

FWAACA

Building Bridges to Healthier Communities

February 16, 2010

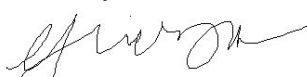
Dear Prospective Donor,

FWAACA dba Building Bridges to Healthier Communities (BBHC), (formerly known as Fort Wayne African American Cancer Alliance, Inc.), is celebrating 14 years as an organization committed to its mission to “*educate, advocate, and collaborate to work toward the prevention and early detection of cancer in the African-American and medically under-served communities*”. According to a locally funded 2006 PRC Low Income Health Assessment, “Allen County low-income adults are less likely than low-income adults nationally to have had preventive colorectal and prostate cancer screenings.” It also indicates that low-income children living in Allen County are more likely to be overweight than children in low-income households nationwide. While the report shows favorable results based on the sampling of African-Americans surveyed for having participated in certain cancer screenings, cancer *continues to be the number one cause of death for African-Americans in Allen County* as compared to the second leading cause of death in the State and in the Nation. Additionally, the 2006 PRC study shows that Allen County Blacks and Hispanics are suffering disproportionately from being overweight and obese, which are known to be significant risk factors for certain cancers.

As healthcare reform is being debated, we have real live situations that cannot wait for a resolve. Our communities are dying rapidly from preventable diseases! To literally read obituaries of people in their 30's, 40's, 50's succumbing to cancer is a sad commentary, particularly because more than likely they displayed symptoms and either were not educated enough to understand there was a problem; they knew there was a problem, but were afraid to know what was wrong; or they simply didn't have access to health care.

In an effort to raise community awareness; celebrate the accomplishments of FWAACA/Building Bridges to Healthier Communities; and improve the health of the community; we are pleased to host Dr. Otis Brawley, Chief Medical Officer of the American Cancer Society. Dr. Otis Brawley's research and experience provides a remarkable opportunity for us to address the cancer burden in our community, as he has been a communicative voice in many areas relating to disparities in cancer. The theme “Straight Talk on the status of cancer” will speak strongly to the needs of our community. Information about our organization and this premier fundraising event is available by visiting www.fwaaca.com. Enclosed is a sponsorship form that we sincerely hope you will find worthy of your endorsement. If you require additional information, please do not hesitate to contact me at (260) 399.6461. I would like to thank you in advance for your consideration, and hopeful acceptance of our invitation.

Sincerely,



Evelyn J. Frierson
Executive Director
FWAACA BBHC



Tracina Smith
Board President, FWAACA BBHC
Associate Director, American Cancer Society

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FWAACA

Building Bridges to Healthier Communities

“Straight Talk” on the status of cancer

Otis W. Brawley, MD, Chief Medical Officer of American Cancer Society

SPONSORSHIP FORM

Monday, March 22, 2010

FWAACA, Inc., Building Bridges to Healthier Communities (BBHC) is hosting a fundraiser breakfast featuring Otis W. Brawley, M.D., Chief Medical Officer, American Cancer Society. Our breakfast event will also highlight FWAACA/BBHC programs, partners, sponsorships, and volunteers. Cost for breakfast: \$40 per attendee.

SPONSORSHIP LEVELS:

- **PLATINUM (2 Available**): \$10,000** : Includes 2 tables (16 seats) front and center, 2 speaker’s table seats, prominently displayed banner, speaking opportunity at event (10 minutes), vendor table, company name/logo on all pre-event media, 8 seats at VIP reception (Sunday evening)
 - **GOLD: \$7,500** : Includes 2 tables (16 seats) with preferred seating location, prominently displayed banner, vendor table, company name/logo on all pre-event media, 4 seats at VIP reception (Sunday evening)
 - **SILVER: \$5,000**: Includes 1 table (8 seats) with preferred seating location, prominently displayed banner, vendor table, 2 seats at VIP reception (Sunday evening)
 - **BRONZE: \$2,500** : Includes 1 table (8 seats), prominently displayed banner, and vendor table
- TABLE CAPTAIN: \$400**: Includes seating for 8 with company name/logo prominently displayed at table
- VENDOR TABLE: \$250 (for profit); \$150 (not-for-profit)**

