

# *Sponsorship Prospectus & Case for Support*



**Breast Cancer Action**  
*Part of Your Story*



 BREAST CANCER ACTION  
*Thank  
You*

[www.bcaott.ca/sponsor-bcao/](http://www.bcaott.ca/sponsor-bcao/)

**PROGRAMS & SPONSORSHIP OPPORTUNITIES**

**BUSINESSES & INDIVIDUALS COMING TOGETHER**

**IN SUPPORT OF OUR COMMUNITIES & SHARING STRENGTH**

**BECAUSE NOBODY SHOULD HAVE TO FACE IT ALONE**

# Support Groups & Exercise Programs

## Championing Quality and Quantity of Life

### Our Mission

Over 1,200 are  
newly diagnosed  
each year in Ottawa

Breast Cancer Action is a local, community-based, organization dedicated to enhancing the quality of life for breast cancer patients and survivors through practical help, emotional support and education. Canadian Registered Charity since 1993.

### The Benefits

Communities in the Ottawa Area have this resource to depend upon for emotional and physical support. Because no one should have to face it alone. And sometimes those closest to you are not the person you can open up to about your fears, pain, or have the connections or right knowledge to point you in the right direction.

**Research shows that physical activity can reduce treatment side effects such as arm lymphedema, anxiety, depression, fatigue, impaired mobility, and weight changes.** Newer evidence also suggests that certain levels of physical activity can reduce the risk of dying from breast cancer as well as reducing the recurrence for breast cancer. We need modified physical programs after surgery and during treatment that meet the unique physical and emotional needs of our members. It also helps to have others here, who understand what we're going through and who are comfortable supporting each other.

### Your Sponsorship to Fund Programs

Your sponsorship will strengthen your community, garner respect from your employees, businesses, perhaps be recognized in publications, and support Breast Cancer Action's Programs, e.g.,:

**Health & Wellness** (E.g. Body and Soul Fitness Program - Exercise classes paced for pre and post-operative recovery)  
**Peer Support Groups** (Because nobody should have to face breast cancer alone.)  
**The Kelly Project** (Gifting of post-operative camisoles to newly diagnosed that are having a mastectomy and one-year gifted membership to BCA.)  
**Metastatic Breast Cancer Support Group (MBC)** - Specialized support - final stage 4.  
**Lymphedema Project, Heartfelt Pillow Project, Prosthesis Bank ...**

These programs cost \$67.5K a year to run. Exercise programs at standard gyms are often too strenuous and potentially unsafe for those going through breast cancer treatment. In addition, those going through treatment are often self-conscious of appearance (e.g. loss of hair/effects of treatment and surgery) so our exercise programs help to address these issues.

[www.bcaott.ca](http://www.bcaott.ca)

Stages 0 - 4 New realities. New challenges. New Strategies.



# *When is your help felt?*

## *On a daily basis, every, single, day!*

### *When are we contacted?*

The newly diagnosed call Breast Cancer Action (BCA) from their cars, from their basements, from the hallway of their doctor's office. They call to find out about the **Kelly Project**, and how they can receive their post-surgical camisoles and their support pillow. They call about our **Prosthetics Bank**, a brand-new program and about our **Heart and Soul Wellness and Fitness Program**. But most of all they call because they're scared, and they don't know what's coming and they're hoping that we can guide them and tell them what to expect. After asking them some questions and calming them down and setting them up with our **Peer Support Program**, we wish them the best and tell them that we will be in touch throughout their diagnosis year to help get them through this. **We have officially become part of their story.**

Everyone deserves their aunt, their cousin, their bff, their sister, their nana, their mom, the matriarchs of their family. Your sponsorship can help us be here to provide the programs that help. And we are honoured to recognize your support.

- Since the pandemic started, intake calls and referrals to the Peer Support Program have increased 70%.
- Intake calls have doubled.

UPDATED NOVEMBER 2021

# [www.bcaott.ca](http://www.bcaott.ca)

# Finding Strength to Get Through it



## Case for Support

### History

Breast Cancer Action was created in 1993, and supports women and men in the National Capital Region, so nobody has to go through it alone.

