



Maine Breast Cancer Coalition News & Views

Summer 2012

www.mainebreastcancer.org

1-800-928-2644

Maine Affiliate of Susan G. Komen for the Cure® Awards Major Grant to Support Service Fund

The Maine Breast Cancer Coalition is pleased to announce we have been awarded a major grant of \$50,000 from the [Maine Affiliate of Susan G. Komen for the Cure®](#) for our [Support Service Fund](#). This grant will significantly help us reach our \$223,000 budget goal and will allow us to provide a high level of assistance to a projected 450 [Support Service Fund](#) qualified applicants this year. Our Komen grant not only provides a large contribution toward grant awards to qualified applicants, but also covers all of our low administrative costs. This allows 100% of all other donations to the [Support Service Fund](#) to go directly to applicants. Maine Breast Cancer Coalition is grateful to the Maine Affiliate of Susan G. Komen for the Cure® for supporting our work with major grants for twelve consecutive years.

Race to Support Maine Programs!

Support the Komen Maine Affiliate's Maine Race for the Cure® events this September!

The Portland Race will be held on Sunday, September 9 at Payson Park. The Bangor Race will be held on Sunday, September 16 at the Bangor waterfront.

The fundraising efforts of Race participants make a real difference in Maine! Up to 75 percent of the funds raised at the Race remain in the Komen Maine Affiliate to provide breast health research, diagnostics, screening, treatment, services and education for uninsured or underinsured women (and men). The remaining 25 percent goes to fund national research to discover the causes of breast cancer and, ultimately, its cure.

Maine Breast Cancer Coalition Twenty Years of Volunteerism and Service

by Carol Beagan, twenty-year volunteer

It is hard to believe that it has been twenty years since a small group of breast cancer patients and their friends and family members joined our leader, Linda Morneault, to hold the first Breast Cancer Awareness Walk in Bangor. It was a very emotional day, as twenty years ago the survival rate for breast cancer was much lower than it is today. It was to be the beginning of a long journey for many of these women. Many of the leaders of the breast cancer community have lost their battle with breast cancer, but some of the original members of the [Maine Breast Cancer Coalition](#), which was formed in 1992, are still active and still advocating for better health care for all.

In 1993, several Maine women attended the first [National Breast Cancer Coalition](#) Advocacy Training Conference in Washington, D.C. We met with our state senators and representatives and urged them to support more research for breast cancer. In 1993, we held another Breast Cancer Awareness Walk in Bangor. Our crowd had grown considerably and one of the walkers was Bangor oncologist, Dr. Thomas Openshaw, who is still taking care of many of our women twenty years later. Another original member, Linda Ziegler, also held a walk in Rockland.

In the fall of 1993, thirteen Maine women attended a walk in Washington, D.C., where 250,000 women from all over the country and many from other countries presented President Clinton with 2.6 million signatures to represent the number of women living with breast cancer. Linda Morneault and Laurel Bezanson were chosen to represent us in the White House to meet President and Mrs. Clinton. The walk was a huge step in increasing the budget for breast cancer research.

Over the years, we have held many symposiums and testified at the State House many times regarding health care for women. We also have been represented in Washington, D.C. each year to advocate for more research and attend workshops to learn about the latest in breast cancer care.

One of our most moving exhibits was "The Face of Breast Cancer". It was an exhibit that traveled all over the United States for one year. With the help of the Steven and Tabitha King Foundation, we were able to present it at the South Portland Mall and the Bangor Mall. It was a collection of portraits of women who had lost their lives to breast cancer. There were two Maine women represented in the display. Years later, also with the help of the Kings, we were able to present [Dr. Susan Love](#) at a free conference in Augusta.

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Representatives from Maine Breast Cancer Coalition Attend Advocate Summit

Press Release by Bethany Zell, Maine Breast Cancer Coalition volunteer
Washington, D.C. – May 8, 2012

Representing the Maine Breast Cancer Coalition, Laurel Bezanson of South Portland and Bethany Zell of Caribou attended the [National Breast Cancer Coalition](#) (NBCC) Advocate Summit in Washington, D.C. from May 5-8.

