

**2010
COMMITTEE**

Pat Wedlake

Becky Parkes

Darla Raddysh

Jim Morden

Tina Jones

Cheryl Mazur

Susan Stobart

Wayne Rogers

Jackie Stephen

Doug Nanton

Traci Friesen



keeping
abreast

www.keepingabreast.org

An evening of celebration & gratitude for those who
enhance the lives of women with breast cancer.

Wednesday, May 5th, 2010

7:00pm

The Old Spaghetti Factory

Proceeds to the Health Sciences Centre Foundation
For Breast Reconstruction Surgery
Research & Education



**Health Sciences Centre
Foundation**

Giving Hope, Improving Care



The History of **Keeping Abreast**...

In January of 2007, Jackie Stephen was diagnosed with DCIS (ductal carcinoma in situ) breast cancer. Within a few short weeks, a mastectomy was performed at Health Sciences Centre by Dr. Ethel MacIntosh with immediate reconstruction surgery by Dr. Ed Buchel.

The positive outcome and gratitude Jackie felt for everyone who supported her and her family throughout the ordeal, led her, with the support of her husband Doug and close friends, to create **Keeping Abreast**. In May 2007, the first event was an overwhelming success and raised over \$26,000 for CancerCare Manitoba and breast cancer research.

In 2008, **Keeping Abreast** partnered with the Health Sciences Centre Foundation to raise funds specifically for Breast Cancer Reconstruction Surgery Research & Education and established the **Keeping Abreast Fund** at the HSC Foundation to accept year-round donations. Karyn Lazaruk, another breast cancer survivor and reconstruction patient has very generously pledged her support of **Keeping Abreast** with a pledge of \$9000 per year for 4 years! Fundraising events for **Keeping Abreast** occur throughout the year and have included a Giant Garage Sale, golf tournament putting contests, a Longbow Lake Camp event, socials and many more. For Breast Cancer Awareness Month in October '09 KA partnered with St. Vital Centre, the Manitoba Moose, CJOB and Winnipeg Women/Men Magazine and together they raised over \$25,000.00!

In less than 3 years, **Keeping Abreast** has raised almost \$400,000.00 to enhance the lives of Manitoba women affected by breast cancer by purchasing state of the art surgical equipment, a Breast Reconstruction website, computers and database software and provided funding for nursing and medical staff education.



**Health Sciences Centre
Foundation**

Giving Hope, Improving Care

"As reconstructive surgeons, our role is somewhat unique, particularly where breast cancer is concerned. While we certainly are here to repair the physical damage, I think our role in helping women to retain their sense of femininity – their feeling of wholeness – is the more important aspect of our care."

Dr. Ed Buchel: Section Head Department of Plastic Surgery and Medical Site Leader Surgery Program, Health Sciences Centre Winnipeg

Dr. Buchel and his team are committed to groundbreaking research, advanced surgical techniques, and the very best patient care. Because you give, world-class investigators, like Dr. Buchel, have the resources they require. Because you give, caring and committed staff have the tools and support they need. Because you give, patients receive the finest care and hope in the face of adversity.

Funds raised by Keeping Abreast are being used by Dr. Buchel and his team to purchase the latest surgical equipment, computers and database software to further their research and to provide education and training for physicians and nurses in the best and most effective surgical procedures.



The Event

Wednesday May 5, 2010
Old Spaghetti Factory
7:00 pm

In Support of Breast Cancer Reconstruction
Surgery Research & Education.

- Games Galore on the Bra'dway Midway
- Blitz Raffle (Blitz ... it rhymes with fun. Huge prizes – huge fun.)
- “Boobie Prizes” (*FREE* random prizes just for being there.)
- Live Auction (Only 6 items including a Trip for Two t'italy!)
- Silent Auction (Shhhh ... more outstanding prizes.)
- Over the Top Auction (The prizes are stacked.)
- Appetizers by WOW! Hospitality Concepts
- Cash Bar

Tickets \$65.00 (a tax receipt will be issued for \$35)

Please visit www.keepingabreast.org to learn more.

For tickets, please contact:

Jackie Stephen
781-2828



Opportunities for Support

(No pun intended)



Extraordinary Event Sponsor – \$25000

- Presenting sponsorship acknowledgement on all promotional materials
- Acknowledgment on press release
- Presenting status on buck slip advertising on HSC Foundation outgoing mail
- Presenting status listing on HSC and Keeping Abreast websites with link provided
- Introduction and thank you at the event
- 6 tickets to the event
- Acknowledgement in all media materials
- Tax receipt in accordance with Revenue Canada Guidelines



Double D Cup Sponsor - \$5000 - \$9999

- Prominent acknowledgement on all promotional materials
- Acknowledgment on Press Release
- Prominent status on buck slip advertising on HSC Foundation outgoing mail
- Prominent listing on HSC and **Keeping Abreast** websites with link provided
- Logo sponsorship acknowledgement on all event on-site signage
- Introduction and thank you at the event
- 2 tickets to the event
- Tax receipt in accordance with Revenue Canada Guidelines



D Cup Sponsor - \$2500 - \$4999

- Listing on all printed materials and event signage
- Acknowledgement on all paid promotional materials
- Tax receipt in accordance with Revenue Canada Guidelines
- Listing buck slip advertising on HSC Foundation outgoing mail
- Listing on HSC Foundation and **Keeping Abreast** websites with link provided
- Verbal acknowledgement at the event



C Cup Sponsor - \$1000 - \$2499

- Listing on all printed materials, event signage and the **Keeping Abreast** website
- Acknowledgement on all paid promotional materials
- Tax receipt in accordance with Revenue Canada Guidelines





Opportunities for Support

(Continued)



B Cup Sponsor - \$750 - \$999

- Listing on all printed materials, event signage and the **Keeping Abreast** website
- Acknowledgement on all paid promotional materials
- Tax receipt in accordance with Revenue Canada Guidelines



Training Bra Sponsor – less than \$750

- Listing on all printed materials, event signage and the **Keeping Abreast** website
- Tax receipt in accordance with Revenue Canada Guidelines



Auction/In Kind Donation Sponsor

- Gifts in Kind are gratefully accepted
- Tax receipts will be issued for donated items in accordance with Revenue Canada Guidelines

