

Elven's® Run

TEAM CAPTAIN'S PACKET 2011

Creating a Legacy for Women's Health

WELCOME!

Thank you for your interest in becoming a team captain. Whether you are a new team captain or a returning team captain we welcome you. We have created this kit to provide you with tools and suggestions to make your job as team captain easy and fun.

Our hope is that you'll help introduce Ellen's Run to more people than we've reached in the past. Every team and every team member helps us to fulfill our mission of providing early detection for women in medically under served communities, professionally led support groups for breast cancer survivors and their families, and innovation and improvement in pain management.

If you have any questions, please contact us at 631-907-1952.

Thanks again for making a difference in the fight against breast cancer and creating a legacy for women's health.

Ellen's Run Race Committee

WHAT IS A TEAM?

A team is a group of at least 5 people. There is no limit on how big a team can be. A team can consist of any affiliated group such as a business, community organization, school, family, or group of friends. A team can also be any group of your own making such as left-handed people, or a team formed to honor a breast cancer survivor.

Teams may consist of any combination of walkers and runners. Each person on a team will be timed as an individual and can qualify for any of the awards Ellen's Run gives out.

REGISTER YOUR TEAM

You may register your team online, by mail, or by a combination of both ways. We encourage you to have all your team members use online registration. It's easy and it's fun.

Ellen's Run will award a prize to the largest team, so start your team today!

ONLINE REGISTRATION

To create a team, go to www.ellensrun.org/register.htm and click on the link to form a team online. There you can use the Team Captain Tools to create an account and a team. If you are a returning team captain, you should be able to find your team in the drop down menu.

- Once you have registered your team name, team members can begin registering to be on the team.
- Tell team members to look for the team name in the drop down menu on the registration form.
- Remember to register yourself. Team captains are not automatically registered as either a team member or as a participant in the Run.
- Use the Team Captain Tools to view the team roster, edit team information, and email team members who have registered online.

Online registration closes at 4pm on Friday, August 19, 2011, for teams and individuals.

MAIL-IN REGISTRATION

Team members who do not wish to register online must complete a registration form, which can be downloaded from www.ellensrun.org, or can be photocopied from the copy in this packet.

- Make sure team members sign the waiver and enclose a check with their applications. We cannot accept applications that are not signed and accompanied by payment.

- Tell team members that each participant must register as a runner or a walker. Participants who are unsure whether to register as runners or walkers should register as runners—the rule of thumb is that “if you think you may run even one step, you must register as a runner.”

Team members may mail their applications directly to Ellen’s Run, but you should enter their names on your team roster.

Team applications must be received by Thursday, August 18, at 12:00 noon.

TEAM CAPTAIN CHECKLIST

1. Create a team. You can create your team online and/or on paper.
2. Recruit team members. Contact everyone you know to join your team. Remember that teams can consist of both runners and walkers. Everyone will be timed individually.
3. Encourage team members to raise pledge dollars. The more money we raise, the more we can help those who need our help.
4. Communicate with your team members and monitor your team and pledge progress.
5. Remind team members to pick up their bibs and T-shirts. They can be picked up on Saturday, August 20 between 9 am and noon at Southampton Hospital at Parrish Memorial Hall on the grounds of Southampton Hospital (Herrick Road, Southampton) or on the morning of the race.
6. Mail in your team roster. **The deadline for receiving the roster is Thursday, August 18 at 12:00 noon.**
7. Establish a race day meeting place for your team at Southampton Hospital.

FUNDRAISING HELPFUL HINTS

- See the sample pledge letter.
- Start collecting pledges early.
- Let people know what your goal is.
- Ask family, friends, co-workers — every little bit helps.
- You are not asking for money for yourself but for a great cause.
- Know where the money goes — see www.ellensrun.org for a list of grantees.
- Remind people that donations are tax deductible — The Ellen P. Hermanson Foundation which produces Ellen’s Run is a 501(c)(3) organization.
- Remember to send thank you notes.

SAMPLE PLEDGE LETTER

Help me help others.

On Sunday, August 21, I will be contributing to and participating in *Ellen's Run*, a 5K Run/Walk. I'd love you to run or walk with me, but if you can't, I ask that you help by sponsoring me.

