties

- **Grantee Organization:**  
University of Toledo Health Education Division  
**Program Title:** Komen Care Groups  
**Amount:** \$5,000  
**County serviced:** Lucas County

- **Grantee Organization:**  
Bucyrus Community Hospital  
**Program Title:** Avita CARES for Women's Health  
**Amount:** \$1,600  
**County:** Crawford County

- **Grantee Organization:**  
Sidney-Shelby County Health Department  
**Program Title:** Breast Cancer Awareness 101  
**Amount:** \$3,586  
**County:** Shelby County

- **Grantee Organization:**  
El Centro de la Mujer Toledo Area Ministries  
**Program Title:** Mujeres en Rosa (Women in Pink)  
**Amount:** \$2,500  
**Counties serviced:** Lucas and Wood Counties



Thousands of Survivors participated in the 2011 Survivor ribbon photo on FifthThird field the morning of the Race.



We are thrilled to introduce the Pink Honor Roll class of 2012. The Pink Honor Roll program celebrates the top 25 fundraisers for the Northwest Ohio Race for the Cure. These dedicated individuals raised nearly \$55,000 toward the 2011 Northwest Ohio Race. Pink Honor Roll members raised between \$9,435 and \$910 each. We appreciate the efforts of our Pink Honor Roll honorees, and they are offered special prizes and perks for their efforts.

### PINK HONOR ROLL CLASS OF 2012

- |                     |                  |
|---------------------|------------------|
| Violet Woods        | Pam Downour      |
| Tera Murphy         | Adam Lorenz      |
| Cheryl Wendt        | Don Long         |
| Tammy Myers         | James Steckel    |
| Laurie Avery        | Jeremy Brown     |
| Heidi Moilanen      | Cindi White      |
| Marla Hudkins       | Brittany Quiroga |
| Nicole Leboutillier | Tanna Pate       |
| Jean Tabbert        | Cindy Perron     |
| Janet Timm          | Karen Cline      |
| Catherine Sickles   | Caroline Haack   |
| Kathleen Zouhary    | Karen Bitter     |
| Howard Walters      |                  |

### JOIN THE FUN IN 2012!

From cash sponsorship and in-kind sponsorship, to underwriting specific elements of the event, the Race offers several opportunities at a variety of levels to match your company's marketing goals and budget. Contact Melissa Cogar at: [melissacogar@komennwohio.org](mailto:melissacogar@komennwohio.org) or call 419-724-CURE (2873) for more information.

## IN CELEBRATION OF PAM DOWNOUR

Hearing the cancer diagnosis once is devastating. The only thing more horrific is hearing it for a second time. In March of 2009, Pam Downour was informed she had cancer in her right breast. Pam decided to have a mastectomy and reconstructive surgery. During the second phase of the reconstruction process, a different form of breast cancer was found in her other breast. She endured a second mastectomy just five months after her first. In 15 months, Pam required six additional surgeries to complete the process.



Honorary Race Chair Chrys Peterson (right) congratulates Pam Downour.

Pam's upbeat and optimistic attitude is highly contagious. She is surviving this journey with a strong faith in God, the loving support of family and friends, and a great medical team. She also relies on her two heroes, her mom and step-daughter who are also cancer survivors.

She draws strength from one of her favorite quotes, "Breast cancer has invaded my body but it need not invade my spirit. I have scars on my chest but there need not be scars on my heart." In true "Pam" form, her abundant sense of humor comes shining through with the other quote she finds meaningful; "Yes, they are fake. The real ones tried to kill me!" Pam's friends and loved ones concur that her ability to laugh and her faith-filled spirit will keep her moving forward on her path.

Article courtesy of Mary Helen Darah

### TOP FUNDRAISING TEAMS

TEAM NAME	TOTAL RAISED	TEAM TYPE
Pretty in Pink	\$42,817	Family/Friends
Libbey Glass	\$6,795	Corporation/Hospital
Murphy's Lawn Care	\$5,767	Small Business
AW for the Cure	\$2,331	High School Team Challenge
Team CD3	\$2,127	School/Government Agency
The Victory Center	\$475	Community Organization

### TOP TEAMS IN PARTICIPATION

TEAM NAME	SIZE OF TEAM	TEAM TYPE
ProMedica	954	Corporation/Hospital
Expecting Miracles	410	Family/Friends
AW Crew	326	High School Team Challenge
O-I	91	Largest New Team
sMiles for Marcella	85	Small Business
Team CD3	55	School/Government Agency
UFCW LOCAL 75	47	Community Organization

## IN MEMORY OF JENNY SUGG

As a wife and mother of young children, Jenny Sugg was busy enjoying an active life and family. The last thing she ever thought she would have to contend with was cancer. Jenny received a diagnosis of Stage IV breast cancer at the age of 28. Instead of asking "Why me?", Jenny accepted her diagnosis with a smile on her face and the strength of a warrior and went to work fighting to help others.



Jenny Sugg

She took her message to area high schools to educate young women and men about the importance of early detection. One of her greatest contributions was writing and publishing a children's book titled "A Mommy Can Love You from Anywhere". Jenny wanted her two young children to have an honest understanding of her condition, and it was her hope to help other children cope with the reality of cancer.

