



*Pat Halpin-Murphy
President & Founder*

Thank you for your interest in volunteering for the PA Breast Cancer Coalition (PBCC). The enclosed *Volunteer Toolkit* is filled with information and resources that will be helpful to you as you prepare to become a PBCC volunteer. Please take a moment to read over the materials and contact me if you have any questions.

The PBCC is a statewide nonprofit organization comprised of a staff of eight. It is thanks to the efforts of volunteers, much like yourselves, that we are able to accomplish what we do. From helping out at special events, to stuffing and labeling envelopes to serving on a focus group panel, there is no job too small and no effort that goes unnoticed. In 2011, 302 volunteers provided more than 1,700 volunteer hours in their communities across the state.

We truly appreciate your willingness to volunteer your time and energy to the PBCC. You are the face of the PBCC in your neighborhood!

I will contact you with opportunities that fit your interests and location as they arise, and if you have any specific requests, please do not hesitate to contact me. Thank you again and I look forward to working with you.

Sincerely,

Kristen E. Snoke
Community Outreach Director, PBCC



Volunteer Survey

Your volunteer participation is an invaluable resource. As a grassroots, nonprofit organization, we are always in need of creative, organized individuals who are willing to devote some valuable time and energy to help with all aspects of our work. There are many ways to become involved with the PBCC; please complete and return this form and we will contact you about upcoming opportunities.

Thank you for taking the time to fill this out so we can match your skills with opportunities that suit your interests.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (Day) _____ (Evening) _____ (Cell) _____

Email: _____

County: _____ Birthday: _____

Shirt size (circle one): S M L XL XXL Sex (circle one): M F

Are you a breast cancer survivor? (circle one) Yes No

Have you volunteered for the PBCC in the past? Yes No

If yes, in what capacity? _____

What volunteer jobs have you found most rewarding? _____

I am interested in volunteering for/as: (please check all that apply):

Have experience	New volunteer		Have experience	New volunteer	
<input type="checkbox"/>	<input type="checkbox"/>	Health Fair	<input type="checkbox"/>	<input type="checkbox"/>	Fundraisers
<input type="checkbox"/>	<input type="checkbox"/>	Speaker	<input type="checkbox"/>	<input type="checkbox"/>	Home Run Derby
<input type="checkbox"/>	<input type="checkbox"/>	Computer/Technology	<input type="checkbox"/>	<input type="checkbox"/>	Other: _____

Thank you for filling out this form! Please return it to:
Kristen Snoke, Community Outreach Director
 PA Breast Cancer Coalition, 344 N. Reading Rd.
 Ephrata, PA 17522

Any questions please call 717-721-2580 x107 or email Kristen@PABreastCancer.org

PA Breast Cancer Coalition Volunteer Types and Descriptions

Health Fair - The PBCC is frequently invited to have an information table at health fairs across the state. If a staff member is not available to "man" that table, we draw on volunteers in that region to help. This person encourages people to take our information & giveaways and answer questions people have about the organization.

Speaker - Often, the PBCC is asked to send a speaker to talk about breast cancer, a personal survivor's story, or the role of the PBCC. Volunteers who are knowledgeable about the PBCC, have a personal story to share and are comfortable speaking in public are always needed for these types of events.

Home Run Derby- Each year, the PBCC holds an annual Home Run Derby fundraising event in July at minor league baseball stadiums in PA. Volunteers are needed to serve as "Outfield Ball Shaggers" at every event. Outfield Shaggers enjoy being out in the sun, want the chance to experience being on a minor league baseball field, don't mind being on their feet, but don't need to be able to catch or throw a ball! This might be a fun family activity to do with your kids.

Exhibit Committee Member - The PBCC's traveling photo exhibit, "67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania™" travels to approximately 6 communities across the state each year. In each of those communities, organized and enthusiastic committees are needed to help organize the opening reception and the events surrounding the 10-day exhibit.

Focus Groups - The PBCC is always looking for opinions on how we can continue to improve and evolve. Focus group volunteers will serve as our sounding board for new ideas regarding our annual conference, new fundraising ideas and various other programs. Focus Group members will be contacted by email only. If you check your email frequently, and are interested in sharing your opinion with us, consider being a Focus Group volunteer!

Professional Services - Individuals who are interested in donating their professional services (i.e. graphic design, photography, catering, marketing, etc.) are welcome to share their expertise with the PBCC. We are always looking for creative and new ways to spread the word about the PBCC and for help at many of our events. If you have a service you're willing to donate, and think could be useful for the PBCC, let us know!

Other - Other unique events happen all across the state to benefit the PBCC. We might need someone to register attendees at a run or walk, to work at a raffle/auction table at a dinner, or to collect event tickets at the door. There are so many different jobs at so many different events. If you're willing to help wherever this is for you.

Helpful Hints

Volunteer Hours – We track all volunteer time donated at every event. If your volunteer time changes drastically from your assignment, either plus or minus, please let us know to keep our records and your credit, accurate. You automatically get credit for these hours when you get your assignment. Therefore, it is important for us to know if this changes.