Ellen's Run was founded to honor the memory of Ellen Hermanson, who lost her battle with breast cancer at the age of 42. An activist and advocate, Ellen channeled her journalistic talents to become a forceful voice for breast cancer patients and their families. She educated her readers about the importance of early detection, the challenges of living with breast cancer, the very real, but little-discussed or understood, issue of pain management, and the debilitating effects of breast cancer on the entire family.

Your support will provide funding for the new Ellen Hermanson Breast Center at Southampton Hospital which gives women on the East End access to a state of the art self-contained facility. In addition, your support will provide accessible mammography screening for all women, especially those in under-served communities, psychosocial support for breast cancer patients and their families, and research on pain management. As the largest race on the South Fork of Eastern Long Island, *Ellen's Run* is a highly visible and anticipated event. I welcome your support and would be honored to participate with you, or to represent you.

I ask that you pledge whatever amount is most comfortable for you. There is no donation too small to help and your gift is tax deductible. Please make your check payable to *Ellen's Run* and mail it to me as soon as possible. You can also donate online, by going to www.ellensrun.org, and clicking on the "Sponsor a Participant" link on the "Donate" page. With your help we can make the Sixteenth Annual *Ellen's Run* the most successful ever and create a legacy for women's health.

Thank you.

Mail back to: [insert your address]

SAMPLE TEAM RECRUITMENT LETTER

Dear _____,

You may know that one in seven women will be diagnosed with breast cancer in her lifetime. You can help these women and thousands of others in the fight against breast cancer.

On Sunday, August 21, I will be participating in the Sixteenth Annual Ellen's Run at Southampton Hospital. Join the fight against breast cancer by registering as a team member on *[insert name of your team]*. You can register online by going www.ellensrun.org/register and clicking on the link. Look for our team name in the drop down menu.

Let's make *[insert name of your team]* the biggest and the best. Email your friends and family and ask them to join us!

You can also help by supporting our efforts with a pledge contribution. You can either mail a check made out to Ellen's Run to me or donate online at www.ellensrun.org by clicking on the "Support a Participant" link on the "Donate" page. The money raised through the Run will fund the new Ellen Hermanson Breast Center at Southampton Hospital, a self-contained state of the art facility for women on the East End, and will also provide vital educational and screening programs for underserved women in our community, psychosocial support groups to breast cancer survivors and their families, and innovation and improvement in pain management.

We need your support. Every step counts.

Sincerely,

WHERE THE MONEY GOES

Since Ellen's Run was started, The Ellen P. Hermanson Foundation has distributed nearly \$2 million to organizations on the East End of Long Island and in New York City. Some of the key projects for captains to know about are listed below:

1. Funding for the Ellen Hermanson Breast Center at Southampton Hospital, a self-contained state of the art facility for women on the East End;
2. Funding the purchase of a Mammotome Breast Biopsy System at Southampton Hospital to facilitate more accurate, less traumatic biopsies;
3. Funding the purchase of a Computer Aided Detection System to enable radiologists to detect breast cancer at its earliest stages;
4. Underwriting Southampton Hospital's purchase of a Full Field Digital Mammography Unit, thereby enabling Southampton Hospital to become one of the first institutions offering this advanced improvement in breast cancer detection. In October 2007, the American College of Radiology designated Southampton Hospital Breast Center, "a breast imaging center of excellence";
5. Funding Ellen's Well since 1999, when it was created, and which provides psychosocial support under the direction of an oncological social worker to breast cancer survivors and their families on the East End of Long Island;
6. Funding a fellowship on pain management for a bilingual nurse practitioner from North General Hospital in Harlem to train a Memorial Sloan-Kettering Cancer Center;
7. Funding the Integrative Oncology Program at Southampton Hospital; and
8. Funding the Annual Ellen P. Hermanson Memorial Symposium of the Judges and Lawyers Breast Cancer Alert.

A complete list of all of the grants given out by The Ellen P. Hermanson Foundation follows.

GRANTS GIVEN OUT
1997 to December 2009

Since Ellen's Run was started, nearly \$2 million has been given to the following:

Callen-Lorde Community Health Center ("CLCHC") — 1997, 1998, 1999, 2000

To fund 50% of CLCHC's mammography unit. The first not-for-profit health center established to serve gay and lesbian communities in New York City, CLCHC provides its services at no, or low, cost to all who seek its services. Many of CLCHC's patients lack health insurance and access to private health care facilities.

