

The Cause • The Care • The Cure

The Denise Roberts Breast Cancer Foundation – Minority Women and Men Fighting Breast Cancer





“You ask why we do this... for over 10 years we have been motivated by the cause, the care, and the cure of breast cancer.”

– Denise Roberts, Founding President

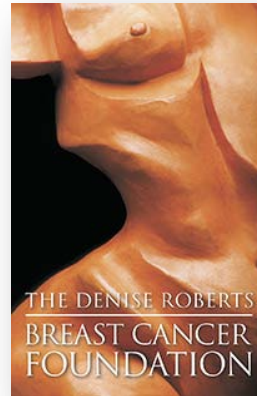


About TDRBCF

For over a decade, The Denise Roberts Breast Cancer Foundation (TDRBCF), a 501 C-3 Foundation, continues to make strides in serving Los Angeles County with breast health education; TDRBCF places emphasis on the importance of early cancer detection through mammograms, professional referrals, and simply knowing yourself.

As of today, TDRBCF has given thousands of mammograms, over a million referrals to caring physicians, and through its Living Line Tele-support program, TDRBCF has counseled numerous women and men. Please visit the website for more information on TDRBCF's programs and volunteer opportunities: www.tdrbcf.org

This year, the goal is to give more women mammograms, to educate more men about male breast cancer, and to encourage more high school and college students to develop healthy habits at an early age.



Denise Roberts, Founding President of TDRBCF, 22 year breast cancer survivor, Woman of the Year 2009.

Early detection of breast cancer has been proven to increase survival rates by 98%. The cost of a mammogram is approximately \$150. With your support, TDRBCF will be able to provide breast health screenings for over 1,000 more uninsured women and men under age 40.

TDRBCF will always extend a shoulder, a hand, and a heart to anyone who may be going through this nightmare. Fear does not have to rule, when life struggles become too heavy. The awareness of knowing what to do, where to go in time of crisis and what is available is a mighty bridge over troubled water. We are always grateful for your continued support.

TDRBCF Programs

Breast Cancer has no respect for age, ethnicity, or gender. Therefore, TDRBCF's Breast Health Education Programs support both women and men, young and old. TDRBCF outreach and breast health education programs' primary target is minority women under 40 years old.

- **Mammograms Can Save Lives!**
 - In response to the lack of programs that fund early detection breast screening for uninsured women under 40 years old, TDRBCF provides donation-based mammograms to uninsured or underinsured young adult women through the Mammograms Can Save Lives Program.
- **Styling For Life**
 - The cosmetologist-client relationship, personal and intimate, is a foundation upon which to encourage constant dialogue about breast health awareness. Cosmetologists (“Life Stylists”), who serve predominantly African American women, are chosen to participate in this exciting program! Life Stylists serves a resource to clients after attend training sessions on breast cancer, incidence and mortality rates, preventative nutrition, and the importance of early detection and screening.
- **Living Line Survivors’ Network**
 - The Living Line Survivor’s Network is a Tele-support program in which we pair those in need with a breast cancer survivor for personal support – answering questions, sharing experiences, and holding their hand along the way.
- **Angela Pittman Students of Life**
 - The goal of the Students of Life Program (SOL) is to educate high school students about the importance of breast health, in an effort to develop healthy habits at an early age. We also encourage the students to take ownership in this cause while developing their presentation and public speaking skills by presenting what they have learned to their peers at school and to their family members at home.
- **Life Savers Outreach**
 - The Life Savers Outreach Program is a college internship that enables a Masters in Public Health student to explore all aspects of breast cancer awareness and the breast health community, as well as the non-profit business environment.



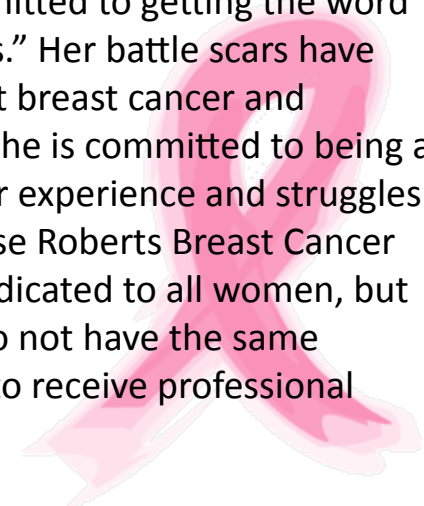
Who is Denise Roberts?

