

# The Cause • The Care • The Cure

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*The Denise Roberts Breast Cancer Foundation's 10<sup>th</sup> Anniversary Founder's Day*





*“You ask why we do this... for 10 years we have been motivated by the cause, the care, and the cure of breast cancer.”  
– Denise Roberts, Founding President*



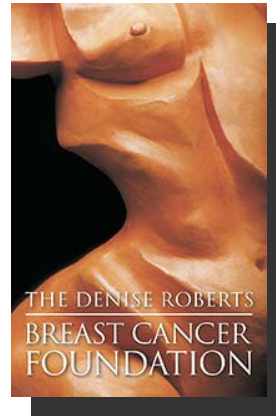
# About TDRBCF

For the past 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](http://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.*

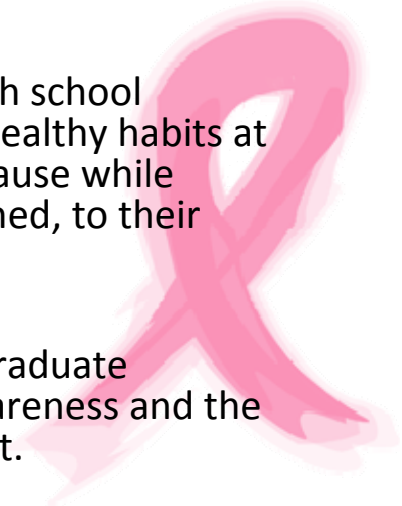
Early detection of breast cancer has been proven to increase survival rates by 98%. The cost of a mammogram is approximately \$150. With your support, TDRBCF will be able to provide breast health screenings for over 1,000 more uninsured women and men under age 40.

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's primary target for outreach and breast health education programs 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 serve as a resource to clients after attending 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 Pittman Students of Life Program (PSOL) 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 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 graduate student studying public health to explore all aspects of breast cancer awareness and the breast health community, as well as the non-profit business environment.



# 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 the 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.



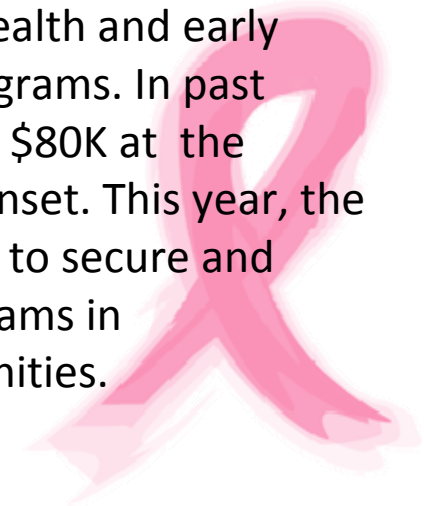
From left: Speaker of the Assembly, Karen Bass, Denise Roberts, Senator Curren Price, and a Representative of the State Capitol.

# About Founder's Day

Founder's Day celebrates the beginning of an era – one that breeds an urgent approach to breast health awareness. It celebrates the realization of our vision that is alive at The Denise Roberts Breast Cancer Foundation, which accomplishes its goals as a community of minority women and men fighting breast cancer.



As TDRBCF's largest annual fundraiser, Founder's Day serves as a key source of income. 100% of the funds raised support our breast health and early cancer detection programs. In past years, we raised over \$80K at the House of Blues on Sunset. This year, the goal is to raise \$150K to secure and implement our programs in underserved communities.



# Elements of Founder's Day



An energized audience



Silent auction bidder

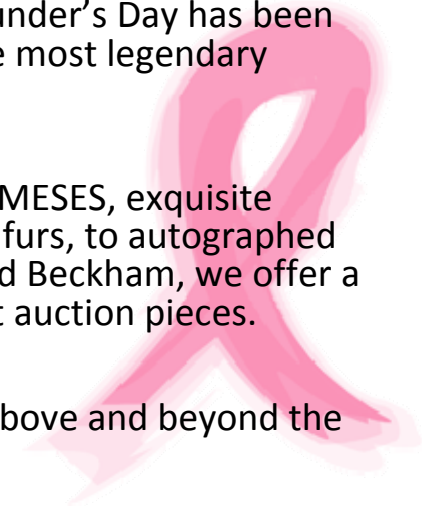


Freda Payne sings a tune



Denise Roberts applauds James Ingram and Stevie Wonder in jam session.

- **Live Entertainment**
  - From Howard Hewitt to Freda Payne to Stevie Wonder and James Ingram, Founder's Day has been honored to feature some of the most legendary artists of our time.
- **Silent Auction**
  - From stained glass doors by RAMESES, exquisite diamonds from XIV Karats, and furs, to autographed sports paraphernalia from David Beckham, we offer a superb variety of premier silent auction pieces.
- **Awards Ceremony**
  - TDRBCF salutes those who go above and beyond the call of duty for humanity.



# Award Ceremony



Stevie Wonder accepts humanitarian award, 2005



From left: Stevie Wonder, Denise Roberts, Iris Gordy, James Ingram, 2006

## The Cause • The Care • The Cure Award (CCC)

The company that is the most proactive in healthcare support for underserved communities.

## The Strong Voice Award (SV)

An individual who shows sincere commitment to women's healthcare awareness.



