



*Fighting Breast Cancer since 1993*

Dear Friends,

After getting through 2020, we were so hoping to be busy planning our regular 'in-person' event. Sadly, that is not to be. Because we are the largest running event in Alaska, we must think of the health and safety of our participants, volunteers and donors. The RFW board reviewed information from the WHO, CDC and state medical personnel who caution against holding large gatherings in 2021.

But, the Run for Women will still be there for us all. Following last year's hugely successful **virtual** Run, 2021 will be a virtual event again. We had no idea what to expect going into it last year but were *over-the-top* delighted. We had nearly 4,000 participants representing all 50 states, plus DC, who were exceedingly generous in their donations. That combined with the wonderful (and very humbling) news that nearly every one of our donors stayed with us reinforced our belief in the meaningfulness of this event, even (or maybe especially) in these difficult times.

This generosity allowed us to continue our grant program, awarding \$194,000 to nine grantees focused on breast cancer research, education, prevention and detection. The Run has raised over \$5.2 million since 1993 to help further the cause of fighting breast cancer.

Knowing how important it is to acknowledge and recognize our donors, we got creative! We created promotional materials that would translate easily online and be interactive with donors and participants. We added TV and radio spots, interviews, links to donor websites with videos and had almost daily social media posts honoring donors. Lots of great coverage! And we have even more ideas for this year.

We will hold the event over 8 days as we did last year, **June 12-19**. We thank you in advance for your support and generosity as a donor to the **2021 Alaska Run for Women - Virtual**. We are thankful for each of our donors and for their help in continuing to make a significant impact in fighting breast cancer.

Karla Kolash and Lester Lukin  
AKRFW Fundraising Committee

### Mission Statement

and to showcase the talents of Alaska's women athletes."

Visit us at [www.akrfw.org](http://www.akrfw.org) or on Facebook



**Alexandra Steinke**  
2021 Artist

Entitled 'Forget Me Not'. Alex was born in Anchorage and is happy to donate her time and talent to an event that keeps proceeds in our local community. When asked about the design, she said:

"For the women who have passed, don't forget their perseverance and spirit. For the marginalized communities, don't forget that they might need an extra helping hand. For the Alaskans who take care of their own community, you are not alone.

Mother, daughter, sister, friend.  
Forget-me-not, love."

# 2021 Donor Categories and Recognition

## PINK DIAMOND (\$10,000 and above)

- ❖ Choose one of the following promotional opportunities, while they last. First come, first choice.
  - Logo on RACE BIBS
  - Logo on SURVIVOR HATS (approximately 400, proudly worn year round)
  - Logo on 'IN MEMORY OF/IN HONOR OF' cards worn by participants
  - Logo on 'PEARL' who gets downloaded and photographed everywhere
  - Logo on FINISHER CERTIFICATES

**Pink Diamonds** also receive all of the following:

- ❖ Donor spotlights on social media and email newsletters during the eight race days
- ❖ Logo on AKRFW website with link to your website for one year
- ❖ Logo in online race booklet and e-newsletters sent to our mailing list of 10,000+
- ❖ Full page, color promotional ad in online race booklet with link to donor's website

## PLATINUM (\$5,000 - \$9,999)

- ❖ Donor spotlights on social media and email newsletters during the eight race days
- ❖ AKRFW website with link to your website for one year
- ❖ Logo in online race booklet and e-newsletters sent to our mailing list of 10,000+
- ❖ Half page, black & white promotional ad in online race booklet with link to donor's website

## GOLD (\$3,500 - \$4,999)

- ❖ Down-scale logo on AKRFW website with link to your website for one year
- ❖ Down-scale logo in online race booklet and e-newsletters sent to our mailing list of 10,000+
- ❖ Half page, black & white promotional ad in online race booklet

## SILVER (\$2,500 - \$3,499)

- ❖ Name on AKRFW website for one year
- ❖ Name in online race booklet and e-newsletters sent to our mailing list of 10,000+
- ❖ Quarter page, black & white promotional ad in online race booklet

## BRONZE (\$1,000 - \$2,499)

- ❖ Name on AKRFW website for one year
- ❖ Name in online race booklet and e-newsletters sent to our mailing list of 10,000+
- ❖ Quarter page, black & white promotional ad in online race booklet

## FRIEND OF THE RUN FOR WOMEN (\$250 - \$999)

- ❖ Name in online race booklet and on AKRFW website

*Commitment needed by March 15, 2021 to ensure inclusion of name or logo on promotional materials.*