Jenny wore pink proudly and was an inspiration to survivors and their families. She encouraged others to follow her personal mantra to "dance in the rain" and "expect miracles". Jenny Sugg was the epitome of courage, love, and faith.

Article courtesy of Mary Helen Darah

## LOCAL SPONSORS

### PRESENTING



### PLATINUM

Houston Johnson, MD  
Specialist in Diseases of the Breast



THE BLADE



### PINK RIBBON SPONSOR



### GOLD



### SILVER



### BRONZE

- amFightClub.com
- Drs. Craig Colville & John Zavell
- Hart Associates
- HCR ManorCare Gives
- Healthy Living News
- Heidtman Steel Products, Inc.
- Johns Manville
- Maumee OB/GYN Assoc.
- Medical Mutual
- Mercy Memorial Hospital System
- Springfield Local Schools/Transportation Dept.
- Therma Tru Doors
- Dr. Beth White of Northwest Surgical Specialists, Inc.

## T-SHIRT CONTEST WINNERS



People's Choice T-shirt  
Twin Acres Campground, Camping for a Cure



Judge's Choice T-shirt - ICP

## THANKS TO THE RACE FOR THE CURE STREET CORNER SPONSORS

- Advanced Specialty Hospital of Toledo/Communicare of Waterford Commons
- Huntington Bank
- Midas
- Waterford Bank

# KOMEN NATIONAL RESEARCH GRANT FUNDS SEED MONEY FOR UT PROGRAM

By Jon Strunk, UT News - reprinted with permission

On September 25, hundreds of UT faculty, staff and students joined nearly 17,000 people in downtown Toledo for the 18th Annual Komen Northwest Ohio Race for the Cure®.

Fifty-nine of those 17,000 came from the College of Pharmacy's Center for Drug Design and Development (CD3). Created 15 years ago, the center is dedicated to finding and creating chemical compounds that serve as the next generation of cancer-killing weapons. In addition to being a great way to build his lab's team cohesion, center director Dr. Paul Erhardt had another reason for wanting to give back: Susan G. Komen is one of the main reasons his cancer-fighting center exists.

"UT offered me the opportunity to return to the lab and do the kind of research I wanted to do. But I quickly found a new dilemma. In the industry,

you have no choice about the type of drugs you work on, but you're very well-funded. In academia, you can work on the drug type you choose, but you have to find the money," he said.

After some early frustrations navigating the various national academic grant proposal processes, Erhardt landed a multi-year grant that would turn into the seed money for what is today a team of more than two dozen researchers and students and more than \$750,000 in annual external funding. The source of that seed funding? A research grant from Susan G. Komen.

Fewer than 10 of these grants are given out each year nationwide. The competition is fierce, and UT's grant was one of very few awarded to an Ohio university, Erhardt said. Rachael Jetson, a medicinal and biochemical

doctoral student, summed it up: "This is our cause." She served as CD3 team captain for this year's race.

"When you see so many people rally in one place to support the fight against breast cancer, it makes the work we do here so much more meaningful and makes you want to work even harder," Jetson said.

Jetson's hard work is evident as her team won the award for the largest government/nonprofit team in the race, and her daughter, Autumn, raised money from more than 150 different sponsors, the most of any CD3 team member.

Grace Maltbie, a senior majoring in biology, works in the center and developed the T-shirt design the team wore during the Race for the Cure. On the shirt is a quote from Winston Churchill: "Never, never, never, never give up."

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## KOMEN NW OHIO GRANT SUPPORTS DEE'S RADIATION TREATMENTS

Deana Gonzales' story is one of overcoming fear and having hope when faced with breast cancer ... one step, one treatment at a time to accomplish great things in the face of adversity.

Diagnosed in December 2009, Dee looks back on her journey with peace and refers to her experience as one of 'Healing in Harmony.' Dee is grateful that she was introduced to art therapy while receiving her chemotherapy and radiation treatments.

The art became an outlet to her emotions and Dee learned that she could get through even the darkest moments when she channeled her feelings into her artwork.

Dee explains, I was diagnosed with breast cancer at a time when my

husband was unemployed and we had no health insurance.

Faith, family and friends saved my life! Through my faith, I know that God gave me a second chance in life. Through my family, I learned that unconditional love endures all things. Through my friends, old and new, I learned that I am not alone. I am forever grateful to Komen Northwest Ohio for providing the grant that covered my radiation treatments and to North Coast Cancer for delivering my medical care. I am a breast cancer SURVIVOR! I am ALIVE! Hallelujah!!

Dee is one of 5,000 women and men in northwest Ohio and southeast Michigan who received direct service and financial help from a Komen funded grant in 2011.

Deana Gonzales makes a difference in this world. Komen Northwest Ohio is proud to call her a friend, a success story and a survivor.



