

20 YEARS. COUNTLESS REASONS TO GIVE.

**ONE DESTINATION:
TO FINISH BREAST CANCER.**



GO THE EXTRA MILE DONNA PARTNERSHIP OPPORTUNITIES

It is no coincidence that some of the most sought-after and well-respected companies have an enormous heart for social responsibility and values. The DONNA Foundation offers numerous ways for these organizations to make a lasting impact for so many, while strengthening company culture.

DONNA Sponsorships

- *Event Sponsorship and Vendor Opportunities*
- *Annual Foundation Sponsorship*
- *National Visibility*

Philanthropic Partnerships & Social Responsibility

- *One-time or Multi-year Contributions*
- *Matching Gift Programs and Giving Challenges*
- *Naming Opportunities for Funds, Programs, and Special Initiatives*

Employee Engagement & Team Building

- *Online Peer-to-Peer and Team Fundraising*
- *Volunteer Opportunities*
- *Company Funded Race Registration*
- *Supports Wellness Initiatives:*
 - *Desk to DONNA 5K*
 - *Galloway Training Programs*

NUMBERS THAT COUNT

1 IN 8 *Women will develop breast cancer*

More than **17,000** *families served*

52% *of patients served have an annual income under \$24k*

THE BOTTOM LINE: YOUR BRAND AT WORK

- *An economic impact of \$3.5 - \$5M annually*
- *12,500 participants across all events annually*
- *A national audience, 60% in region, 40% out of state*
- *A diverse demographic, 70% female 30% male*
- *Extensive media coverage and touchpoints:*
 - *Social Media 35K+ | Email 44K+*
 - *Organic Social Media: 1.73M*
 - *Paid Media: 1.25M IMP | \$250,000 value*
 - *Coverage Views: 989K*
 - *Broadcast Media: 3.46M*

To discuss partnership opportunities email partner@thedonnafoundation.org

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HOW WE HELP PATIENTS

OVER 17,000 FAMILIES

living with breast cancer have been served by The DONNA Foundation. Our mission is to provide financial assistance and support to those living with breast cancer and fund ground breaking breast cancer research.



The DONNA CareLine

The DONNA CareLine provides specific case management services to breast cancer patients, caregivers and/or their providers. Our skilled staff helps patients navigate through a wide scope of challenges ranging from access to care or no care, insurance denials, transportation expenses, treatment fees and the cost of living debt incurred. We serve more than 1,500 families each year, securing about \$500k in debt relief and financial services.



Funding for Research

The DONNA Foundation funds novel research initiatives with the goal to more effectively diagnose, treat and ultimately finish breast cancer for all patients. More than \$3M has been granted in support of translational genomics and immune studies.



Survivorship, Education & Awareness

Although the word survivorship can mean different things to different people, survivorship for most begins at diagnosis and continues for a lifetime as a family learns to live with and beyond breast cancer. We empower survivors and their families with specifically designed programming, events and information including the celebration of thousands of athletes across our finish lines each year.

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