

**Victoria Duda**  
Community Development Manager



November 5, 2018

Good afternoon,

I cannot thank you enough! Because of KDI's support as a sponsor, the Making Strides Against Breast Cancer of Greater Philadelphia and Southern New Jersey was able to raise more than \$480,000 to help the American Cancer Society raise funds to create a world without breast cancer.

This event welcomed more than 15,000 people as we celebrated survivors, remembered loved ones lost, and took action for lifesaving change. The success of our event takes the work of many. We are grateful to have had your organization join us! I had so many participants come up to me and ask for more information about KDI and your story. It was amazing to be able to tell your story and I felt truly honored every time I spoke of you.

Because of your passion and generosity throughout the year, the American Cancer Society is able to help more people facing breast cancer – not only in our community but in communities everywhere. You make it possible for us to invest in groundbreaking research, provide free rides to chemo and places to stay near hospitals, and 24/7 answers and support for those facing the disease.

I hope to catch up soon!

Yours in the Fight,

Victoria



**MAKING STRIDES**  
Against Breast Cancer®

**AVON**

National Presenting Sponsor

**YOUNITED™**

Making Strides Against Breast Cancer  
of Greater Philadelphia and Southern New Jersey

**IMPACT REPORT**



# Thank you for helping to save lives.

To our Friends at KDI,

On behalf of the American Cancer Society, I extend my sincerest gratitude to KDI and its dedicated employees for uniting with us at the 20<sup>th</sup> annual Making Strides Against Breast Cancer of Greater Philadelphia and Southern New Jersey.

We are truly grateful that KDI has embraced this event and our cause so strongly, helping our community to raise more than \$480,000 to help the American Cancer Society save lives from breast cancer.

Because of your commitment, support from the rest of our community here in the tri-state area and the dedication of communities across the country, the American Cancer Society is able to help so many touched by breast cancer, through funding breakthrough research into the causes and cures of breast cancer, and providing free rides to treatment and places to stay near hospitals, as well as our 24/7 live helpline and so much more.

We're making remarkable progress to help save more lives from breast cancer. In fact, the breast cancer death rate has declined by 39 percent since 1989, reducing the number of deaths from breast cancer by more than 322,000 in the US. That's real progress!

Thank you for supporting our mission to save lives from breast cancer. We value your continued partnership and hope you will join us again for next year's event.

Sincerely,

*Victoria*

Victoria Duda



# About our event

In 2018, more than 15,000 supporters raised \$480,000 to help the American Cancer Society save lives from breast cancer.

Making Strides Against Breast Cancer of Greater Philadelphia and Southern New Jersey benefited from the support of more than 25 local businesses and organizations.

## SAVING LIVES FROM BREAST CANCER

The American Cancer Society is saving lives from breast cancer by funding groundbreaking research to better understand, prevent, find, and treat the disease. We provide free comprehensive programs and support to patients, survivors, and caregivers and help people take steps to reduce their risk of breast cancer or find it early, when it may be easier to treat.

**Here are a few examples of how we put dollars to work in in 2017:**

### SUPPORTING CANCER SURVIVORS

- Provided **112K** special kits of tailored information and resources for newly diagnosed patients

### OFFERING INFORMATION AND EDUCATION

- Our website, **cancer.org**, had **more than 106 Million** visits from residents in our state and provided the latest, most accurate information on virtually all topics related to cancer.
- Our 24/7 helpline handled **more than 1.3 Million** calls and live chats from residents in our state seeking support, information, and resources.

### HELPING CANCER PATIENTS ACCESS CARE

- Provided **more than 340K** rides to treatment and other cancer-related appointments through our Road To Recovery® program
- Provided **500K+** free nights at our Hope Lodge® communities.
- Our patient navigators helped guide **40K** newly diagnosed, underserved cancer patients to overcome barriers to care.

### FINDING CANCER'S CAUSES AND CURES

As of March 2018, we are currently funding breast cancer research grants totaling **\$62.6 Million**.