### The need/project/impact

Over 1,200 people are diagnosed with Breast Cancer in the Ottawa area each year. People will start their Breast Cancer journey at varying stages: 0 - 4 depending on what stage their cancer is discovered. Treatments can vary as well: radiation, surgery, chemo, hormone therapies, a combination of all or some, etc. they all can take a toll on the body, mind and spirit.

In addition to facing their own mortality with a difficult acknowledgement of what is out of their control, there are stories shared and lessons learned from those who have gone before us, those who are going through it now and those who will come after.

Hospital appointments, tests, treatments, changes to physical appearance (e.g. hair loss or thinning, weight changes), impact on mood and energy levels, and schedule changes are all topics that are regularly shared amongst our members.

Some will make use of peer support. Some will participate in specialized exercise programs. Some will access both - regaining some feeling of having a say in how they will do, by exercising and learning how to navigate their challenges.

### What funds will cover

Financial information: Sponsorship of programs is needed to help cover costs of hiring exercise teachers, exercise class rentals, purchase of post-operative camisoles at cost for gifting to newly diagnosed. Rentals of space for Peer Support Group Classes, and the Metastatic Support Group etc. Current budget is: \$67,500 per year for BCA programs. BCA has a program whereby newly diagnosed can have their first-year (from date of diagnosis) membership gifted by BCA.

Sponsorships impact the help our programs can provide by ensuring the continuation of programs, opening the possibility of expanding on resource areas, and if possible, free up funds to purchase a real fundraising software package to steward donors and memberships.

### Partnerships

**Kelly's Boutique** provides post-operative camisoles to BCA at cost for gifting. BCA has partnered with **Cash for Trash** - they ask their callers if they would like to donate to BCA the \$300 the caller would otherwise get for having their old car taken away for disposal. **Dense Breasts Canada** is also a partner, helping to inform about what having dense breasts means and its impact.



# Exercise & Support Matters



## Heartfelt Message

"I just wanted to thank you for sending me information regarding the BCA support group meeting last week - I found it very helpful! It's like I found "my people" and felt like I wasn't alone or going crazy."

- Ann Suurland

**Stats 2021**  
Jan to early Nov

## Breast Cancer Action

THANK YOU FOR HELPING US PROVIDE ...

Resources to respond to **1,489** Intake calls / emails ...

- 302** Sponsored memberships
- 173** Referrals to Peer Support
- 160** Health & Wellness Classes
- 32** Peer-to-peer Supporters
- 6** Referrals to Metastatic BC Support
- 350** Gifted Camisoles
- 5** Gifted Prosthesis (new program)
- 500** Gifted Heartfelt Pillows (approx., via distribution through *The Rose Ages Breast Health Centre*)

## Volunteer Board

Please refer to BCA's website for Board Structure and the names of Board Volunteers.



## Dedicated Volunteers

## Executive Director

Marie-Louise Doyle

T: 613-736-5921

Email: [ed.bca@bcaott.ca](mailto:ed.bca@bcaott.ca)

# SPONSORSHIPS OPPORTUNITIES ...

## Programs



### BCA Programs to Sponsor

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- Be mentioned/thanked on BCA's sponsorship page, with your logo
- Be mentioned/thanked in BCA's Newsletter
- Group Sponsor Video Mention on BCA's YouTube & Facebook - Sponsors Thanked/show logo DEC 2022
- Social Media Posts x 3

#### Annual Sponsorship Sought

**Health & Wellness** E.g. Body & Soul Fitness Program - \$20,000  
Exercise classes paced for pre & post-operative recovery.

**The Kelly Project** Gifting of post-operative camisoles to newly diagnosed & one-year gifted membership. \$20,000

**Peer Support Groups** Because nobody should have to face breast cancer alone. \$10,000

**Metastatic Breast Cancer Support Group (MBC)** \$10,000  
Specialized support - final stage 4. Peer support community.

**Lymphedema Project** Resource for info and medical bracelets to inform medical staff not to take blood from operated side. \$ 5,000

**Heartfelt Pillow Project** Gifted heart-shaped pillows made with love, especially helpful after surgery to support arm and to keep the tubes away from skin to help provide comfort during recovery. \$ 5,000