Left to right: Deana Gonzales, G. Phillip Engeler, M.D., director of radiation oncology at Cleveland Clinic Cancer Centers, North Coast Cancer, Sandusky, and Mary Westphal

# ACCUSHRED LAUNCHES PINK BIN PROGRAM TO “SHRED CANCER”

AccuShred has introduced Shred Cancer, an innovative program to raise awareness and dollars to fight breast cancer. Shred Cancer encourages AccuShred customers to display and use the company’s secure Pink Shred Bins throughout the year to hold their sensitive information waste, and make a donation for each bin AccuShred services. AccuShred will then match the customer’s contribution, with 100% of the money going to the Northwest Ohio Affiliate of Susan G. Komen for the Cure.



**Jeff Green says the pink bin lets people know that you support Komen Northwest Ohio.**

AccuShred sales manager Jeff Green believes the Shred Cancer program, with its donation-matching feature, is a great example of how local companies can make a significant impact on their community. “Breast cancer has affected so many families in this community,” he said. “By getting a little creative and working together with our customers and Komen Northwest Ohio, we’ll be able to make a meaningful and ongoing impact on their behalf.”

To launch its Shred Cancer campaign, AccuShred has acquired an inventory of Pink Shred Bins; established a special accounting and reporting system to ensure that all customer contributions are accurately credited, matched and paid; and is actively discussing the program with its customers and prospective customers.

Mary Westphal, executive director of Susan G. Komen for the Cure Northwest Ohio Affiliate thinks the Shred Cancer program is exciting news for the organization. “We’re thrilled that AccuShred has found such a visible way to support our cause in Northwest Ohio,” she said. “The more Pink Shred Bins we see at companies throughout the region, the more great things we can do to put an end to breast cancer.”

## UPCOMING NORTHWEST OHIO AFFILIATE & THIRD PARTY EVENTS

- **February 15, 2012** Bowling Green State University Hoops for the Cure
- **February 18, 2012** University of Toledo Rockets for the Cure
- **March 2 & 4, 2012** Pink in the Rink with the Toledo Walleye
- **April 17, 2012** Power of the Promise Grants Reception
- **April 28, 2012** Allen County Survivor Breakfast
- **May 5, 2012** Hancock County Survivor Breakfast
- **July 20, 2012** Pink at the Park with Toledo Mud Hens
- **September 8, 2012** Lucas County Survivor Breakfast
- **September 30, 2012** 19th Annual Komen Northwest Ohio Race for the Cure®
- **October 2012** Breast Cancer Awareness

For more information visit [www.komennwohio.org](http://www.komennwohio.org).

## YOUR BEST PROTECTION IS EARLY DETECTION

I Am The Cure® is a breast health education program developed for the Susan G. Komen Race for the Cure® series that teaches you simple steps that you need to know to take charge of your breast health.

Take charge of your breast health by getting the facts about breast self-awareness.

See your doctor, learn your risk!

- Your doctor can help you learn about your personal breast cancer risk.
- Talk with your family to learn about your family health history.
- Get mammograms and breast exams!
- Ask your doctor which screening tests are right for you if you are at higher risk.
- Have mammograms every year starting at age 40.
- Have clinical breast exams at least every three years beginning at age 20 and every year starting at age 40.
- Notice changes to your breasts! Know how your breasts look and feel, and report changes to your health care provider right away.

Start the fight by living right! Make healthy lifestyle choices that may reduce your breast cancer risk such as:

- Maintaining a healthy weight
- Adding exercise to your routine
- Limiting alcohol intake

Test your breast health knowledge and learn simple steps to protect yourself and others by visiting [www.iamthecure.org](http://www.iamthecure.org).

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The Komen Northwest  
Ohio Affiliate serves the  
counties of:  
Allen, Auglaize, Crawford,  
Defiance, Erie, Fulton,  
Hancock, Hardin, Henry,  
Huron, Logan, Lucas,  
Mercer, Ottawa, Paulding,  
Putnam, Sandusky, Seneca,  
Shelby, Van Wert, Williams,  
Wood, Wyandot and  
Monroe county, Michigan.

# Pink in the Rink

WITH THE TOLEDO WALLEYE

Friday, March 2  Sunday, March 4

**Ticket discount for the Komen Northwest Ohio Affiliate.**

Tickets are \$13 - Hurry! Limited  
number of tickets available.

Pink Giveaway items both nights.  
Pink Ice at Huntington Center.



Presented by  
 PROMEDICA

For tickets, call **419-725-9255** or visit [toledowalleye.com/pink](http://toledowalleye.com/pink)  
Enter Promo Code "PINK" (must be all caps)

The advertisement for "Rockets for the Cure" features a basketball player in a pink jersey with the number 35 and "TOLEDO" on it, holding a basketball. The background is dark blue. The text "Rockets for the Cure" is written in a large, pink, cursive font. Below this, "Saturday, Feb. 18 Noon" is written in yellow, followed by "Rockets vs. Western Michigan" in white. A yellow banner says "\$3 group tickets with purchase of 15 or more!". At the bottom, the Toledo Rockets logo is shown next to the text "See YOU at the GAME!" and the phone number "419.530.GOLD (4653) • utrockets.com". The Susan G. Komen for the Cure logo is in the bottom right corner.