The summit is the NBCC's national meeting of breast cancer advocates from around the world. There were sessions on the latest scientific research, training in effective advocacy strategies, and presentations by respected researchers in the field, grassroots leaders from around the country, and prominent public policy experts.

The summit also involved advocates in the work to achieve [Breast Cancer Deadline 2020](#) - NBCC's strategic plan to end breast cancer by January 1, 2020. The highlight of the summit was a day on Capitol Hill lobbying for the "Accelerating the End of Breast Cancer Act" (HR 3067) and the Department of Defense Breast Cancer Research Program.

Laurel Bezanson and a fellow attendee from Maine, Bethany Zell of Caribou, met with the staff of Congressman Mike Michaud and Congresswoman Chellie Pingree, who had both already signed on to HR 3067. The evening culminated with a Congressional Reception in the Kennedy Caucus Room of the Russell Senate Building.

At the reception, Maine Senator Susan Collins was awarded with the NBCC's *Breast Cancer Deadline 2020* Award for her advocacy on behalf of people diagnosed with breast cancer, and especially for her continuing fight to maintain the Department of Defense's Breast Cancer Research Program. While accepting this award, Senator Collins made the exciting announcement that she will support the bill for "Accelerating the End of Breast Cancer" once it is introduced in the Senate.

As a breast cancer survivor and active member of the [Maine Breast Cancer Coalition](#), Laurel has made it her mission to inform and advocate for the end of breast cancer and the National Breast Cancer Coalition's *Breast Cancer Deadline 2020*.

Currently, the NBCC is gathering signatures on a petition to the President of the United States. "We want to gather 290,000 signatures in total, one for each person who will be diagnosed with breast cancer this year. Regionally, we want to collect 1,485 signatures from the state of Maine because that is how many people will be diagnosed in Maine this year," said Laurel Bezanson.

To participate in the petition, please visit <http://www.breastcancerdeadline2020.org/act/Presidential-Petition.html> and either sign electronically or print out signature forms to assist in the signature gathering.

Great Music for a Great Cause!



Your purchase of the [Pink Album](#) directly benefits Maine residents with unmet breast cancer or breast health needs. This 2-CD set contains nearly two hours of fantastic music by accomplished Maine female singer/songwriters. Available at Bull Moose Music locations statewide and at mainepinkalbum.com.

From [Support Service Fund](#) recipients:

"I can tell you it's been a big relief that you were there for me. When the doors closed on my job and then my insurance, yours opened up for me."

"Please know that the work you do matters, especially when one is going through the emotional upheaval brought about by the diagnosis of breast cancer."

The Pink Album is made possible through the generosity of [PATCO Construction](#) of Sanford, creative director and graphic designer Mark Medford, producer Con Fullam, and the [extraordinary performers](#) who donated their performances to benefit the *Support Service Fund* and continue to contribute their considerable talents to Pink Album concerts and events. [Click here](#) for the YouTube video of excerpts from the recent Pink Album concert at Jonathan's, Ogunquit.

Motorcycle Season is Here!

There are now more than 16,000 Maine Breast Cancer Specialty License Plates on the road. Now motorcycle enthusiasts can have breast cancer plates, too, and help support breast cancer education, research, and patient support here in Maine.



There is a formal legislative process that must take place to obtain final approval for the first specialty motorcycle plate. The next step is to obtain pre-reservations from 500 individuals. For links to the registration site and FAQs go to www.maine-cancer.org/motorcycle.

(Continued from cover page) In October 1995, we took part along with members of the American Cancer Society and the Maine Breast and Cervical Health Program in the first Silver Tea for Breast Cancer Awareness hosted by First Lady Mary Herman.

Also in October 1995, Randa Shirland attended the Better Health Foundation training seminar for breast cancer resource guides in California. This would be the start of a two-year project to gather information about breast health resources to distribute at no cost to doctors' offices, breast care centers, hospitals, clinics, and individuals interested in breast care. In 1997, the first ever Maine Breast Cancer Coalition *Breast Cancer Resource Guide* was published, and we introduced it in Washington, D.C. to thousands of women attending the NBCC Conference. The late Heather Gilcrest was the designer and she and Randa Shirland were co-project managers. Many of our MBCC members helped with the research and editing on this project. As soon as the guide was released, we started to receive calls from uninsured or underinsured women of all ages, asking where to get financial help for mammograms and breast care. We began to work on how we could raise money to help these women.