Questions from the Public – Please refer to your materials as best you can. Don't ever be afraid to tell someone you don't know an answer but will be happy to get back to them. Just get their name, number and question and we will be more than happy to respond directly to this person.

Suggested Dress – We are more than happy to send you one of our volunteer tee shirts. We ask that you wear this or another PBCC shirt if you have one. Pink is always appropriate at these events and BE COMFORTABLE. This helps people to see that they are at a PBCC function.

Tax Deductions – Volunteers may deduct from their income any costs directly incurred as part of their volunteering for the Pennsylvania Breast Cancer Coalition.

Don't be Afraid! – We will always try to respect your request for the kind of volunteering you choose to do. We will try our best to have a partner with you at an event, such as a health fair, etc. This allows you to move about the event with a little freedom, knowing our table is “manned”. Depending on location in the state, we will, if possible, place a PBCC staffer with you. Many times there will be a donation box on our table.

Cancellations – Please let us know ahead of time if for any reason you are unable to fulfill your commitment to attend the event we have you scheduled for. Please contact our office at least one business day before the event. This is especially important if we have sent you the necessary materials for the event. We will need to find your replacement! We understand that this may not always be possible, in the case of illness or emergency, but we will appreciate any advanced notice.

Returns – Depending on our current inventory, we are happy to send any and all materials you will need to wherever you are going. In order to stretch our donor dollars, we ask that you return any unused materials and items to our office for future events. We will gladly provide you with our UPS shipper number so you can ship things back to us at our cost.

TALKING POINTS FOR YOUR EVENT

General PBCC info

- The Pennsylvania Breast Cancer Coalition was founded in 1993 and is dedicated to ending the breast cancer epidemic through education, research, outreach and advocacy.
- The PBCC is *the* source of action and information for women with breast cancer in Pennsylvania.
- The PBCC represents, supports and serves breast cancer survivors and their families in PA through educational programming, legislative advocacy and unique outreach initiatives. The PBCC is a statewide non-profit organization that creates the hope of a brighter tomorrow by providing action and information to women with breast cancer *today*.
- Every penny donated to the PBCC remains in PA to help us continue our mission and our message. The PBCC staff and board members are vigilant stewards of donor dollars, and maintain a consistent level of only 10-15% used for administrative costs.
- For more information on the PBCC or any of our programs and initiatives, visit www.PABreastCancer.org or call 1-800-377-8828.

Legislative Victories

- PBCC grassroots advocacy efforts insured the introduction and passage of the Breast and Cervical Cancer Research Act in 1997. These Refunds for Research have raised over \$2.8 million and every penny goes directly to PA researchers.
- The PBCC and our grassroots advocates played a crucial role in legislation extending PA's Medicaid coverage to uninsured women screened for breast and cervical cancer and who need treatment. Coverage went into effect in January 2002.
- For a full list of the PBCC important and life-saving legislative victories, visit http://www.PABreastCancer.org/Legislative_Advocacy/.

Programs

- The PBCC's educational work of art, "67 Women – 67 Counties: Facing Breast Cancer in Pennsylvania" travels the state and has been on display over 100 times in over half of PA's 67 counties.
- "Friends Like Me" provides free care packages to newly-diagnosed women across the state. Our website also provides the only comprehensive statewide listing of breast cancer support groups.
- The PBCC Annual Conference educates survivors, their families, medical professionals and community leaders with the latest news from world-renowned breast cancer experts.
- The PBCC holds an annual Home Run Derby fundraising event each July at minor league baseball stadiums in PA, entitled "Take a Swing Against Breast Cancer." Since its beginning in 2008, over \$400,000 has been raised to support the women and families battling breast cancer in PA.
- The PBCC is proud to make the state's first and only pink ribbon license plate available to drivers. Cost is \$34.00 with \$10 from each plate coming to the PBCC. To date, over 3,500 have been sold and are roaming the streets.

Screening and treatment

- In Pennsylvania, thanks to the advocacy efforts of the PBCC, **FREE** screening mammograms are available for women 40 and over for qualified women. This free service is available through the PA Department of Health's HealthyWoman program. Women whose family income does not exceed 250% of the Federal poverty level with no other access to health insurance qualify for screenings under the legislation. Call 1-800-215-7494 to see if you qualify.
- In the past, too many PA women lost their battle against breast cancer because they didn't have the money to pay for treatment. Today in Pennsylvania, thanks to the PBCC, uninsured women of low or moderate income can get **free care and treatment through the Breast and Cervical Cancer Prevention and Treatment Program (BCCPT)**. To apply for this treatment program, call 1-800-215-7494.

