

Making Strides Against Breast Cancer

Make a Difference. Make History. Make Strides.

**Workplace
Solutions**
From the American Cancer Society



What Is Making Strides Against Breast Cancer?

Making Strides Against Breast Cancer is the American Cancer Society's premier event to raise awareness and funds to fight breast cancer. Making Strides is more than just the name of a walk – it describes the amazing progress being made by the Society and people around the country to defeat the disease. Since 1993, five million people have raised more than \$340 million through Making Strides events nationwide.

The American Cancer Society in the Fight against Breast Cancer

The American Cancer Society has pioneered and promoted cancer screenings that save lives, and we help people reduce their breast cancer risk through healthy lifestyle choices. We help patients and their loved ones make decisions and overcome obstacles with their care, such as finding a ride to doctor appointments or a free place to stay when treatment is far from home. We've invested more than \$387 million in breast cancer research grants since 1971, and we've been an important part of nearly every major breast cancer research breakthrough of the past century. Along with our nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN), we work to ensure all people have access to mammograms and lifesaving treatments.

Your Role as a National Team Program Member

Through the American Cancer Society Making Strides Against Breast Cancer National Team Program, your organization's regional or national networks can join the movement to raise awareness about early detection and prevention and help put an end to the disease. The program provides your company with a meaningful opportunity for volunteerism and philanthropy, while uniting your brand with communities across the country to help the American Cancer Society save lives.



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

Benefits to Your Company or Organization

The American Cancer Society is the nation's largest voluntary health organization dedicated to fighting cancer, with 96 percent brand name recognition. Leveraging the American Cancer Society brand with yours provides significant opportunities to influence consumer behavior. In fact, market research suggests that Americans are more likely to purchase and recommend products from companies that are associated with a cause.

Show your employees, customers, and the general public your company's commitment to making a difference by becoming involved in Making Strides. The events are promoted nationally and locally so your company's participation will be publicized via multiple channels and will raise awareness of your brand and your commitment to fighting breast cancer.

Working for a socially responsible company is a source of pride for many employees. Participating in Making Strides is one way to demonstrate your company's commitment to an important cause and to offer an excellent team-building experience for your employees.

Unite your employees and make a difference in your community by joining the American Cancer Society Making Strides Against Breast Cancer. Working together, we can save lives by helping people stay well and get well, by finding cures, and by fighting back against a disease that has taken too many lives.

Fast Facts

When your company takes part in this event, you are helping the American Cancer Society save lives and create a world with more birthdays by:

- Helping people **stay well** by taking steps to prevent cancer or detect it early, when it is most treatable
- Helping people **get well** by guiding them through every step of the cancer experience
- **Finding cures** by funding and conducting groundbreaking research that helps us understand cancer's causes, determine how best to prevent it, and discover new ways to cure it
- **Fighting back** by encouraging lawmakers to do their part to defeat cancer and by rallying communities to join the fight

The Society is here anytime, day or night, to help everyone everywhere needing cancer information, day-to-day help, or emotional support at 1-800-227-2345 and cancer.org.

cancer.org/stridesonline
We are making strides against breast cancer.™