MAKING STRIDES  
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## EVENT DETAILS



### EVENT SNAPSHOT

- Number of participants: *15,000*
- Number of teams: *500*
- Number of dollars raised: *\$480,000*

### TEAM INFORMATION

TEAM NAME: KDI FIGHTERS

- Team Leader: Crystal Manning
- Number of team members: 25
- Number of team dollars raised: \$87,416

# KDI at Making Strides Against Breast Cancer



**PINK BALL**  
KDI OFFICE TECHNOLOGY  
**PINK BALL**

CONGRATULATIONS TO KDI OFFICE TECHNOLOGY FOR A HUGE SUCCESSFUL FIRST ANNUAL KDI PINK BALL GOLF TOURNAMENT!

THE FIRST ANNUAL KDI PINK BALL GOLF TOURNAMENT RAISED

**\$86,542**  
FOR THE FIGHT AGAINST BREAST CANCER!



# KDI

## Event involvement snapshot

### KDI

#### 2018 FLAGSHIP SPONSOR

**Thanks to KDI for supporting our Making Strides Against Breast Cancer of Greater Philadelphia and Southern New Jersey event by being a Flagship Sponsor raising a total of \$87,416 to help the American Cancer Society save lives from breast cancer.**

The American Cancer Society provided KDI with the following benefits in recognition of their Flagship sponsorship.

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Opportunity to have a Making Strides kickoff at your company office to engage employees in the mission to save lives from breast cancer
- Rights to promote sponsorship in company materials (American Cancer Society to provide images)
- Prominent exposure at the kickoff:
  - Opportunity for company representatives to connect with community leaders
  - Verbal and visual recognition throughout the program
  - Opportunity to provide American Cancer Society-approved company products or materials
- Visibility on walk day:
  - Speaking opportunity during the opening program and verbal recognition throughout
  - Co-branded banner provided by the American Cancer Society and opportunity to display two company-branded banners
  - Promotional space at your Making Strides event, where you have the opportunity to distribute American Cancer Society-approved company products or materials
- Company logo featured on:
  - Co-branded, five-foot-tall pink ribbon sign or standard track sign displayed along the walk route
  - All print collateral materials (such as posters and brochures)
  - Homepage of the event website, seen by 15,000 site visitors in 2018
- Standing recognition (includes company logo) across the Facebook timeline for your Making Strides event
- Inclusion in pre- and post-event news releases
- Annual impact report, highlighting value and return of sponsorship
- Reserved table and seating for company team leaders
- Exclusive VIP parking on walk day
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- Access to American Cancer Society workplace wellness programs for your organization





## Your sponsorship helps save lives from cancer.

Through your sponsorship, you are helping to create a world free from breast cancer by investing in innovative cancer research, providing free information and support, and helping people reduce their cancer risk or find it early when it's most treatable. Here's how we put your dollars to work:



**NEARLY 452,000 NIGHTS OF FREE LODGING**, saving \$45 million+ for 25,000+ patients and caregivers in 2017



With **2.8 MILLION+ OUTREACH INTERVENTIONS**, our CHANGE\* grant program is helping to reduce the unequal burden of cancer.



**40,000+ PATIENTS** accessing information with help from our patient navigators to understand their diagnosis and find help for day-to-day concerns in 2017



**1,000 DOWNLOADS** per day of our *Cancer Facts & Figures* publication



**340,000+ RIDES** for 20,000+ patients, to treatment and medical appointments in 2017



**106 MILLION VISITS** to cancer.org in 2017



**26% DROP IN CANCER MORTALITY RATES**, leading to nearly 2.4 million deaths averted since 1991



Currently funding **\$405 MILLION IN CANCER RESEARCH GRANTS**, as of March 2018

\* Community Health Advocates Implementing Nationwide Grants for Empowerment and Equity

### FOR MORE INFORMATION, CONTACT:

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