## \$194,000 Awarded in Grants!

Each year, the AKRFW provides grant funds for special projects that focus on breast cancer issues. *Never have non-profits seen a greater need for funding than they did in 2020.* We are very grateful for our donors and participants whose generous support enabled us to make these grant awards. Since 1993, the AKRFW grant program has funded more than **\$5.2 million** in grants covering a wide range of programs related to breast cancer. While the majority of funds raised stay in Alaska, up to 30% may be donated to research organizations. Following are our nine 2020 grant recipients:

- **Affinityfilms, \$9,000.** Partial funding for production costs for production of film 'Not so Swell' – short film on lymphedema awareness that includes a PSA and podcast. Photography exhibit: "Pandemic Portraits in Pink" – focus on women currently in breast cancer treatment during the pandemic.
- **Alaska Community Action on Toxics, \$20,000.** Funding for preparation of a science-based training curriculum for the Alaska Native Community Health Aide Program on reducing exposure to cancer-causing chemicals that are disrupting AK Native traditional foods, air, water, land, as well as household and personal care items. Intent is to impact the incidence of breast cancer among AK Native women.
- **Kachemak Bay Family Planning Clinic, \$40,000.** Funding provides for identifying and decreasing barriers to breast cancer screening by educating and connecting women into no-cost breast cancer early detection services. KBFPC provides clinical breast exams and funding for mammography for medically under-served women on the Kenai Peninsula and villages across Kachemak Bay. Their contribution to outreach is significant through door-to-door visits in rural settings.
- **UAA Clinical Research, \$15,000.** (Holly Martinson, Principal Investigator). The project is Eliminating Breast Cancer Immune Suppression using Myeloid Targeted Nanoparticles. The goal is to develop novel ways to target and kill breast cancer cells using the immune system.
- **Let Every Woman Know, \$8,000.** Provides scholarships for breast cancer survivors to take part in their 'Extra Toughs' program. This integrated team approach was designed to support weight loss, healthy lifestyles, exercise and survivorship for women with breast or gynecologic cancer.
- **Breast Cancer Research Foundation, \$50,000.** Funding provides support for 16 existing clinical trials. The trials address preventive, treatment and quality of life issues in breast cancer.
- **Breast Cancer Detection Center of Alaska, \$24,000.** Provides funding for mobile mammography services, focusing on under-served women, primarily in remote Alaska and at a fixed site in Fairbanks. Will provide funding for 50 mammograms for Alaskans who do not have the ability to pay.
- **Providence Alaska Medical Center, \$3,000.** Provides funding for a variety of breast cancer related supplies for women experiencing the effects of breast cancer therapy. Many of these supplies are non-reimbursable by Medicare, Medicaid and other health insurance.
- **Alaska Run for Women Mammogram Program, \$25,000.** Administered by Anchorage YWCA. Provides access to mammography services for medically under-served women and men.

**Did you know?** Breast cancer is the most frequently diagnosed cancer among women. Nearly 1.4 million women are diagnosed annually. In the U.S. alone, more than 200,000 women are diagnosed each year.

The 5-year survival rate for breast cancer, when diagnosed before it spreads beyond the breast is now 98% -- compared to 74% in 1982.

**Schedule your mammogram NOW!**

## 2021 Donor Response Form

Donor Response Deadline is March 15, 2021

**Yes, we want to be a donor for the 2021 Alaska Run for Women at the following level:**

**Pink Diamond (\$10,000 and above)**

Cash only donation: \_\_\_\_\_

**Platinum (\$5,000 - \$9,999)**

Please describe donation & note if cash or inkind: \_\_\_\_\_

**Gold (\$3,500 - \$4,999)**

Please describe donation & note if cash or inkind: \_\_\_\_\_

**Silver (\$2,500 - \$3,499)**

Please describe donation & note if cash or inkind: \_\_\_\_\_

**Bronze (\$1,000 - \$2,499)**

Please describe donation & note if cash or inkind: \_\_\_\_\_

**Friend of the Run (\$250 - \$999)**

Please describe donation & note if cash or inkind: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

\*\*Organization: \_\_\_\_\_  
(\*Write exactly how you want it listed in promotional materials)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Do you want an ad and/or a coupon in race booklet? \_\_\_\_\_Yes \_\_\_\_\_No

**Please complete form and email it to Karla at [kk2404@gci.net](mailto:kk2404@gci.net) or fax to Lester at 907-222-9501**

***Please mail your check to AKRFW, P.O. Box 240687, Anchorage, AK 99524***

**Alaska Run for Women is a non-profit 501 (c)(3). Tax ID # 92-0149312**

**Thank you for your support!**

Visit us at [www.akrfw.org](http://www.akrfw.org) or on Facebook