



Maine Breast Cancer Coalition News & Views

Fall 2011

www.mainebreastcancer.org

1-800-928-2644

PINK ALBUM

Released on October 1



This extraordinary double CD contains a collection of performances by some of Maine's most accomplished female singer / songwriters. Over two dozen remarkable performers have come together in support of the Maine Breast Cancer Coalition [Support Service Fund](#).

Available now at all Bull Moose Music and Mr. Paperback locations statewide, and for online purchase. It would make the perfect holiday gift!

Go to: www.mainealbum.com for more information or to purchase online.

Pink Album CD Release Party!

Live Performances!

One Longfellow Square
Portland, Maine
Sunday, October 16
3:00 - 5:00 PM

Refreshments *Plenty of parking*
[Click here](#) for tickets.

Visit the PINK ALBUM on [Facebook!](#)

Eleven Years : \$1,000,000 A *Support Service Fund* Milestone

For the past eleven years the Maine Breast Cancer Coalition's [Support Service Fund](#) has been an important "safety net" program for Maine people needing breast health and breast cancer assistance and who have nowhere else to turn. By October of 2008 we had reached a milestone of 1,000 applicants and \$500,000 in grant awards.

It's hard to believe that just three years later we will mark yet another important milestone for the Fund: ***By the end of this year, we will have awarded a total of one million dollars in grant awards to close to 2,000 qualified statewide applicants!***

The Support Service Fund began as an idea among a group of MBCC volunteers. When we published our first *Maine Breast Cancer Resource Guide* in 1997 and distributed the free guide around the state, we began to get phone calls from Maine women who desperately needed help and did not know where to turn. Some needed mammograms; some had been diagnosed with breast cancer and needed prostheses, mastectomy bras, or other items or services. Some of the people who called were uninsured, but many had insurance policies that didn't cover what they needed or had high deductibles or co-pays.

We started talking about how we might help. What if there were a program to provide financial assistance to people who had exhausted all other possibilities? How would our small group of volunteers develop and manage such a program? How would we raise the money?

The Dan DeLuca Moosehead Lake Swim fundraisers in 1999 and 2000 and a grant from the Maine Affiliate of Susan G. Komen for the Cure® provided the seed money. In 2000 the Support Service Fund was launched. That first year we awarded close to fifty grants. In 2011, by a couple of weeks into October, we had already received 329 applications, and expect to help an unprecedented number of per-year applicants, at least 400, by the end of this year.

During those first conversations in 1997 we could not have imagined that the Support Service Fund would have reached this point. Now in its eleventh year, the demands on the Fund and the number of applicants have steadily grown, but we continue our mission to provide prompt, confidential, and compassionate service to all applicants. *continued on next page*

continued from page 1: But we must also focus on the sustainability of the program. Our small group of volunteers must raise well over \$200,000 next year. The Support Service Fund is only partially supported by grants from major foundations and revenue from the Maine Specialty Breast Cancer License Plate Program. We also rely on contributions from individuals, local groups, and businesses. *Please see the back page of this newsletter for information on how you can help.*

To find out more about the Support Service Fund visit our website at www.mainebreastcancer.org.

The Support Service Fund is currently supported by generous contributors including the Maine Affiliate of Susan G. Komen For the Cure®, the Maine Cancer Foundation, the Borman Family Foundation, York Hospital Breast Cancer Survivors Group, the Fraternal Order of Eagles Pink Sock Foundation and many Eagles Clubs throughout the state, the Greater Bangor Women's Ski/Snowboard Club, PATCO Construction, dedicated fundraisers by individuals, organizations, or businesses, and individual contributions by members and supporters of MBCC.

Dear MBCC Members... an open letter from a Support Service Fund recipient

Yesterday I finished 28 rounds of radiation therapy and am one step closer to my breast cancer cure. I wanted to share my progress with you and the other members and thank you again for your support.

Last November, I found a lump in my left breast. My doctors eventually told me that as much as 70% of my breast was compromised by IDC (intraductal carcinoma). I began a year-long course of chemotherapy in December, had a mastectomy in June, and started radiation in August. Now with the end of radiation, I can almost see the light at the end of the tunnel. I still have chemotherapy through the end of the year and I'll soon be starting physical therapy for some lingering lymphedema, but I'm still standing.