**Prosthesis Bank** Helps provide free prosthesis to those who can not afford. \$ 5,000

**Membership Sponsorship for Newly Diagnosed** So many are newly diagnosed each year. Your membership sponsorship helps cover their first year. Looking for 20 sponsors at \$1,000 each. \$ 1,000

### To discuss sponsorship opportunities please contact:

Marie-Louise Doyle, Executive Director  
Breast Cancer Action  
T: 613-736-5921  
Email: [ed.bca@bcaott.ca](mailto:ed.bca@bcaott.ca)  
[www.bcaott.ca](http://www.bcaott.ca)

*NOTE: Administrative costs are kept to a minimum by having the BCA Office run from a home office.*

# Program Sponsorship

Our Executive Director, Marie-Louise Doyle, will be in touch with you soon after you inquire.

1. Please complete this form
2. Please put a check mark beside the level of sponsorship you would like to see is available.
3. Send the scanned form via email to [ed.bca@bcaott.ca](mailto:ed.bca@bcaott.ca); or call 613-736-5921 to arrange to fax.

Thank you for your interest in supporting Breast Cancer Action! We appreciate your sponsorship and look forward to making this a mutually beneficial experience for BCA and your company/organization.

Sponsorship Inquiry		(Mark X)
Health & Wellness	\$20,000	
The Kelly Project	\$20,000	
Peer Support Groups	\$10,000	
Metastatic Breast Cancer Support Group (MBC)	\$10,000	
Lymphedema Project	\$5,000	
Heartfelt Pillow Project	\$5,000	
Prosthesis Bank	\$5,000	
Membership Sponsorship Newly Diagnosed (up to 20x)	\$1,000	Qty

*Inquiry Form - Date:* \_\_\_\_\_

Your Organization / Company Name (or Individual's Name)

Name of Person to be Contacted:

Phone Number:

Best time of day to call:

Email Address:

Website:

*NOTE: You would be invoiced once availability of sponsorship is confirmed / after you have completed the sponsorship agreement form. Payment would be within 30 days of signing (form to be provided to you after discussion with Executive Director, BCA). Administrative costs are kept to a minimum by having the BCA Office run from a home office.*

Marie-Louise Doyle, Executive Director  
T: 613-736-5921  
Email: [ed.bca@bcaott.ca](mailto:ed.bca@bcaott.ca)  
[www.bcaott.ca/sponsor-bcao](http://www.bcaott.ca/sponsor-bcao)

# Other Ways to Give



**Friendly Donations (any size)** - via Donate link <https://bcaott.ca/donate/> or snail mail, or T. 613-736-5921 via credit card. Donate a car to Cash for Trash & mention BCA as recipient.

## **In-Kind Donations**

For example: printing services, advertising, estate planning services.

## **Social Media Likes and Mentions**

Share a post from our Breast Cancer Action Ottawa Social Media accounts, to your own or company's social media accounts.

Facebook: <https://www.facebook.com/breastcanceraction/>

Twitter: @bcaott\_info

Instagram: bcaott\_info

**Feature Breast Cancer Action during United Way campaigns.** Business #140776980 RR0001.  
Address: 1130 St. Emmanuel Terrace, Orleans, ON K1C 2J7

## **Third-Party Events**

Hold third-party events with proceeds to Breast Cancer Action. Please let us know in advance so we can advise and add it to our event calendar if the event is public.

## **Donate on behalf of someone you know**

<https://bcaott.ca/donate-sponsor/>

**Consider BCA in your estate planning. Gift of securities. In Memoriams.**

[www.bcaott.ca](http://www.bcaott.ca)



# Breast Cancer Action

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## Part of Your Story

Dear Potential Sponsors,

**THANK YOU FOR CONSIDERING OUR  
PROGRAMS' SPONSORSHIP OPPORTUNITIES.  
[WWW.BCAOTT.CA](http://WWW.BCAOTT.CA)**

*Sincerely,*

*Marie-Louise Doyle*

*Marie-Louise Doyle, Executive Director  
Breast Cancer Action  
T. 613-736-5921*



**BUSINESSES & INDIVIDUALS COMING TOGETHER IN SUPPORT  
OF COMMUNITIES & SHARING STRENGTH**



# Thank You