

Race Day

With nearly 16,000 participants at the 12th annual Susan G. Komen Race for the Cure, Milwaukee's Lakefront was full of stories of hope and survival that bright, crisp Sunday morning.

Before the Race got under way on September 26, hundreds of participants lined up outside the Milwaukee Art Museum to attend a special buffet breakfast honoring breast cancer survivors. Seated under white tents were dozens of women dressed in pink as they shared not only an early morning meal but also their stories of surviving cancer. They offered each other words of encouragement and expressed gratitude for endless love and support from family and friends throughout their diagnosis and treatment.

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Letter from the President

Southeast Wisconsin, THANK YOU!!! Over 16,000 people turned our community into a sea of pink on Sunday, September 26th and contributed \$1 million dollars to help find a cure for breast cancer. The money raised will also provide funds to create awareness and educate the community on issues surrounding the disease, as well as provide funds to help those who cannot afford screening or access to treatment. You are all wonderful!!



Sue Rapp

There is more than just fundraising happening on Race day. The sign of support and love was overwhelming at times. As a survivor I had the opportunity to not only mingle among other fellow survivors and their families at the Survivor Tent, but also participate in the Survivor Recognition just prior to the start of the Race. Standing on the bridge with others who were celebrating the one year mark, five year, ten year, 15 year, and all the way up to the "over 25" year mark was a very emotional experience for each of us. There was barely a dry eye as we gazed out over the crowd beneath us, all cheering us on, and then listening intently to the heartfelt speeches and music. One could almost feel the bridge tremor with each sob heard. These sobs were not out of sadness, but rather for exhilaration that there are that many people who believe in our cause and want to help.

Each person who attended the Race was there honoring someone special. Maybe that special person was there in spirit because of losing the battle, but you and that special one were there. I thank you from the bottom of my heart for all you are doing to support those of us diagnosed with breast cancer and for all of those who's lives your funds are helping to save.

Lastly, I would like to thank Wendy Carlson, Race Chair, and her committee along with all the volunteers who helped make Race day so special!

THANK YOU! 

– Sue Rapp, President, Southeast WI Affiliate



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12th Annual Susan G. Komen Southeast Wisconsin Race for the Cure®

Nearly \$1 million raised, 16,000 participants and 1,000 breast cancer survivors united together to celebrate more than a decade of saving lives in Southeastern Wisconsin

The 12th annual Komen Southeast Wisconsin Race for the Cure took place along Milwaukee's lakefront on September 26th. The Race was a tremendous success, and hands down the best Race yet, thanks to 16,000 participants who raised \$1 million.

Runners and walkers of all ages gathered in front of the Milwaukee Art Museum to participate in the 5K run/walk or the Komen mile (1.4 miles). The location, the day and the energy were beautiful. New this year – Kids for the Cure presented by Kohl's Department Stores offered kids 12 and under the opportunity to gather on the Discovery World grounds on Race day to participate in the Discovery World Scavenger Hunt and Kids Dash.

Team awards were given to the teams who best carried out the mission of Komen Southeast Wisconsin:

- Largest Corporate Team – Kohl's Department Stores (2,090 participants)
- Largest Community Team – Kelly's Clan – Helping to Kick Cancer's Keister (98 participants)
- Corporate Team With Most Money Raised (per capita) – CJC's Walgreen's Crew for the Cure (\$29,456 for 29 participants, that's \$1,015 each person!)
- Community Team with the Most Money Raised (per capita) – Friends for Life (\$20,707 for 45 participants, that's \$460 per person!)
- Team with the Most Survivors – Kohl's Department Stores with 61
- Team with the Most Men – Kohl's Department Stores with 199

- Team with the largest increase in size – von Briesen & Roper – Pink Ribbons (with a 365% increase in size from last year!!!)
- Best Team Name – The Perky Girls!
- Team Tailgate Spirit Award – CJC's Walgreen's Crew for the Cure

Also new this year, Komen Southeast Wisconsin honored individuals who invested in the mission of Komen Southeast Wisconsin at a VIP Recognition Event. This special event took place at the Pilot House at Discovery World on August 24th. The event honored the sponsors, top fundraisers and supporters that made our 12th annual Southeast Wisconsin Race for the Cure a huge success!

The top three individual fundraisers this year are Joan Saperstein, Stacey Meinen, and Jill Newman.

Next year's Komen Southeast Wisconsin Race for the Cure will take place at the same location on Sunday, September 25, 2011. We look forward to raising even more awareness and funds for the fight against breast cancer.



Jillian Heckman and Emily Eide, VIP Recognition Event Co-Chairs

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Susan G. Komen For The Cure® Receives Charity Navigator's Coveted Four-Star Rating For Fourth Year In A Row


Komen for the Cure "Outperforms Most Other Charities in America," Sound Fiscal Management Cited by America's Leading Charity Evaluator

Susan G. Komen for the Cure® has received Charity Navigator's highest rating – four stars – for the fourth consecutive year. With this rating, Komen for the Cure becomes one of only 9 percent of the approximately 5,400 charities that Charity Navigator evaluates which has received at least four straight 4-star ratings.

"Achieving Charity Navigator's highest rating for fiscal soundness is an incredible achievement for even one year during these economic times," said Ambassador Nancy G. Brinker, Komen's founder and CEO. "But to garner this rating four consecutive years is a true testament to the hard work of our entire Susan G. Komen for the Cure family. My gratitude also goes out to our Affiliates, our volunteers and our staff, who have proven once again to be responsible stewards of our contributors' money as everyone continues to try to fulfill our promise of saving lives and ending breast cancer forever."

