



Save the Date - September 25, 2011

Mark your calendars and watch your e-mail!

Please join us for the 2011 Komen Southeast Wisconsin Race for the Cure® and help us continue the fight against breast cancer. We will e-mail save-the-date information to all 2010 participants to announce our Race date, Sunday, September 25, 2011. Last year was another record-breaking year with close to 16,000 participants, 242 corporate and community teams and over 1,200 survivors. Thanks to the generosity of the corporate sponsors, donors and participants, the 2010 Race raised close to \$1,100,000. Seventy-five percent of these funds stay in southeastern Wisconsin to fight breast cancer through breast health education, screening and treatment programs. The remaining twenty-five percent help support the Komen Foundation Award and Research Grant Programs, which funds groundbreaking breast cancer research. We encourage all 2010 participants to sign up for this year's Race and encourage friends, family and co-workers to do the same. Please visit www.komensoutheastwi.org for more information regarding the Komen Southeast Wisconsin Race for the Cure.®



Letter from the President

United Against Breast Cancer


Last fall at our annual Race for the Cure,® 16,000 participants came out to help us raise \$1.1 million dollars! Our Race sponsors, teams and individuals all pulled together to make it the biggest and best Race to date. Now I am proud to say we are investing that money back into our mission. We are investing the money to save lives, empower people, ensure quality care for all and energize science to find the cures.



Sue Rapp

This winter the Board of Directors approved community health grants that will facilitate individuals in southeast WI to get mammograms, receive earlier diagnosis, and live longer as survivors. Each one of these grants is for innovative programs that will help women and men overcome the cultural, social, educational and financial barriers to breast cancer screening, diagnostic care and access to treatment. Please read the article in this newsletter for the details.

We are also proud to report that twenty-five percent of our money is being spent on national and international research projects. Susan G. Komen for the Cure® is now the largest non-government funder of breast cancer research. The Komen Research Grants contribute to the understanding of the biology of breast cancer and have helped establish the foundation on which new treatments, more effective early detection and strategies for reducing risk and ultimately preventing breast cancer are being developed. In the early years, nearly two thirds of Komen's funded research focused on basic biology, while today nearly half of the funding addresses the translation of this knowledge into treatment, early detection and prevention.

All of this money is well spent and I thank each and every one of you for your part. But the work isn't over. The cure hasn't been found yet. There are still people who need to be screened and given access to treatment. Let's continue our fight. Let's push forward. **Let's stand united!!** It is not too early to start forming your team for our annual Race for the Cure® on September 25, 2011. Maybe you have an event you want to organize and donate the funds to our Affiliate. Maybe you just want to help with your own personal contribution. Whatever the method, whatever the amount, each dollar will help save a life. Thank you in advance for continuing to help make our vision to have a world without breast cancer come true. 

- Sue Rapp, President, Southeast WI Affiliate

Kohl's Department Stores Continues Its Support

Joining us again this year as our Susan G. Komen Race for the Cure® Exclusive Local Presenting Sponsor is Kohl's Department Stores. Kohl's shares our mission of supporting women's health and we are proud to partner with it to help support the cause of fighting breast cancer in southeast Wisconsin. In conjunction with its sponsorship of the Race, Kohl's is continuing its sponsorship of Kids for the Cure,® a children's area at the Race for children 12 and under.

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Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® awards community grants

Organization's community-based grants meet unmet breast health needs

Susan G. Komen for the Cure® in southeast Wisconsin has announced its annual slate of community health grants for fiscal year totaling \$753,000. As a result of the grants, more women in southeast Wisconsin will get mammograms, receive earlier diagnosis and live longer as survivors.


Locally, Komen funds innovative programs that help women and men overcome the cultural, social, educational and financial barriers to breast cancer screening, diagnostic care and access to treatment.

“We conducted a needs assessment of our service area and discovered a need for increased access to breast cancer screenings like mammograms and follow-up diagnostic care for women in Milwaukee, Racine and Waukesha Counties,” said Steph Montgomery-Loder, Mission Manager. “We are confident that through our community health grants program, more women in these communities will be able to access these life-saving tests.