Statistics

- Thirty-two women in Pennsylvania will be diagnosed with breast cancer *today*.
- Breast cancer is the most commonly diagnosed cancer in women in the United States.
- Three out of four cases of breast cancer occur in women with *no* known risk factors.

www.PABreastCancer.org

1-800-377-8828

A Guide for Grassroots Partners

Important Names & Contact Information

PA Breast Cancer Coalition
344 North Reading Road
Ephrata, PA 17522
800-377-8828
717-721-2580
717-721-2585 (fax)

Kristen Snoke
Community Outreach Director
Kristen@PABreastCancer.org
717-721-2580 x107

Heather Hibshman
Executive Director
Heather@PABreastCancer.org
717-721-2580 x102

Tricia Grove
Director of Finance & Administration
Tricia@PABreastCancer.org
717-721-2580 x105



Volunteers

Who is the busiest person you know?

Ask them to help plan your event! The old axiom holds true: busy people know how to get things done. Don't assume they already have enough on their plate: these are the people who know how to prioritize their time.

Who do you know that knows "everyone?"

Ask them to help you put a committee together to make the event a success!

Who is a breast cancer survivor?

Local survivors in your community will be great advocates for your efforts and will put a face to the meaning behind the event.

Sponsors

Where do you regularly spend money?

Think about places where you often shop or eat and are considered a "regular customer." Owners of businesses are often receptive to donating or supporting ideas of their customers.

What businesses in your area have a particular interest in the theme of your event? These could be businesses who employ a large number of women, whose products are used by women, or have supported a breast cancer event in the past. For example, suppose you are holding a bike ride to benefit the PBCC, perhaps a local bike shop would be willing to support your efforts with a donation.

Ideas for Community Fundraisers

Local Shops: Make a list of places where you and/or your committee members are regular customers such as beauty salons, spas, dry cleaners, restaurants, gift shops, etc. Ask merchants to set aside a day/week/month to donate a percentage of sales or sales of pink items to the PBCC; post a donation box (provided by the PBCC) at check-out counters; hold an Open House and donate proceeds from silent auctions and raffles to the PBCC.

Sports Events: Do you play, coach or have a passion for a sport? Create a breast cancer awareness night at your next game to benefit the PBCC. You can sell t-shirts made just for that night, donate a portion of ticket sales, or even have the players, coaches and officials wear pink!

Dress Down Days: Talk to your employer and local corporations about holding a “dress down day” where employees donate a specified amount (for example, \$5) to the PBCC and in return are able to wear a pink outfit or jeans to work on a certain day. The PBCC can provide pink ribbon stickers to be worn by those employees who participate, indicating that they are wearing pink/jeans for breast cancer awareness.

The sky is the limit for what you can do, these are just some suggestions to get you started. Please feel free to approach the PBCC with any other ideas.

We'd be happy to help!

What the PBCC Can Do

- List your event on our website calendar of events and e-newsletter
- Provide informational materials and giveaways
- Provide logo for use in promotional materials (all print materials must be pre-approved by the PBCC before going to print).
- Send post-event thank you letters and acknowledgements to donors and event participants.
- We try our best to attend as many events as possible throughout the year, but due to the number of events, and small staff, we are unable to attend them all. However, we are happy to try and find a volunteer in your area to represent the PBCC or send materials to be displayed.

What the PBCC Cannot Do

- Sell tickets and/or create the audience for your event
- Find or recommend sponsors for your event
- Guarantee attendance by any dignitaries
- Pay event expenses from proceeds

Raffles

Raffles are considered small games of chance and gaming laws vary by county. Please contact your county's Treasurer for details about obtaining a small games of chance license. The PBCC is not allowed to hold or benefit from a 50/50 drawing.

Accounting Guidelines

These simple guidelines are designed to increase your credibility and success in fundraising efforts on behalf of the PBCC. Following these steps will help to minimize any accounting problems during and after your event.

Many groups find it easiest to collect all funds for their event (cash, checks, individual donations, etc) and send one check for the total sum of the proceeds to the PA Breast Cancer Coalition. If you are encouraging donors to participate based on their donation being tax-deductible, however, please bear in mind that the only way a tax deduction may be taken is by having the donor address their check(s) directly to the PBCC.

In the event that the proceeds from your efforts are being shared with the PBCC and another organization or group, please make sure all print materials clearly state “a portion of the proceeds will benefit the PBCC” to avoid any confusion to our donors.

Donations of any kind, including in-kind services will be acknowledged by the PBCC. The PBCC will provide (upon request) an In-Kind Donor form to be completed with contact information including name, address, and the amount of money donated or type and value of service or item provided so that we can mention that in our acknowledgement.

Insurance

Does your event or venue require special event insurance? If so, please add the PBCC as an additional insured for the day of your event. There should be no charge for you to add this information to your policy. When complete, please email a copy of the certificate of insurance to Tricia. If you have any questions about insurance for your event please contact Tricia Grove at 717-721-2580 x105 or Tricia@PABreastCancer.org.

Thank You!

The success of the PBCC is due largely to the efforts of community members like you. We thank everyone who so generously gives their time and talents to create these unique events! We couldn't do it without you!