In 1987 and at the young age of 35, as a part of a routine gynecological check-up, Denise chose to have a mammogram. With no cancer-related symptoms, and against her doctor's advice, she forced the issue because of the strong and dreaded cancer-related history in her immediate family.

DENISE EXPRESSES that we as parents pass on so many things from one generation to another; from genetic coding, excess baggage, to undying faith. She thinks about the concept "From A Mother to A Daughter/Son" and stands ready to pass on her faith, knowledge and strength. Denise stands firm on the belief that the fight against breast cancer does not stop with each survivor; instead, she believes everyone needs to be proactive in receiving and passing on breast health information.



TODAY DENISE IS a cancer survivor of over 20 years. Her fight remains as long as there is no cure for breast cancer, and the incidence rate of breast cancer continues to increase, even among her family, friends and new foundation members. She is committed to getting the word out, "Mammograms can save lives." Her battle scars have become medals in this war against breast cancer and ignorance regarding health care. She is committed to being a voice to the voiceless. In 1999, her experience and struggles inspired her to establish The Denise Roberts Breast Cancer Foundation (TDRBCF), which is dedicated to all women, but especially women of color, who do not have the same encouragement or opportunities to receive professional breast screening.



Denise Roberts, Woman of the Year

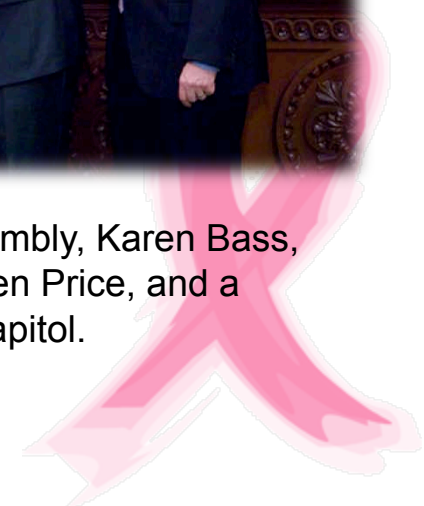


Denise Roberts, escorted by Senator Curren D. Price, Jr., was nominated and selected as “Woman of the Year” for the 51st Assembly District; this award is given to a woman who has significantly contributed to this community. *“Roberts’ continued dedication and efforts to give mammograms and support to thousands of women and men since 1999 is outstanding.” –Senator Price*

The California Legislative Women Caucus holds an annual celebration for Women of the Year for each Assembly District as part of the Women’s History Month. The ceremony was held Monday, March 16, 2009 in Sacramento at the State Capitol.



From left: Speaker of the Assembly, Karen Bass, Denise Roberts, Senator Curren Price, and a Representative of the State Capitol.





Sponsorship Opportunities

We need your help. Please support our mission with your generous funding.

We work hard to keep our doors open and our impact solid. Your sponsorship will support our breast health education and early detection programs. It will also provide the opportunity to bring TDRBCF to your event or community, with speaking commitments from Founder, Denise Roberts.

With all that motivates you in this economy, please Give to Live.

Corporate Gift Options:

- Platinum (\$20K)
- Gold (\$10K)
- Silver (\$5K)
- Bronze (\$2,500)

Individual Gift Options:

- Fuchsia Donor (\$1,500)
- Magenta Donor (\$1,000)
- Rose Donor (\$500)
- Pink Donor (\$250)



100% of funds support TDRBCF breast health education outreach and early detection programs.



Sponsorship Payment Options

- *Please make checks payable to TDRBCF and mail to:*
The Denise Roberts Breast Cancer Foundation
P.O. Box 83783
Los Angeles, CA 90083
- *Support online through PayPal or our merchant account by visiting www.tdrbcf.org*
- *Call us to make a donation with a credit card: 888-833-6473*





For sponsorship questions, contact:

Heaven Tennyson

VP, Marketing & Org Dev.

888.833.6473, ext. 2

heaven.tennyson@tdrbcf.org

For media/booking questions, contact:

Jennifer Ingram

Director, Public Relations

888-833-6473, ext. 4

jingram@tdrbcf.org

