

Alaska Run For Women



Dear Friends,

Whoa! 2021. Another challenging year, but we made it and everyone is looking forward to a more social and safer 2022. And we are busy planning for a return to an 'in-person' event. But remembering the lessons of the last two years, the 2022 Run will be a hybrid event. We will have the in-person Run as well as a virtual Run. This will allow our participants, near and far, to join in Alaska's largest all-women running event at the level they feel most comfortable.

2021 was the second virtual Run and like 2020, it was a success. We had nearly 3,500 participants representing all 50 states, plus DC. While it was a successful year, we're pretty certain we all miss meeting in person, so it is exciting to be gearing up to once again see a wave of pink flowing along our city trails. And to add to the excitement, this year is the Run for Women's 30th annual event and we will be rolling along on a new and beautiful course.

The generous participant and donor contributions allowed us to continue our grant program, awarding \$201,270 to 12 grantees focused on breast cancer research, education, prevention and detection. The Run has raised over \$5.3 million since 1993 to help further the cause of fighting breast cancer with most of the money raised staying in Alaska.

The last two years also made us realize support from our donors was more important than ever – and that is something we never take for granted. Because of being virtual we had to get creative in honoring and recognizing our donors and we did that with exciting promotional materials, videos, interactive websites and more. And of course, with this being our 30th year, there will be lots of great coverage and activities on our new infield!

Save the date: June 11, 2022. We thank you in advance for your support and generosity as a donor to the 2022 Alaska Run for Women. We are thankful for each of you and your support in making a significant impact in fighting breast cancer.

Karla Kolash and Lester Lukin
AKRFW Fundraising Committee

Visit us at www.akrfw.org or on facebook

**Fighting Breast Cancer
since 1993**

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."



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2022 Donor Categories and Recognition

Pink Diamonds (\$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 participants
 - Logo on 'PEARL' who gets downloaded and photographed everywhere
 - Logo on SOUND STAGE BANNER
 - Logo on BREAST CANCER SURVIVOR TENT BANNER
 - Logo on FOOD TENT BANNER
 - End of Run WATER STATION

Pink Diamonds also receive the following:

- ❖ Opportunity to have a tent at the staging 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 donor's website
- ❖ Port-a-Potty at the Run – ready to decorate

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

- ❖ Opportunity to have a tent in the staging 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, black & white promotional ad in online race booklet with link to donor's 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)

- ❖ Down-scale logo on poster and 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
- ❖ 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 FOR WOMEN (\$250 - \$999)

- ❖ Name in online race booklet and on AKRFW website

Commitment needed by March 15, 2022 to ensure inclusion of name or logo on promotional materials.

\$201,270 Awarded in Grants!

Each year, the AKRFW provides grant funds for special projects that focus on breast cancer issues. 2021 continued to be a tough year for non-profits, so 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 **\$5.3 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 twelve 2021 grant recipients:

- **Affinityfilms, \$10,000.** Supports the dissemination and distribution of two visual arts projects: "Not So Swell" documentary focusing on lymphedema and "Pandemic Portraits in Pink" highlighting women currently in breast cancer treatment during a pandemic.
- **Alaska Community Action on Toxics, \$20,000.** Funding will build on work done over the past several years by educating women, healthcare providers and policymakers about the connection between harmful chemicals and breast cancer. This year's focus will be on the impact of breast cancer among Alaska Native women. This is phase 2 of the project in partnership with the Alaska Native Community Health Aide Program.
- **Kachemak Bay Family Planning Clinic, \$30,000.** Women's Health Outreach Program. This clinical provider reaches a significant number of 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.
- **Maniilaq Health Corporation, \$5,270.** Funding is provided to support lodging expenses for women coming to Kotzebue for breast imaging, as well as for beginning development of a future breast cancer education project.
- **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, \$40,000.** This organization works with more than 230 clinical researchers and maintains an A+ rating from Charity Watch. Funding provides support for 16 existing clinical trials. The trials address preventive, treatment and quality of life issues in breast cancer patients.
- **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.
- **Providence Alaska Medical Center, \$5,000.** This project will provide free post-mastectomy supplies that are non-reimbursable to breast cancer patients.
- **Alaska Run for Women Mammogram Program, \$15,000.** Administered by Anchorage YWCA. Provides access to mammography services for medically under-served women and men.
- **Casting for Recovery, \$19,000.** Program is geared to breast cancer survivors, using the power of nature through the therapeutic sport of fly fishing. It marries the physical therapy of fly fishing with the emotional support of group therapy. Funding will support two retreats: Kenai Peninsula and Ketchikan.
- **American Cancer Society, \$10,000.** Funding is in partial support of an ACA-sponsored clinical research project entitled 'A Precision Medicine Approach to Breast Cancer Early Detection'.
- **YWCA Women's Wellness Program, \$15,000.** Funds will support outreach and education efforts in the Anchorage area targeting women who are least likely to complete regular screenings, including but not limited to low-income, immigrant and refugee communities, homeless women and under-insured women.

2022 Donor Response Form

Donor Response Deadline is March 15, 2022

Yes, we want to be a donor for the 2022 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 on the infield? _____Yes _____No

Please complete & email to Karla at 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 or on Facebook