



Reach & Raise

2020

Living Beyond Breast Cancer's Reach & Raise is an annual morning of connection, support and yoga for everyone—all to help raise money for the programs and services LBBC offers for those affected by breast cancer, including the additional services we've created in response to COVID-19.

Since 2002, more 17,000 participants and sponsors have raised over \$3 million.

This year, nearly 2,000 yoga participants are expected to register across the country and the fundraising goal is \$400,000.

REACHANDRAISE.ORG

May 17, 2020

Streamed Virtually- more info to come!

Questions? Contact yoga@lbbc.org



Participant Guide



LIVING BEYOND
BREAST CANCER®

reach & RAISE

PARTICIPANT GUIDE

Thank you for your interest in participating in **Living Beyond Breast Cancer's Reach & Raise!** As a 2020 participant and fundraiser, you are providing Living Beyond Breast Cancer (**LBBC**) with the financial resources that help us continue our important mission of connecting people with trusted breast cancer information and a community of support. We can't do it without you!

During these uncertain times, LBBC is responding by creating new programs and services to help those in need- and your fundraising supports that! LBBC has increased the number of emergency fund grants given to women in active treatment that are facing financial crisis. Social programming has also increased which allows women to receive support from their peers in safe, online community groups. Finally, LBBC has created new educational content with COVID-19 specific information which is updated regularly on **LBBC.ORG**.

Reach & Raise isn't your traditional fundraising event. The event is about inspiration, support and connection—all for a good cause. **It's Yoga For a Reason!** No matter what else is happening in the world, women are diagnosed with breast cancer every day, and LBBC will be there with the support and information that they need to help them navigate treatment, deal with emotions, and make connections to others facing similar issues.

ABOUT LIVING BEYOND BREAST CANCER

LBBC was founded in 1991 so people affected by breast cancer could connect with others and gain information to help empower them during their breast cancer journey. Today, we provide programs and services to over 600,000 annually. Our goal is to support those diagnosed and their caregivers.

Breast Cancer Facts:

- 1 in 8 women will be affected by breast cancer in their lifetime.
- Breast cancer is not a single disease, but a group of diseases.

- There are different stages and types of breast cancer that each requires different treatments. Metastatic, or stage IV, for example is when the disease spreads to other areas of the body outside of the breast.
- Every year more than 268,000 new cases of breast cancer are diagnosed in the US.
- Those living with a breast cancer diagnosis face unique health concerns when it comes to other illnesses, including COVID-19.
- As a Reach & Raise participant, your fundraising efforts will help **LBBC** connect more people affected by breast cancer with our programs and services.



GET STARTED!

Fundraising for **Reach & Raise** is easier than you may think. Here are some tips and tricks to help maximize your impact:

- **Send emails-** The number one reason people don't give money is because they weren't asked! So log in to your **Participant Center** and up-load your email contact list—include your friends, family, co-workers, teammates and anyone else who may want to support you.
- **Matching gifts-** Many companies have matching gift programs that match, dollar for dollar (sometimes more), the amount of money an employee donates. Just ask your HR department if your company participates in this program, and your impact could be doubled!
- **Use the Facebook Connector-** This connector allows you to seamlessly fundraise on both your Participant Center page and your **personal Facebook page**. Once registered, log into your Participant Center and click the link to connect to your Facebook account.



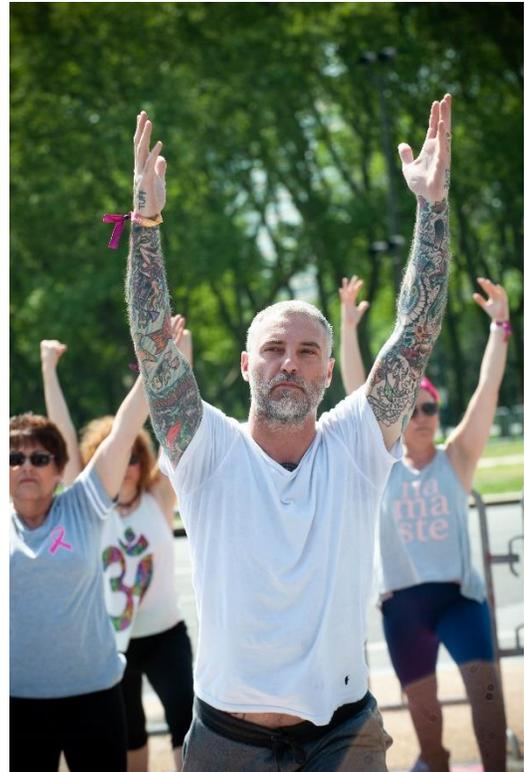
TAKE IT TO THE NEXT STEP!

- **Personalize your fundraising HQ-** After registering, log in to your Participant Center to add your own pictures and story about why you are participating in Reach & Raise. This is your chance to share your reason—the more customized, the better.
- **Set a goal-** The average participant raises \$500—think you can beat it? Setting a goal gives you motivation and cause for celebration when you exceed it! Here's a tip: you can change or update your goal by logging in to your Participant Center anytime.
- **Get your friends involved-** Grab your friends across the country and encourage them to register and join you. The more, the merrier and the bigger impact. You can even start a team!
- **Stay updated-** Like us on [Facebook](#), follow us on Twitter ([@LivingBeyondBC](#)) and on Instagram ([@livingbeyondBC](#)) for the latest event news.
- **Promote your efforts-** Use social media to tell the world how you're helping Living Beyond Breast Cancer and to increase your donations.

FUNDRAISING IDEAS

You asked for it and we listened! We compiled a list of our most successful and fun fundraising ideas below:

- **Sell stuff-** Consider selling custom T-shirts, silicone bracelets, stickers, pins, ribbons—be creative! Create a pop-up shop online and mail out your items.
- **Get your company in on the FUN-** Get the boss to approve a virtual luncheon! Connect with your coworkers over video chat while you eat, and ask everyone to donate the money that they would have spent on a lunch out.
- **Happy Hour-** Organize a virtual happy hour and invite everyone you know. You can share cocktail recipes and come up with new drinks based on what you have around the house. Then every can donate what they would have spent on a night out!
- **Karma Classes-** What are they? They are when a yoga teacher donates his or her time and services to teach a class and participants donate whatever they can. Many instructors are now hosting online classes which is perfect for this!
- **Get Personal-** With many people home from school and work, now is the perfect time to foster personal connections! Break out your address book and get back to the tradition of letter writing by sending your friends and family a note about why Reach & Raise is important to you. Not a fan of writing? Connecting with people over the phone is great too! Or, video chat your friends and family!



ADDITIONAL INFORMATION



For more information about Living Beyond Breast Cancer, visit [LBBC.ORG](https://www.lbbc.org). For resources on coping with COVID-19, visit [LBBC.ORG/COVID19](https://www.lbbc.org/covid19). For additional information on **Reach & Raise**, visit [PHILLY.REACHANDRAISE.ORG](https://www.philly.reachandraise.org).

Please direct any questions to:

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