This year so far has been tremendously difficult and yet at times truly rewarding. Through my treatments, I found myself surrounded by family, friends and neighbors who reached out to help me. I also found comfort and strength talking with other survivors. There were many organizations that offered me support as a breast cancer patient, but the Maine Breast Cancer Coalition treated me as an individual and responded quickly to my specific needs. Thank you for making those early weeks following my diagnosis easier and less frightening.

This year has been about more than my diagnosis and treatment. It's also been about learning to "enjoy the moment." I made sure to go to my children's concerts and performances. I chose to watch a movie with friends instead of cleaning the house.

It's also been the year I've pushed myself to try some things that I promised myself I'd do "some day." I played a role in my community theatre production and created my [original stand-up comedy routine](#) which I performed in Portland on several occasions, even the night before my surgery.

Thank you for caring for me.

Yours Truly,
Margaret Donaghue

National Breast Cancer Coalition News

Last year the National Breast Cancer Coalition launched [Breast Cancer Deadline 2020®](#), a call to action for policy makers, researchers, breast cancer advocates and other stakeholders to end the disease by January 1, 2020.

NBCC has been publishing on its website "[31 Truths About Breast Cancer](#)", one each day during the month of October. *Some selections:*

Truth # 1: Over 2 ½ million women in the United States have a history of breast cancer.

Truth # 2: About 40,000 women and 450 men die from breast cancer each year in the U.S.

Truth # 3: Breast cancer accounts for nearly a quarter of all cancers in women worldwide.

Truth # 6: Most women who are diagnosed with breast cancer do not have a family history of the disease.

Truth #10: All breast cancers are not the same; there are different types of breast cancer.

To find out more about **Breast Cancer Deadline 2020**, or to read the rest of the breast cancer truths and access links for further information about each, visit the NBCC website at www.stopbreastcancer.org

Think Pink! Drive Pink!



More than 15,800 Pink Plates are on the road and over \$361,170 has been raised! Proceeds support breast cancer education, research, and patient support.

100% of funds stay in Maine and go to these three organizations: Maine Breast Cancer Coalition's [Support Service Fund](#), the [Maine Cancer Foundation](#), and the [Maine Breast and Cervical Health Program](#).

Plates can be purchased at all BMV branch offices and many town offices. For more information go to <http://www.maine.gov/sos/bmv/registration/bcplate.htm> or call 207-624-9000.

2011 Maine Breast Health Leadership Awards Presented at Blaine House

Professionals and Volunteers Honored for Dedication and Commitment

September 30, 2011 press release by American Cancer Society CONTACT: Sue Clifford, 207-373-3710, susan.clifford@cancer.org

In recognition of National Breast Cancer Awareness Month, the Maine Breast Health Leadership Awards were presented at the 14th annual Silver Tea hosted by First Lady Ann LePage at the Blaine House in Augusta on Wednesday, September 28, 2011.

This year's recipient in the Professional category is Donna Green, Clinical Manager of Outpatient Oncology for Maine Medical Center's Cancer Institute. The recipient of the volunteer award is PATCO Construction of Sanford. Each winner is recognized for their leadership in advocating for the breast cancer needs of Maine women.

Throughout her 25 years as a nurse at [Maine Medical Center](#) (MMC), Donna Green, a resident of Pownal, has demonstrated her commitment to patients and families with cancer. Under Donna's leadership, the Breast Cancer Center has evolved to insure patients are cared for physically and emotionally before diagnosis, during treatment, and into survivorship. She actively advocates for patient needs and is always seeking ways to assist patients with their day-to-day necessities. She is constantly seeking grants to help patients with financial assistance; and works tirelessly to find creative solutions when a patient lacks resources for basic needs or access to care is being compromised. "Donna's service to women facing breast cancer has made a difference to all women she touches," says Heather Ciccarelli, American Cancer Society Patient Navigator at Maine Medical Center. "There isn't a day that goes by that I'm not inspired by Donna's strength, drive, and passion."