2011 Community Health Grants include:

- **Columbia St. Mary's Hospital:** to provide women with screening mammograms in community settings on a mobile digital mammography coach and necessary follow-up diagnostic care.
- **Milwaukee Health Services:** to provide screening mammograms for underserved women in Milwaukee.

- **Milwaukee Lesbian, Gay, Bisexual & Transgender Community Center:** to provide outreach and education targeting lesbian, gay, bisexual and transgender individuals who are at risk for breast cancer and referrals for mammograms.
- **ProHealth Care Oconomowoc and Waukesha Memorial Hospitals:** to provide outreach, education and screening mammograms targeting underserved women in Waukesha County.
- **Greater Racine Mammogram Coalition:** five organizations (working together to provide outreach, education and screening mammograms for women in Racine County.
- **Wheaton Franciscan Healthcare – St. Francis Su Salud program:** to provide outreach, education and screening mammograms targeting at-risk women in Milwaukee.
- **Wheaton Franciscan – St. Joseph:** to provide outreach, education and screening mammograms for at-risk African American women in Milwaukee.
- **Wisconsin Women's Health Foundation:** to provide financial assistance for breast health screenings, diagnostic care and expenses related to access to treatment for uninsured and underinsured women with incomes up to 400% of poverty.

“Studies show that early detection saves lives. Through our community health grants, Komen is committed to ensuring that uninsured and underinsured women in southeast Wisconsin have full access to routine breast health services,” said Dawn Regner, MD, Board Mission Chair. Dr. Regner added, “When breast cancer is detected early in a localized stage, a majority of women go on to live long and healthy lives.” 

We're Looking for Public Policy Volunteers!

- Do you have a story to tell and want to make a difference?
- Do you have experience working with leaders or community members to make change?
- Do you want to learn more about how public policy can impact access to breast cancer screening and treatment in southeast Wisconsin?

If you answered “yes” to any of these questions, we want to hear from you!



Komen Southeast Wisconsin is in the process of establishing a volunteer Public Policy committee to be charged with:

- Monitoring the public policies that impact breast health in Wisconsin
- Developing plans for taking action to protect women's access to breast health care
- Organizing Komen advocates in southeast Wisconsin to raise their voices and advocate for breast health.

If you are interested in learning more, please contact Steph Montgomery-Loder, Mission Manager at stephaniemontgomeryloder@komensoutheastwi.org or 414-389-4885 or complete a volunteer application online at: www.komensoutheastwi.org/get-involved/volunteer/ 


Empowering Women to Take Control of Their Breast Health During National Nutrition Month

Komen Southeast Wisconsin and the Cancer Treatment Centers of America® (CTCA) at Midwestern Regional Medical Center partnered to present *Eat Well, Live Well!* an educational seminar and luncheon this past March. Two hundred and forty community members, including members of TEMPO Milwaukee, a professional women's association, gathered at the Grain Exchange in Milwaukee to learn how to take control of their breast health by eating well with cancer fighting foods.

The luncheon featured Kristin Trukova, clinical oncology dietitian at CTCA, who showcased eight groups of breast cancer fighting foods. Trukova, a registered dietitian, has served patients at CTCA since 2004. "My focus is to identify and address nutritional deficiencies, minimize side effects of cancer treatment, and optimize diet to discourage cancer, either by adding more beneficial foods to the diet or decreasing less helpful foods," says Trukova.


"The mission of Susan G. Komen for the Cure® is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures," says Dawn Regner, MD, Mission Chair. Dr. Regner added, "One of the ways we fulfill our mission locally is through events like this one, which inform and empower women to lead healthy lives. We were excited to partner with CTCA to bring a message of eating well for breast health to women in southeast Wisconsin."

In addition to hearing Trukova's powerful message about the small changes everyone can make to eat better and fight cancer while doing it, each guest received a cookbook full of healthy, tasty recipes to take home.

"I was honored to present at this event. Women should feel empowered to take control of their health, and hoped that I provided the attendees with simple and effective resources to do so," says Trukova. 

Kohl's Continues Its Support

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Last year, Kohl's committed to contributing \$2 million over three years to the Komen Southeast Wisconsin Affiliate. In addition to the Race, the funding is used to raise awareness of the cause and provide resources for Wisconsin women. Sue Rapp, President of the Southeast WI Affiliate Board of Directors states, "Kohl's Department Stores' generosity has allowed us as an affiliate to reach out to a greater degree into the community we serve. Our goal is to not only find a cure, but also to slow down the breast cancer mortality rate through education and early detection." 

