

STAND FOR PREVENTION PROJECT

The Keep A Breast Foundation is a 501 (C3) organization.
Our mission is to empower young people around the
world with breast health education and support.

ART. EDUCATION. AWARENESS. ACTION.

USA, Mexico, Chile, Europe, Canada, Tokyo

FACTS

The facts are increasingly alarming, studies show that a third of women do not perform a self-check because they are afraid of what they may find. Meanwhile, more than half said that they fail to perform regular checks because they have not been taught how to do it routinely. Never let anyone tell you that you're too young for breast cancer. It's never too early to know your "normal" and start a positive relationship with your breasts.

"You cannot wait until you are in your 30's to start a healthy relationship with your breasts."

Shaney jo Darden, KAB Founder

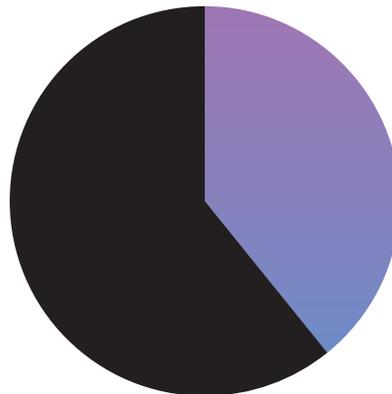


Young women usually experience more aggressive breast cancer and lower survival rates.

(American Cancer Society)



In the US, 1 in 8 women will be diagnosed with breast cancer in her lifetime. (American Cancer Society)



40% of diagnosed breast cancers are detected by women who feel a lump.

(John Hopkins Medical Center)

When breast cancer is detected early, in the localized stage, the 5-year survival rate is 98%.

(National Cancer Institute)

ART

Since 2000, The Keep A Breast Foundation has played a prominent role in building breast cancer awareness and education with teenagers and twentysomethings through art, education, and prevention. 17 years ago, Shaney Jo Darden and Mona Mukherjea-Gehrig created the first KAB Breast Cast to benefit survivors. Over the past 17 years, over one thousand casts have been created and painted by artists. The casts are then auctioned and sold, raising funds to support survivors and raise awareness about breast cancer prevention around the world. Keep A Breast shows have been organized across the U.S. and throughout Europe, with growing participation of celebrity castees and artists. The first breast casts were auctioned off in 2002, with proceeds directly benefiting breast cancer charities. The success of these art benefits, highlighted by artists emerging from the skateboarding, music, and action sports scenes, put breast cancer prevention on the map for a younger generation.



FACE TO FACE EDUCATION: CHECK YOURSELF CARDS

Keep A Breast has evolved from an art project, visually demonstrating the physical and emotional challenges of breast cancer, to a global organization with the mission of empowering young people around the world with breast health education and support. Keep A Breast has always encouraged young people to not only love their boobies, but to know their bodies and be aware of changes. Knowledge is power, and engaging young women and men early on in their lives with educational material like the Check Yourself card is key in helping them develop healthy habits.

We distribute thousands of Check Yourself cards every year during our presence on music tours, at sporting events, and art shows around the world.





MOBILE EDUCATION: CHECK YOURSELF APP

The Keep A Breast Foundation Check Yourself! app helps you master the technique and timing of the breast self-check. It is the only mobile learning app of its kind. It provides a visual step-by-step overview of a self-check and allows users to easily schedule an automatic monthly reminder.

With 40% of diagnosed breast cancers being self-detected, establishing what is “normal” is an important step to knowing your body. Our app has been listed and recommended by many sites like iMedicalApps, Healthline, Examiner, AppCrawlr, CafeMom, About.com, AppAnnie, CNET, Yahoo! Shine, AskMissa, SellCell, TechDive, LilSugar, and more. Since its first launch in 2010, over 40,000 users have downloaded the app, symbolizing their commitment to establishing a monthly breast health routine.

STAND FOR PREVENTION DISPLAY



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Keep A Breast Breast Casts have attracted a lot of attention, but the Check Yourself educational materials could be distributed to a wider public. To further our mission and continue educating people around the world, we decided to assemble the two and create a complete kit, available for any company or public space willing to take a part in the global education of young people to lower their risk of breast cancer.

SO WHAT'S INCLUDED IN A STAND FOR PREVENTION DISPLAY?

