



THE  
PINK  
AGENDA

# WHO WE ARE AND WHAT WE DO

The Pink Agenda is a not-for-profit 501(c) (3) organization committed to raising money for breast cancer research and care, as well as awareness of the disease among young professionals. Born of the belief that engaging today's generation can go a long way toward finding tomorrow's cure, The Pink Agenda finds, funds, and partners with people and programs that are improving the lives of those suffering from breast cancer and conducting the groundbreaking research necessary to improve their odds.

That's our agenda. What's yours?



## RAISING MONEY

We still need to find a cure for breast cancer. Finding that cure requires a lot of time, energy, and research on the part of some seriously smart people. And that time, energy, and research takes some serious money. That's where we come in.



## RAISING AWARENESS

For all of the strides that have been made in the fight against breast cancer, young professionals have remained underengaged and underutilized in the search for a cure. We're changing that.



## RAISING HELL

Fun and philanthropy are not mutually exclusive, and at The Pink Agenda we prove that every day in every way. While we're serious about our mission, we're also serious about having a good time. We're not afraid to mix things up and have found that when good people come together for a good cause, great things happen.

# WHY WE DO IT

*in the United States, one woman is diagnosed with*  
**BREAST CANCER  
EVERY 2 MINUTES!**  
*and a woman dies every*  
**13 MINUTES**



*one in eight women will develop*  
**INVASIVE BREAST CANCER DURING HER LIFE.**



American Cancer Society. Cancer Facts & Figures 2012.

# WHAT IT LOOKS LIKE



# HOW WE HELP

Raising money so that we can improve the lives of those suffering from the breast cancer while simultaneously working to improve their odds is a big undertaking. But it's only half the battle. Maintaining the level of operational efficiency necessary to maximize the impact of the contributions we receive is critical. So, too, is ensuring that we're funding the projects and programs that will make a real difference. To that end, we work with some of the world's foremost authorities on breast cancer to guide our grant making.

## RESEARCH GRANTS

We rely on The Breast Cancer Research Foundation's (BCRF) esteemed board of scientific advisors to guide our research-related grant making. Based on the belief that some of the most important advances in understanding the disease will come when we allow brilliant minds to pursue some of their most creative theories, the board invites select scientists from leading universities and academic medical centers around the world to submit proposals outlining creative new directions in clinical and/or translational research that are in need of seed funding. The Pink Agenda then fully funds one of these projects with a named grant and shares semiannual updates on the research with its supporters.

## DIRECT CARE GRANTS

We also work with the Dana-Farber Cancer Institute's Program for Young Women with Breast Cancer to identify a project that will have a direct and positive impact on women's cancer care. Focused on the unique needs of young women who have been diagnosed with the disease, Dana-Farber's Program for Young Women with Breast Cancer was the first program of its kind in New England and remains one of the only such programs in the United States. Since it was founded in 2005, it has shepherded more than 1,000 young women on their journey through and beyond cancer, addressing their needs with comprehensive care and support together with a range of programs tailored specifically for them. In so doing, it has become a model for women's cancer care across the country.

# PARTNERSHIPS

Real progress only comes with real commitment, and we routinely partner with companies to help make that possible. The Pink Agenda doesn't take a one-size-fits-all approach, but instead works with companies to customize a partnership that advances our mission and achieves their organizational objectives.



A leadership donor and longtime partner of The Pink Agenda, Martini & Rossi has sponsored events, collaborated with The Pink Agenda on products, and provided significant financial support of our effort to make breast cancer history.

## OTHER CORPORATE PARTNERS

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# PRESS

The Pink Agenda has been covered by dozens of print, online, and broadcast outlets. Here are some of the highlights:



# CONTACT

Please contact us if you're interested in learning more about—or getting involved with—The Pink Agenda.

We look forward to hearing from you.

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