Remind your Friends to Get a Mammogram or Clinical Breast Exam with New Facebook App!

The Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® and Kohl's Department Stores are encouraging women throughout southeast Wisconsin to commit to breast health through the Kohl's Pink Ribbon Reminder Facebook Application. Through this custom application you can pledge your commitment to making breast health a priority in your life and get annual reminders to schedule your mammogram or clinical breast exam. Head to www.KohlsCaresReminderRibbon.org, commit to getting screened and help spread the word among your Facebook friends. You can add a pink ribbon to your profile picture and encourage family and friends to take the pledge to get screened too!

Can't afford a clinical breast exam or mammogram?
Call 1-877-910-PINK


Start a conversation about breast cancer with your friends and family: It could save their lives!

Kohl's Department Stores and the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® are teaming up to raise awareness about breast cancer and to increase access to life saving breast health screenings. You can help us reach our goal by volunteering to serve as a Kohl's Conversations for the Cure Leader.

What will you do as a Kohl's Conversations for the Cure Leader?

- Attend a Kohl's Conversations for the Cure Leader training
- Host a Kohl's Conversations for the Cure session - a fun, informal gathering to talk with your friends, family and neighbors about the importance of getting regular breast health screenings
- Provide encouragement and support to motivate these individuals to get screened
- Track your successes and report them back to program staff

As a thank you, individuals who fulfill the Kohl's Conversations for the Cure Leader commitment will receive Kohl's Department Stores gift cards and other fabulous incentives, for attending trainings, conducting outreach and motivating others to get screened. Women who get screened will receive gifts, too!

Komen Southeast Wisconsin is currently accepting and reviewing volunteer applications. To apply for consideration, visit www.kohlsconversationsforthecure.org. 

Upcoming Events

Milwaukee Brewers Community Foundation

It's baseball season – which means the boys of summer are busy supporting the Komen Southeast Wisconsin Affiliate! This year we are excited to announce there will be a special Klement's Sausage Hot Dog Racing Sausage Bobblehead with the Komen logo given away at the Sunday, July 10th game! Ellen Melvin will again host her "Step Up to the Plate" event to benefit Komen, and there will be several other promotions held throughout the Brewers season. In 2010 alone, the Brewers Community Foundation donated \$100,000 to the Komen Southeast Wisconsin Affiliate, bringing their total donations over the years to over \$200,000. We are excited to partner with them in 2011 and wish them a great season!




Rally for the Cure®

It's that time of year again – when the weather heats up and so do the Rally for the Cure® events! Rally for the Cure® is a grassroots program that works to spread awareness about breast health and breast cancer in support of Susan G. Komen for the Cure® through volunteer-organized golf, tennis, and social events. Our mission is to empower people to join the fight against breast cancer by educating their friends, family and community on the importance of early detection through an activity they are passionate about. For more information, or to start planning your unique event, please visit the [Rally for the Cure](#) website.

Passionately Pink for the Cure®

Are you interested in planning a jeans day at work, a bake sale, or other similar fundraiser to benefit the Komen Southeast Wisconsin Affiliate? The Passionately Pink program may be just what you're looking for! Register today at:

www.passionatelypink.org

and we will make sure you have everything you need for your event including event day ideas, promotional posters and much more! 

Past Events

Bucks Bowl for the Cure

The 2011 Bucks Bowl for the Cure® was held on Friday, February 11 at AMF Bowlero Lanes in Milwaukee. A sellout crowd helped to raise an amazing \$42,363, with much of the support coming from the Harley-Davidson teams. Big thanks to Tricia Raspberry and the Milwaukee Bucks for continuing to make this a tremendously popular event.

Dole Double Play

The 2010 Brewers baseball season resulted in another generous donation from Dole Foods, who turned 78 Brewers home-game double plays into a \$7,800 donation! Watch the jumbo-tron in the Brewers 2011 season as Dole hits it out of the park with their gracious support of the Komen Southeast Wisconsin Affiliate! 