

HARLEY'S *Angels*



**CRUZIN' TO CURE**

**DONOR RECOGNITION PROGRAM**

# HARLEY'S ANGELS – CRUIZIN' TO CURE

---

## Mission Statement

The Mission of Harley's Angels is to promote breast cancer awareness, education, and support of research for the prevention and cure of breast cancer.

## About Harley's Angels

Harley's Angels is a division of Cruzin' to Cure, a 501(c)3 non-profit organization registered with the State of Texas.

We are a group of women motorcycle riders and enthusiasts in the Greater Houston area dedicated to promoting breast cancer awareness, research and education. Since our inception, we have donated over \$650,000 to two of Houston's finest research centers. We support Dr. Kent Osborne, Director of Lester and Sue Smith Breast Center and Director of Dan L. Duncan Cancer Center at Baylor College of Medicine. We also support Dr. Kelly Hunt, Professor of Surgery and Chief, Surgical Breast Section; Department of Surgical Oncology, The University of Texas M.D. Anderson Cancer Center, Houston, TX.

Harley's Angels is a 100% all volunteer organization, with no salaried employees or administrators. We are not affiliated with any dealer, manufacturer, or other motorcycle enthusiast organization.

The organization is open to all women who share in our passion for finding a cure for breast cancer and are willing to dedicate their time to achieving our mission.

We currently have approximately 50 active members. With one out of eight women being diagnosed with breast cancer in their lifetime, it is no surprise that there are also several breast cancer survivors within our group.

We invite you to join us in the crusade to find a cure for breast cancer.

We are Harley's Angels and we're Cruzin' to Cure breast cancer!

## Fundraising Efforts

Harley's Angels participates in fundraising efforts throughout the year. Our primary fundraising project is the publication of a calendar. The calendar is tastefully designed featuring the women of Harley's Angels and our motorcycles. Our first calendar was published in 2003. You are likely to find our calendars anywhere from bike shops to grandmother's kitchen.

To further our mission, we participate in events such as festivals, rallies and health fairs to promote breast cancer awareness and solicit donations for breast cancer research. Our next goal is to expand our fundraising efforts to include a Harley's Angels signature annual event.

## Visibility

Harley's Angels website ([www.theharleysangels.org](http://www.theharleysangels.org)) and Facebook presence maintains continuous communication and updated information where interested visitors and followers can learn more about the organization and our mission, allowing the review of photos and stories of past events, and the ability to obtain information about our upcoming events.

Harley's Angels has been frequently featured by recognized media channels such as Great Day Houston, Fox 26 News, The Chronicle, and interviewed by numerous radio stations and local newspapers. We present our organization and mission in a respectfully unique manner that compliments women motorcycle riders and enthusiasts.

## Partnering and Marketing Opportunities

Harley's Angels welcomes all opportunities to partner with corporations, companies, and individuals who recognize the value of supporting and contributing to the search for cancer cures and treatment.

Although our reach goes much further than the motorcycling community, consider the following statistics:

- The median age of a Harley-Davidson rider is 47
- The median household income of a Harley-Davidson rider is \$89,500
- 13% of Harley purchasers are female

(Source: Harley-Davidson Annual Report 2012)

One in five motorcyclists belongs to a riding club; even more riders participate in charity rides, typically supporting a cure for a disease or other common cause. Two-thirds of bikers ride to work, taking advantage of the parking incentive motorcycles present (Source: Allstate Insurance Company press release, July 15, 2008). There were 6.5 million motorcycles registered in the United States in 2011 (Motorcycle Industry Council).

## Annual Banquet

Harley's Angels hosts an annual banquet where we kick off the new calendar, receive updates from the research teams at MD Anderson and Baylor, and present the donation from previous year's fundraising efforts. The event is open to all members, donors, partners and their guests.

# PARTNERING WITH HARLEY'S ANGELS

---

The volunteer efforts of the Harley's Angels – Cruizin' to Cure organization bridges the community and research teams in the fight against breast cancer. Our partnership programs provide recognition for your contributions and communicate our collaboration and dedication of the fight to the extended community.

## Levels of Partnership

### **Pink Diamond Sponsors      \$10,000 and over**

- Recognition on the Harley's Angels website
- Links to your website from the Harley's Angels website
- Recognition on the physical banner displayed at events during the sponsorship period
- Up to Full size recognition in the annual calendar
- Ten invitations to the annual banquet
- Appreciation plaque

### **Pink Gold Sponsors      \$5,000 - \$9,999**

- Recognition on the Harley's Angels website
- Links to your website from the Harley's Angels website
- Recognition on the physical banner displayed at events during the sponsorship period
- Up to Half size recognition in the annual calendar
- Six invitations to the annual banquet
- Appreciation plaque

### **Pink Chrome Sponsors      \$1,000 - \$4,999**

- Recognition on the Harley's Angels website
- Recognition on the physical banner displayed at events during the sponsorship period
- Up to Third size recognition in the annual calendar
- Four invitations to the annual banquet
- Appreciation plaque

### **Pink Ribbon Sponsors      \$500 - \$999**

- Recognition on the Harley's Angels website
- Two invitations to the annual banquet

## Sponsorship Information

Sponsorship details:

- Based on the fundraising period of September 1<sup>st</sup> to August 31<sup>st</sup>
- Funds must be received in full on or before June 1<sup>st</sup> for calendar recognition
- Funds may be donated in lump sum or via a quarterly or monthly donation plan
- Physical banner and web recognition will be grouped by Pink level
- Web recognition is based on the fundraising period, recognition may start as early as March of the fundraising year or when funds are received and may continue by year for several successive years
- Physical banner recognition and display will be from annual banquet to following annual banquet
- Appreciation plaque commensurate to Pink Level
- Invitations to annual banquet includes banquet and complimentary calendar

# OUR BENEFICIARIES

---

## Baylor College of Medicine

### Lester and Sue Smith Breast Center at Baylor College of Medicine

The Lester and Sue Smith Breast Center at Baylor College of Medicine offers women a comprehensive, expert resource for all their breast care needs, including mammography screening, evaluation of benign disease, and prevention, diagnosis and treatment of all stages of breast cancer.