1

The Keep A Breast original Breast Cast of your choice. You have the option to choose from our gallery which art will best fit your waiting-room, building entrance, work-space, hospital, library, etc.

2

5000 Check Yourself shower cards, specially designed to reflect the breast cast art of your choice, including your logo.

3

1 stand with a protective plexiglass, where the breast cast will fit perfectly inside.

4

A cash donation box, to offer the public the opportunity to give to Keep A Breast's survivor support programs.

BUDGET OF STAND FOR PREVENTION PROJECT

Many young women come to Keep A Breast not knowing about breast health or breast cancer prevention. They often know someone who has been affected by breast cancer, but they don't know who to talk to about it. Many young people feel overwhelmed and isolated. They need help in addressing their needs and making informed decisions about their health.

Knowledge is power; engaging young people with creative teaching techniques and accessible tools is imperative in enhancing approaches to prevention.

ACTIVITIES:

- Provide Educational Materials
- Raise awareness for breast cancer prevention
- Encourage app downloads
- Travel to different events via our Traveling Education Booth
- Provide hands on teaching tools (breastology bags, educational games, etc)
- Promote positive self image especially around loving your breasts
- Provide health organizations with information
- Challenge participants

2017 GOALS

- Distribute 100,000 CYS cards
- Get 50,000 new app users
- Set up 25 Keep A Breast displays in public spaces

BUDGET:

- The Keep A Breast Foundation budget in 2015, our last audited accounts available, was \$1.3M
- Check Yourself program cost is \$200,000

HOW TO SUPPORT EDUCATION

Keep A Breast is seeking funding to expand its Check Yourself! program to youth and millennial-led communities. With a minimum grant of \$5,000 from YOU, we can provide high impact educational materials and tools that can significantly enhance approaches to breast cancer prevention.

PARTNERSHIP LEVELS: The chart below includes donation levels that can be 100% customized for you.

PROMOTIONS	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Monetary Gift Level	\$5,000+	\$10,000+	\$20,000+	\$50,000+
Stand for Prevention Display	YES	YES	YES	YES
Keep A Breast Cast	YES	YES	YES	YES
Check Yourself bracelets	YES	YES	YES	YES
Keep A Breast magazine	YES	YES	YES	YES
Custom Stand, Branded with your name and logo	YES	YES	YES	YES
Add name and logo to app and printed Check Yourself card	NO	YES	YES	YES
Keep A Breast Founder appearance	NO	NO	YES	YES
Opportunity to survey App audience	NO	NO	YES	YES
Opportunity to market directly to App audience	NO	NO	NO	YES
Opportunity to join advisory board for the Check Yourself Program	NO	NO	NO	YES
Rights to Use KAB Markings for duration of partnership	NO	NO	NO	YES
# Social Media Shout outs	4	5	10	25+
Rights to Use KAB Markings for duration of partnership	YES	YES	YES	YES
Logo listed on KAB Website partners page for 1 year	YES	YES	YES	YES
Promoted as official partner during our big October BC Prevention media push	NO	YES	YES	YES
Logo listed on Check Yourself website for entire year	YES	YES	YES	YES
Incorporated into all KAB for the entire year	NO	NO	NO	YES

WEB STATS & DEMOGRAPHICS

The Keep A Breast supporter is a young trendsetter, active in their scene and eager to be engaged, aware, informed, and entertained. The KAB supporter is part of an increasingly diverse group that is aware of their community and their surroundings. They are eager to be involved and love to share anything 'i love boobies!'



38K

On Twitter, our following is made up of 62% female followers and 38% male followers, with the largest age range being 25-34, the second largest 21-24, and the third largest 18-20.



On Facebook, the age for males and females are very close and also skew younger than our Twitter followers. Facebook our following is 48% female followers and 52% male followers, with the largest group being 18-24, the second largest 25-34, and the third largest 13-17.

Likes: **353K**

Follows: **341K**



37.1K

KEEP-A-BREAST.ORG

Average Monthly

Unique Website Visitors:

25K+

2016 Yearly Page Views:

280K

Email:

20K



2.6K
Subscribers

1.2
Million Video Views

App Downloads:

30K

Countries: 100+

Languages: 4

(spanish, french, japanese, english)

**(KEEP A
BREAST)**

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