Carol M. Baldwin Breast Center at Stony Brook University and Medical Center — 1999

To fund the October 1999 mammography drive

Community Healthcare Network ("CHN") — 2001, 2002

To fund CHN's Brooklyn Breast Cancer Awareness project

East Hampton High School — 1999

To purchase a Laminar Flow Hood, an apparatus that is used in research to provide a sterile environment and facilitate analysis.

Eastern Long Island Breast Cancer Resource Center — 2000, 2001, 2002

To fund a "Weekend of Healing" for breast cancer survivors

Ellen's Well — 1999 - 2010

A new initiative established by The Ellen P. Hermanson Foundation to be run by the South Fork Breast Health Coalition to provide psychosocial support under the direction of an oncological social worker to breast cancer survivors and their families on the East End of Long Island.

Judges and Lawyers Breast Cancer Alert — 1998 - 2010

To sponsor The Ellen P. Hermanson Memorial Symposium which brings together leading experts to address cutting edge issues in health law and policy confronting breast cancer patients and is open free to the public.

Memorial Sloan-Kettering Cancer Center ("MSKCC") — 1997, 1998, 1999, 2000, 2001

To establish the Ellen P. Hermanson Fund for the Study of Molecular Biology of Breast Cancer (1997).

To fund *Grace and Grit*, a program sponsored by the Post Treatment Resource Program ("PTRP") at MSKCC for women who are undergoing or completing chemotherapy (1998).

To fund a fellowship in pain management in the Department of Palliative Care and Pain Management to train a bilingual health care practitioner from North General Hospital in Harlem at MSKCC who will then take that information back to North General Hospital (1999, 2001).

Two year grant to the PTRP to fund a seminar/workshop series for women completing their chemotherapy and treatment for breast cancer (2000).

To the Barbara Ziegler Palliative Care Educational Program at MSKCC to fund the salary of its program coordinator (2000).

Mount Sinai Medical Center ("MSMC") — 2004, 2005

For *The Witness Project of Harlem/Latina Witness Project of Harlem* ("WPH/LWPH"), a program that encourages and teaches breast cancer screening adherence and early detection behaviors for African American and Latina women increasing longevity and quality of life (2004).

For *The Witness Project of Harlem/Esperanza y Vida* (new name for WPH/LWPH) to fund a documentary based on survivor stories of Witness Role Models who mirror the younger, urban WPH/EV population and their families (2005).

Peaceful Dwelling Project — 2001

To fund "A Circle of Caring—Nurturing Each Other," a weekend retreat for breast cancer patients/survivors and family members.

Shinnecock Indian Health Services — 1998, 1999, 2000, 2003

Funding to provide breast cancer screening and other services to women living on the Shinnecock Reservation in Southampton in a culturally sensitive and traditionally based manner and to establish a women's health resource library with an emphasis on breast and women's cancers.

Southampton Hospital Breast Health Center — 1997, 1998, 2000, 2002 - 2010

To help establish an innovative, comprehensive grassroots program to motivate women on the South Fork to have regular mammography. Coordinated with the South Fork Breast Health Coalition, which is supported by Southampton Hospital (1997).

To help fund the purchase of a Mammotome Breast Biopsy System to facilitate more accurate and less traumatic biopsies, thereby promoting early detection of breast cancer (2000).

To fund the purchase of a High Capacity Mammography Viewer and a Mammography Chair. The viewer is a machine that offers a more sophisticated and better means of reading and interpreting mammograms by allowing for comparisons of old and current films (2002).

To fund the leasing of two new state-of-the-art mammography units and a film processor (2003).

To fund the purchase of a Computer Aided Detection System, which enables radiologists to detect breast cancer at its earliest stages, and to expand the hospital's pain management program to include mind-body techniques of "Massage Therapy Program for Breast Cancer Patients" and "Exercise and Yoga for the Breast Cancer Patient" (2004).

To underwrite the purchase of a Full Field Digital Mammography unit which will enable the Breast Center to detect breast cancer as early as possible (2005).

To underwrite the purchase of a Multicare Upgrade Package for the Sterotactic Breast Biopsy System. The upgrade to this system (2000 Grant) will offer patients the latest advances in technology that enables doctors to accurately diagnose breast abnormalities without the need for stitches or a trip to the operating room (2006 - 2007).

To fund the newly dedicated Ellen Hermanson Breast Center at Southampton Hospital, a self-contained state-of-the-art facility for women on the East End.