The Smith Breast Center combines a multidisciplinary team of breast care specialists in one location, all collaborating to improve patient outcomes and expedite treatment. Integration of clinical care with our renowned breast research program enables us to quickly translate the latest research findings into improved treatment for their patients.

The Smith Breast Center is one of only a few comprehensive breast care centers in the country focused exclusively on prevention, diagnosis and treatment of breast disease and breast cancer. Statistics show that patients who go to comprehensive breast centers have improved outcomes and greater likelihood of survival compared to those who seek treatment elsewhere.

The Center's physicians are board-certified experts in all areas of breast health and disease, with years of intense, focused research and decades of experience treating thousands of patients diagnosed with breast problems and breast cancer. The Smith Breast Center team includes radiologists, prevention and risk assessment specialists, genetic counselors, pathologists, surgeons, medical oncologists, radiation oncologists, reconstructive and restorative surgeons, psychologists, chemotherapy infusion specialists, pharmacists, cell biologists, molecular biologists and biostatisticians.

### Saving Lives Through Research

At the Smith Breast Center, patient care is supported by their internationally recognized research program, ensuring treatment based on the latest findings and discoveries. The Center's vision for the future is personalized medicine – using patients' own genetic makeup to help identify their potential for breast cancer, prevent its onset, more effectively diagnose and treat the disease when it does occur, and one day, provide a cure.

After 30 years of focused research, breast cancer is among the first disease to be treated using genetic analysis, with the doctors and scientists at Baylor College of Medicine providing much of the scientific data leading to this approach. Today, the

Smith Breast Center is using genetic testing to identify women with a predisposed genetic risk for breast cancer and offering treatment programs based on that analysis, including new clinical trials designed to prevent the disease.

### Part Of An NCI-Designated Cancer Center

The Lester and Sue Smith Breast Center is a major component of the Dan L. Duncan Cancer Center at Baylor College of Medicine, which brings together research, patient care, education and outreach activities from BCM and its affiliated hospitals to expedite the fight against this devastating disease. The Duncan Cancer Center has been named a designated cancer center by the National Cancer Institute (NCI), a significant milestone that opens the doors for additional funding to combat cancer. It is one of two NCI designated centers in Houston.

## MD Anderson Cancer Center

### **Breast Cancer Prevention and Research Center**

MD Anderson is best known as the nation's number one cancer center for ten of the past twelve years, according to U.S. News & World Report's rankings of America's best hospitals. It is one of the nation's three original comprehensive cancer centers and one of 40 National Cancer Institute's (NCI) comprehensive cancer centers today. The institution was created in 1941 by the Texas Legislature as a component of the University of Texas System. MD Anderson is devoted exclusively to cancer research, treatment, and prevention.

### Cancer Research

At MD Anderson, important scientific knowledge gained in the laboratory is rapidly translated into clinical care. In Fiscal Year 2012, the institution invested more than \$647 million in research, an increase of about 30 percent over the past five years. MD Anderson ranks first in the number of grants awarded and total amount of grants given by the NCI. The institution holds 12 NCI Specialized Programs of Research Excellence (SPORE) grants: brain, breast, genitourinary, head and neck, leukemia, lung, melanoma, ovarian, pancreatic, prostate, and uterine. The research program is considered one of the most productive efforts in the world aimed solely at cancer.

### Patient Care

Since 1944, over 900,000 patients have turned to MD Anderson for cancer care in the form of surgery, chemotherapy, radiation therapy, immunotherapy, or combinations of these and other treatments. This multidisciplinary approach to treating cancer was pioneered at MD Anderson. Because its experts focus on cancer, they are renowned for their ability to treat all types of cancer, including rare or uncommon diseases.

During Fiscal Year 2012, MD Anderson provided cancer care for nearly 115,000 patients. Of these, nearly one-third were new patients. About one-third of them visit from outside Texas, seeking the knowledge-based care that has made MD Anderson so widely respected. Almost 8,500 patients participated in clinical trials exploring novel therapies and diagnostic tests in Fiscal Year 2012, making it the largest such program in the nation.

MD Anderson provided \$212 million in unsponsored charity care to Texans with cancer in Fiscal Year 2012. This figure includes charges for care provided to patients who participate in MD Anderson-sponsored charity care programs or whose treatment was not fully covered by government-sponsored health programs.

MD Anderson was reaccredited by the Joint Commission, a nonprofit hospital accreditation group, in 2010. In 2010, MD Anderson was awarded with Magnet Nursing Services Recognition from the American Nurses Credentialing Center, an honor it first received in 2001. MD Anderson now is one of only 391 Magnet hospitals worldwide.





## Donor Pledge

- Pink Diamond**      \$10,000 and over
- Pink Gold**      \$5,000 - \$9,999
- Pink Chrome**      \$1,000 - \$4,999
- Pink Ribbon**      \$500 - \$999
- Supporter**

Please Print

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: Business: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Pledge Total: \$ \_\_\_\_\_  One Time  Quarterly  Monthly  \_\_\_\_\_

Check Enclosed: # \_\_\_\_\_ Payable to: Harley's Angels - Cruizin' to Cure

Charge:  Discover  MasterCard  Visa  PayPal

Card #