In 2000 we were contacted by Dan DeLuca, a master swimmer from southern Maine whose mother had just been diagnosed with breast cancer. He was going to swim the length of Moosehead Lake and donate the pledge money raised to the MBCC. His first attempt was unsuccessful, as the weather turned very wild. Even though he was not able to complete the swim, he raised approximately \$15,000 and we were on our way. That year we also received a grant from the [Maine Affiliate of Susan G. Komen for the Cure®](#) and we were able to help approximately fifty women through our newly launched [Support Service Fund](#). The next year, Dan attempted the swim again; this time he was successful and raised over \$25,000 for us.

Since that time, we have helped more than 2,000 Maine women and men with expenses not covered by insurance, including medical, household, travel and other miscellaneous expenses and have raised over \$1,000,000 through many sources: grant-making organizations, including the Komen Maine Affiliate, the Maine Cancer Foundation, and the Borman Family Foundation; also funding through DHHS/Maine Breast and Cervical Health Program contract funds supported by a Cooperative Agreement from the federal Centers for Disease Control and Prevention; the Maine Breast Cancer Specialty License Plate Program; donations from many businesses and small community groups including the York Hospital Breast Cancer Survivors Group, the Greater Bangor Area Women's Ski/Snowboard Club, Maine Fraternal Order of Eagles Groups, PATCO Construction, and individual contributions by members and supporters of MBCC.

We have received many honors and recognition for our volunteer work over the years. To list a few, in 2000, Rosemarie LeGasse and I were chosen to be on the panel at the President's Cancer Panel at the University of Vermont Hospital. MBCC was chosen as a "Many Hands" organization by Channel 6, received the Cure Breast Cancer for ME "Citizen Advocate Award", Lymphedema Patient Advocacy Award, "2 Those Who Care" Volunteer Agency of Distinction Award from WLBZ Channel 2, and have received hundreds of letters from people whom we have helped. These people shared their heartbreaking stories about what it meant to them to be able to pay a bill or keep their family together while going through treatment. This is why we do what we do.

Finally, we wouldn't have been able to do all of this without the help of many, many people who gave us money and support over the years and without the volunteers who stayed with us for many years.

Thank you to the MBCC founding group and our long-time volunteers: Fran, Heather, Barbara, Rachel, Diane, Randa, Anne, Jean, Martha, Laurel, Pat, Linda, Carol, Pam, Ro, Chris, Carmen, Nancy, Cathy, Agatha, Elaine, Terry, Joyce, Betty Lou, Sara, Selena, Meredith, and my son, Michael Beagan, who redesigned our *Resource Guide* and letterhead in 2004, designed our logo and brochures, and designed the home page for our website in 2005. I know I probably have forgotten someone and I apologize ahead of time. It has been an honor and a privilege to work with all of these caring women and to be able to take part in helping so many people when they were very vulnerable.

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

Greater Bangor Area Women's Ski/Snowboard Club
Hebron Boys' Soccer Team
Jonathan's Restaurant, Ogunquit, with special thanks to
Jonathan West, Steve Einstein, Larry Johnson,
Caitlan Etchevers, Bruce Wild, and David Flannery

Kate McGrath Benefit Fundraiser
United Maine Martial Arts Academies locations in Augusta,
Gardiner, Winthrop, Lewiston, and Livermore Falls
Westbrook High School Girls' Lacrosse Team

We are grateful for recent individual donations from:

Dr. Carl and Dr. Patricia Bredenberg
Sara Wallbridge
Cathy Turgon *in memory of* Raymond Berube

Marjorie Kilgis *in memory of* Kim McDonald
Margaret Coombs *in memory of* Kim McDonald
Linda Voss *in honor of* Paulette Bermudez
302 West Smokehouse and Tavern *in honor of* Carl

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.**

... 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 MBCC or 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

The Maine Breast Cancer Coalition is a 501(c)(3) non-profit organization. Contributions are tax-deductible.