# Founder's Day 2009

- The Cause • The Care • The Cure:  
*The 10 Year Journey*
- Sunday, October 18, 2009
- 2pm – 5pm
  - Silent Auction Reception 2-3pm
  - Lunch and Show 3-5pm
- The Conga Room (LA LIVE),  
Los Angeles, California
- 2009 Award Recipients:
  - To Be Announced



Conga Room Marquee





## **Sponsorship Opportunities**

*We need your help. We have outlined packages to choose from based on various capacities to give.*

*Reserve a table just for you and your family and closest friends.*

*Align your company with our cause and receive branding opportunities on our website and at the event.*

*Donate in honor of your loved one who is/was a warrior in the fight against breast cancer.*

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

- **Platinum (\$20K)**
  - 2 reserved tables of 10
  - 4 bottles of champagne
  - Ad on inside front cover of souvenir book
  - Logo on step and repeat wall
  - Logo projected on main room wall
  - Logo on invitations (if commitment is before 8/30/09)





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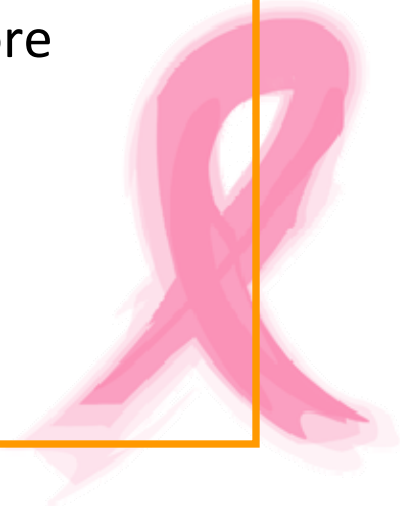
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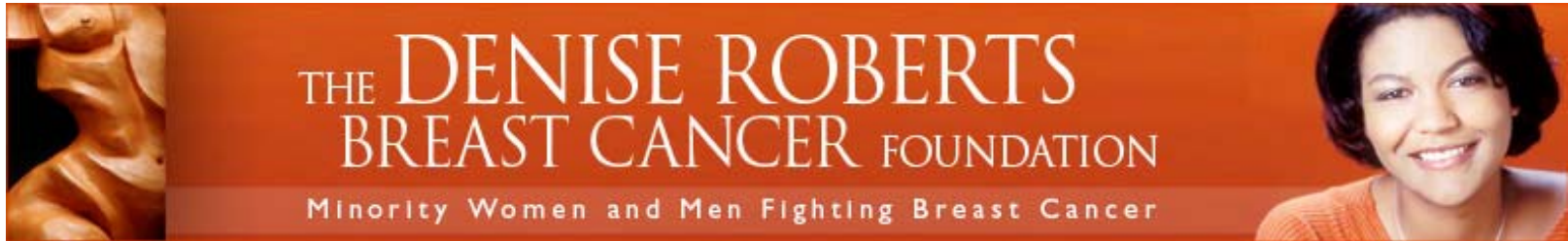
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- **Gold (\$10K)**
  - 1 reserved table of 10
  - 2 bottles of champagne
  - Ad on inside back cover of souvenir book
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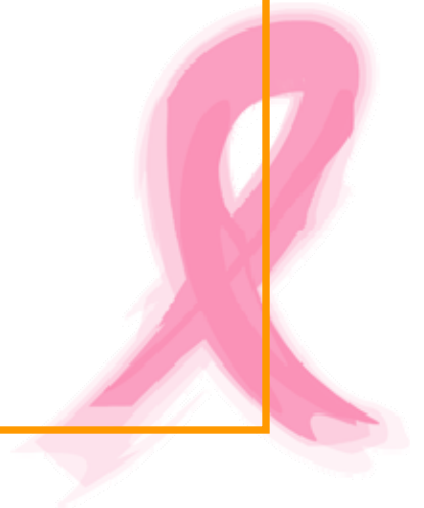
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- **Silver (\$5K)**
  - 1 reserved table of 10
  - 1 bottle of champagne
  - 1 page ad in souvenir book
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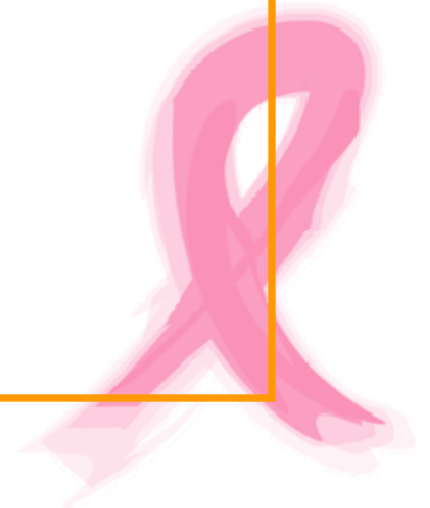
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- **Bronze (\$2,500)**
  - 1 table of 10
  - 1 page ad in souvenir book





## Sponsorship Payment Options

- *Please make checks payable to TDRBCF and mail to:*  
*Frontline Entertainment, Inc.*  
*4311 Wilshire Blvd., Ste. #504*  
*Los Angeles, CA 90010*
- *You may also make payments online through PayPal by visiting [www.tdrbcf.org/foundersday](http://www.tdrbcf.org/foundersday).*
- *All tickets must be purchased in advance, no tickets will be sold at the door*
  - *Any payments received after October 4, 2009, will be accepted as a donation to TDRBCF*





For sponsorship questions, contact:

**Heaven D. Tennyson**

**VP, Marketing & Business Development**

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**[heaven.tennyson@tdrbcf.org](mailto:heaven.tennyson@tdrbcf.org)**