[PATCO Construction](#) of Sanford is a 26-year-old, family owned construction business. Because so many families – including those of PATCO employees – have been touched by breast cancer, PATCO co-owner's Mark and Greg Patterson chose to help provide financial support to the Maine Breast Cancer Coalition's (MBCC) [Support Service Fund](#). PATCO's efforts over the past four years to raise awareness about breast cancer and to help those in need are an extraordinary example of how businesses can be actively involved in charitable work and social change. Since 2008, with the help of designer/art director Mark Medford, they have raised more than \$20,000 for the Support Service Fund through a variety of innovative fundraisers including the Pink Key Project in 2008; the R.O.S.E (Remember One Self Exam) in 2009; Kitchens That Care in collaboration with Lavalley Lumber (now New England Building Materials) in 2010; and in 2011, the soon to be launched [PINK ALBUM](#), a two CD collection of over two dozen of Maine's most talented female performers. According to Christine Haiss, volunteer chairperson for MBCC's Support Service Fund grants, "This year's PINK ALBUM project is unique and bold, and underscores the passionate dedication that PATCO has for helping people facing breast cancer."

The Maine Leadership Award for Breast Health, created in 1998, is a collaborative effort of the [American Cancer Society](#), the [Maine Breast and Cervical Health Program](#), the [Maine Cancer Foundation](#), the Maine Breast Cancer Coalition, Maine Breast Nurse Network, and the [Maine Affiliate of Susan G. Komen for the Cure](#)®. Leadership Awards are presented annually during the month of October to recognize Maine residents who have made exceptional contributions to promoting breast health, improving understanding of breast cancer, and/or working toward the elimination of the disease at the national, state, or local level. Nominations are accepted year round and nomination forms can be found at www.cancer.org/blainehousetea.

We would like to express our appreciation to the following individuals, groups, organizations or businesses that held fundraising events or made donations to the Support Service Fund:

A benefit horse show in Hope raised more than \$1,500.
Special thanks to **Sonia Theobalds** and **Tanetta Van Vlissinger**

Shon Ellis held a pig roast in Carthage and raised \$704.

Cabot Creamery donated a variety of cheeses as refreshments for the Pink Album Release Party.

Jeff Marsanskis, owner of **Atlantic Coastal Printing** of Biddeford, donated printing services for the Pink Album publicity.

The **Forest Avenue Hannaford Supermarket** in Portland donated a gift card toward purchase of refreshments for the Pink Album Release Party.

We received a **Walmart Foundation Community Giving** grant for supplies and refreshments for the Pink Album Release Party.

We are grateful for the following recent individual donations for the Support Service Fund from:

Anne-Marie Miller in honor of **Beth Brand**
Lvdia Musselman in honor of **Sylvia Williams**

South Portland Police Department in memory of **Robert Sargent**

Maine Breast Cancer Coalition
499 Broadway PMB 362
Bangor, ME 04401-3460

How You Can Help

Join us! A basic annual membership is only \$15 (or more if you are able) for individuals and \$100 for businesses. Increasing membership is critical for our volunteer-based non-profit organization's general operating costs.

Please help us reach our goal of 100 new members by the end of this year!

... or please consider a tax-deductible donation of any amount to the [Support Service Fund](#). One hundred percent of donations will go to *Support Service Fund* recipients, as our low administrative costs are covered by our [Maine Affiliate of Susan G. Komen for the Cure®](#) grant. You can [donate online](#) by visiting the "Donate" page www.mainebreastcancer.org/donate.cfm of our website to make a secure donation using your credit card or Paypal account. If you prefer to use a check, you can mail it along with the membership/donation form below.

... or hold a fundraiser: If your community group, business, or organization would like to dedicate all or part of the proceeds from a fundraising effort to the *Support Service Fund*, contact grants chairperson Christine Haiss at 207-938-4018 or info@mainebreastcancer.org.

Yes! I want to support the Maine Breast Cancer Coalition's work.

- I want to become a member of MBCC.**

(check membership level below)

Individual annual membership levels:

- \$15 Basic Membership
 \$25 Friend
 \$50 Supporting Member
 \$250 Sustaining Member
 Other (minimum of \$15) _____

Business or Organization Basic Membership:

- \$100

- I want to make a contribution.** Enclosed is a check for \$ _____
In honor/memory of: _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone (day) _____ (eve.) _____

Email _____

- Check here if you prefer to receive your newsletter via email.

Please make checks payable to MBCC. Mail your check for membership and/or contribution with this form to:

Maine Breast Cancer Coalition
499 Broadway
PMB 362
Bangor, ME 04401-3460