This most recent four-star rating from the nation's largest and most relied-upon evaluator of charities assures thousands of potential donors that Susan G. Komen for the Cure continues to excel in managing its finances and their donations.

Komen for the Cure, which raised more than \$347 million in revenue for the fiscal year ending March 31, 2009, received a 63.34 rating from Charity Navigator, equaling its 2008 four-star rating from the leading charity evaluator in the U.S.

Charity Navigator ratings show potential donors how efficiently a charity will use donor support right now, and how the organization is positioned to continue providing programs and services in the future. Visit Charity Navigator's Web site for more details about Komen for the Cure's rating and for how Susan G. Komen for the Cure compares with other breast cancer organizations and institutes. 

Spreading the Word

As co-captain of Velvac Inc.'s corporate team, Sandi Grages was a nervous first-time participant in the Southeast Wisconsin Race for the Cure back in 2007.

The reason for her nerves had nothing to do directly with Race day but rather with an appointment, scheduled for the very next day, to have her mammogram redone at the request of her physician.

"That very week – the first year I was in the Race -- I was diagnosed with breast cancer," Sandi says.


Sandi is the human resources assistant at Velvac, a New Berlin manufacturer of parts and accessories for trucks and RVs. The company, which employs about 68 people in Wisconsin, entered its first team in the Komen Race for the Cure in 2006 at the suggestion of Velvac President and CEO Jeff Porter.

Because of the company's history of support for Komen, Sandi decided to share the news of her diagnosis with Velvac employees. She used

her situation as an opportunity to drive home the message that mammograms can save lives. In her case, the cancer was detected "in the very early stages" and found as a result of her mammogram.

"I couldn't even feel the lump, it was so small," Sandi says. "I got on my high horse and said in e-mails to Velvac employees, 'Hey! Get your spouses, sisters and other family members of the right age in for their mammograms because you can't always detect the cancer yourself.'"

Sandi underwent a lumpectomy in mid-December 2007 followed by radiation, which was completed in mid-February 2008. She kept her coworkers informed of her status throughout the entire process.

Today, Sandi says her health is good. Having an employer that is active in the Komen cause meant a lot to her when she went through her treatment. As a breast cancer survivor, she continues to raise awareness among Velvac employees about the importance of yearly mammograms. 

Current and Upcoming Events

Milwaukee Fire Department

The Milwaukee Fire Department has three t-shirt styles available on the online store of their website, www.local215.com. New this year are long sleeve options! To date, the Milwaukee Fire Department has donated over \$40,000 to Komen Southeast Wisconsin.

Bucks Bowl for the Cure®

Mark your calendar for the 2011 Bucks Bowl for the Cure, benefiting the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure. This year it will be held on Friday, February 11, 2011 at AMF Bowlero Lanes in Milwaukee. Please watch for registration information coming soon!

Ford Warriors in Pink

Available now through December 31, 2010, Ford's signature line of apparel and accessories dedicated to the fight against breast cancer is available at fordcares.com. Launched in 2003, the Warriors in Pink initiative was designed to complement Ford's sponsorship of the Race for the Cure. For more information about donation amounts per product please visit fordcares.com. Use the promotion code **WIPAFF09** to ensure that 100% of the net proceeds are donated to Komen Southeast Wisconsin!


Payless

Payless is supporting Komen by offering various items, such as pink slippers and breast cancer bracelets, in their stores now through February 28, 2011. Komen Southeast Wisconsin will receive 67% of the funds raised in our service area!

Yoplait's Save Lids to Save Lives® Program

This year, Yoplait is once again conducting the Save Lids to Save Lives program to benefit Susan G. Komen for the Cure. For each pink lid mailed in by customers, Yoplait will donate 10 cents to Komen for the Cure – with a minimum guaranteed donation of \$500,000 up to \$1.6 million. To learn more about the program or find out where to mail lids, please visit www.yourlidmatters.com.

Ask.com

Simply visit Ask.com/cure now through December 31. Sign up to answer other people's questions (it's free!) Pick questions you know about and answer them. For every answer you contribute, Ask.com will donate 10 cents to Susan G. Komen for the Cure. 

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One woman ready with plenty of wisdom to share was Carol Cameron of New Berlin, a member of the White Earth Chippewa. Diagnosed with breast cancer four years ago, Carol is enthusiastic about the Race for the Cure and applauds the Komen organization for its support of women and their families. Carol also talked of her personal concern that not enough American Indian women are aware of the need to be screened for breast cancer. Since her own diagnosis, she has become active with the Wisconsin Pink Shawl Initiative, a nonprofit organization that raises breast cancer awareness and education in the American Indian community.

Judy Borkowicz of Cudahy, a two-time breast cancer survivor, is a race participant for a second consecutive year with her husband, Len, and their family team. Judy was diagnosed with cancer 26 years ago and then for a second time two years ago. She says what she enjoys most about walking in the Race is "seeing all the thousands of people who have survived the fight against cancer." Decked out in a bright pink sweatshirt, she



offered this advice to women going through their first breast cancer diagnosis: "Keep a good attitude. You can beat it."

Across the tent from Judy were Robin Schort of Germantown and her mother, Holly Hauboldt of Brookfield, a seven-year survivor of breast cancer. Wearing matching knit stocking caps and holding hands as they spoke, the pair said the Komen Race has been an annual mother-daughter event since Holly's cancer diagnosis. "I attended my first Race without hair," Holly said smiling and with a tear in her eye. "It's just amazing to see all these people here and realize that you are not alone when you are diagnosed with breast cancer." 