*** Based on first-come first-served basis*

Company/Organization Name: _____		
Contact Name: _____	Title: _____	
Address: _____	Suite: _____	
City: _____	State: _____	Zip: _____
Sponsorship Level:		<i>Please submit company logo (electronic version preferred), ad copy, and all associated media required for banner no later than March 12, 2010.</i>
<input type="checkbox"/> Platinum (\$10,000)	<input type="checkbox"/> Gold (\$7,500)	
<input type="checkbox"/> Silver (\$5,000)	<input type="checkbox"/> Bronze (\$2,500)	
<input type="checkbox"/> Table (\$400)		
Special Instructions: _____		<i>Email electronic copy to: canceralliance@yahoo.com</i>

Make all checks payable to FWAACA, Inc.

mail to: FWAACA, Inc. 4616 E. Dupont Road, Ste. Q Ft. Wayne, IN 46825



Otis Webb Brawley, MD
Chief Medical and Scientific Officer
American Cancer Society, Inc.

As the chief medical and scientific officer and executive vice president of the American Cancer Society, Otis Webb Brawley, MD, is responsible for promoting the goals of cancer prevention, early detection, and quality treatment through cancer research and education. He champions efforts to decrease smoking, improve diet, detect cancer at the earliest stage, and provide the critical support cancer patients need. He also guides efforts to enhance and focus the research program, upgrade the Society's advocacy capacity, and concentrate community cancer control efforts in areas where they will be most effective. Further, as an acknowledged global leader in the field of health disparities research, Dr. Brawley is a key leader in the Society's work to eliminate disparities in access to quality cancer care.

Dr. Brawley currently serves as professor of hematology, oncology, medicine and epidemiology at Emory University. He is also a medical consultant to the Cable News Network (CNN). From April of 2001 to November of 2007, he was medical director of the Georgia Cancer Center for Excellence at Grady Memorial Hospital in Atlanta, and deputy director for cancer control at the Winship Cancer Institute at Emory University. He has also previously served as a member of the Society's Prostate Cancer Committee, co-chaired the U.S. Surgeon General's Task Force on Cancer Health Disparities, and filled a variety of positions at the National Cancer Institute (NCI), most recently serving as Assistant Director.

Currently, Dr. Brawley is a member of the Centers for Disease Control and Prevention Breast and Cervical Cancer Early Detection and Control Advisory Committee. He served as a member of the Food and Drug Administration Oncologic Drug Advisory Committee and Chaired the NIH Consensus Panel on the Treatment of Sickle Cell Disease.

He is listed by Castle Connolly as one of America's Top Doctors for Cancer. Among numerous other awards, he was a Georgia Cancer Coalition Scholar and received the Key to St. Bernard Parish for his work in the U.S. Public Health Service in the aftermath of Hurricane Katrina.

Dr. Brawley is a graduate of University of Chicago, Pritzker School of Medicine. He completed a residency in internal medicine at University Hospitals of Cleveland, Case-Western Reserve University, and a fellowship in medical oncology at the National Cancer Institute.



THE OFFICIAL SPONSOR OF BIRTHDAYS.™

FWAACA

Building Bridges to Healthier Communities
invites you to

“Straight Talk” on the status of cancer



featuring
Otis Brawley, MD
Chief Medical Officer
American Cancer Society

Dr. Otis Brawley, a practicing oncologist, most recently served as professor of Hematology and Oncology and Epidemiology at Emory University, as medical director of the Georgia Cancer Center for Excellence at Grady Memorial Hospital in Atlanta, and as deputy director for cancer control at Winship Cancer Institute at Emory University. Previously, Dr. Brawley served in a variety of capacities at the National Cancer Institute (NCI), with his most recent NCI position as that of director of the Office of Special Populations Research. He is a renowned leader in the field of health disparities research. He led the National Cancer Institute Prostate Cancer Prevention Trial and also focuses his clinical research on breast cancer. (Source: American Cancer Society)

a life-saving message for everyone
You don't want to miss this!

Monday, March 22, 2010

8:00 a.m.

(registration at 7:30 a.m.)

Holiday Inn North

4111 Paul Shaffer Drive

Fort Wayne, IN 46825

Full-course buffet breakfast included

Cost: \$40

(a portion is tax deductible)

For more information:

260.399.6461

or visit www.fwaaca.com

Sponsored by:

FWAACA
Building Bridges to Healthier Communities

