

Alaska Run for Women



Fighting Breast Cancer since 1993

Dear Friends,

As we flip the calendar to 2024, our focus eagerly goes to putting on another Alaska Run for Women. We are reminded every year that this is not 'just' a run – the Run for Women is hope, camaraderie, comfort and the knowledge of coming together for a shared mission of finding a cure. Whether it's someone's first race or their 30th, it's the pride of being part of something so meaningful.

In 2023 we continued having both virtual and in-person events, and had nearly 3,800 participants representing all 50 states, plus DC. The in-person event was held on the UAA campus to rave reviews and that's where we will be this year too. As we continue to navigate our world beyond the pandemic, we are not surprised the Run for Women continues to grow. Breast cancer impacts so many and the last few years has highlighted the need to be connected and to reach out and support one another.

Because of the generous participant and donor contributions this year's grant program awarded **\$250,683** to 11 grantees focused on breast cancer research, education, prevention and detection. The Run has raised over \$5.7 million since 1993 to help further the cause of fighting breast cancer with most of the money raised staying in Alaska.

Your continuing support and generosity is the backbone of such a successful event. We are incredibly fortunate and grateful to have you as part of our community! It's exciting – and very moving – to be at the Run and feel the power of thousands coming together to share in the hope of finding a cure. You are a vital part of this.

We are always excited to be renewing the many connections with our Run for Women family, exploring ways to keep the Run exciting and getting our **pink** ready! We thank you in advance for your partnership as a donor to the 2024 Alaska Run for Women. We are grateful for each of you and honored by your support in making a significant impact in fighting breast cancer.

Save the date: **June 8, 2024.**

Karla Kolash, AKRFW Fundraising Committee

Visit us at www.akrfw.org or on Facebook

Mission Statement

"To raise money for and awareness of breast cancer and women's health, and to showcase the talents of Alaska's women athletes."



Alaska
RUN for
Women
2024

2024 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 (approx. 400, proudly worn year-round)
 - Logo on VOLUNTEER HATS (approx. 500, proudly worn year-round)
 - Logo on 'IN MEMORY OF/IN HONOR OF' cards worn by Run participants
 - Logo on SOUND STAGE BANNER
 - Logo on BREAST CANCER SURVIVOR TENT
 - Logo on FOOD TENT BANNER
 - Finish Line WATER STATION

Pink Diamonds also receive the following:

- ❖ Logo on official race t-shirt
- ❖ Opportunity to have a tent in the party area on race day
- ❖ Opportunity to display your banner at the race finishing area
- ❖ Logo on poster and 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 your website
- ❖ Port-a-Potty at the Run – ready to decorate

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

- ❖ Logo on official race t-shirt
- ❖ Opportunity to have a tent in the party area on race day
- ❖ Logo on poster and 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, color promotional ad in online race booklet with link to your website
- ❖ Opportunity to display your banner at the race finishing area
- ❖ Port-a-Potty at the Run – ready to decorate

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

- ❖ Logo on official race t-shirt
- ❖ Logo on poster and 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+
- ❖ Half page, black & white promotional ad in online race booklet
- ❖ Opportunity to display your banner at the race finishing area

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

- ❖ Name on poster and 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
- ❖ Opportunity to display your banner at the race finishing area

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

- ❖ Name on poster and 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 (\$250 - \$999)

- ❖ Name in online race booklet and on AKRFW website

Commitment needed by **March 15, 2024** to ensure inclusion of name or logo on promotional materials.

\$250,683 Awarded in Grants!

Each year, the AKRFW provides grant funds to nonprofits for projects that focus on breast cancer issues. Since 1993, the AKRFW grant program has funded more than **\$5.7 million** in grants covering a wide range of breast-cancer related programs. While the majority of funds raised stay in Alaska, up to 30% may be donated to fund important research. Following are our eleven 2024 grant recipients:

Affinityfilms, \$10,475. Create multi-media designed to raise awareness on two important topics for women living with breast cancer: Metastatic Breast Cancer and Genetic Testing.

Alaska Community Action on Toxics, \$25,875. ACAT is an environmental action organization with a statewide focus. The focus for this year's funding will be on decreasing the incidence of breast cancer in young women by creating an awareness of environmental toxins on their health, now and in the future.

Alaska Literacy Program, \$2,000. The refugee and immigrant population is a specific target group in need of reliable information and services from trusted sources. Funding will be to train Peer Leader Navigators in gaining knowledge of breast cancer screening, prevention and resources to share with this target group.

American Cancer Society, \$12,500. Funding to develop an Artificial Intelligence based technology to better predict future risk of breast cancer based on mammography images and risk factors; and develop an AI-based technology based on mammography images that predicts risk accurately and equally across women of all racial and ethnic groups.

Breast Cancer Detection Center of Alaska, \$25,000. Funding supports the BCDC Mobile Mammography program based out of Fairbanks. This program travels to remote Alaskan communities, providing quality services, regardless of ability to pay.

Casting for Recovery, \$18,000. This program is geared to survivors of breast cancer, in using the power of nature through the therapeutic sport of fly fishing. This unique and successful concept marries the physical therapy of fly fishing with emotional, physical and social support through their Alaskan breast cancer fly fishing retreat program.

Kachemak Bay Family Planning Clinic, \$40,000. KBFPC reaches a significant number of medically underserved women for outreach and no-cost early detection services on the Kenai Peninsula. Their range has expanded from Cooper Landing to Kachemak Bay. In addition to increasing women's access to screening exams, their well-documented outreach efforts educate women on the impact of exercise and dietary choices on overall health and breast health.

Maniilaq Health Center, \$12,233. Funding is for a 3-day retreat for AK Native women from the Northwest Arctic Borough with breast cancer. Goal is to create shared Inupiat community with those experiencing breast cancer.

Providence Alaska Medical Center, \$25,000. This successful project focuses on providing, at no cost, mastectomy, lumpectomy and lymphedema supplies that are not reimbursable by Medicare, Medicaid or other health insurance policies to patients experiencing breast cancer.

Max Kullberg- UAA Research Professor, \$57,500. Project: ***Eliminating Breast Cancer Immune Suppression using Myeloid Targeted nanoparticles***. This research project will build upon previously funded work and develop a novel therapy that could readily translate into the clinic, the C3-liposomes will be used to improve immune recognition of the human tumor associated antigen mucin 1.

Wild Energized Life (WEL), \$22,100. Funding to provide scholarships for women with a breast cancer diagnosis to be part of a 12-week program to provide weekly nutrition and mental health sessions.

2024 Donor Response Form

Donor Response Deadline is March 15, 2024

Yes, we want to be a donor for the 2024 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 to be 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

Do you have a banner to display on race day? _____Yes _____No

If a Pink Diamond or Platinum donor, do you want a tent in the party venue? _____Yes _____No

Please complete & email to Karla at kk2404@gci.net

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 or on Facebook