

**OCTOBER
CAUSE OF THE MONTH
Breast Cancer
Awareness**

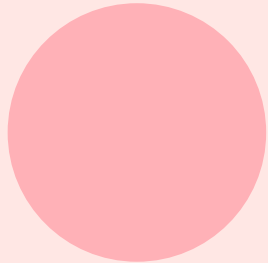
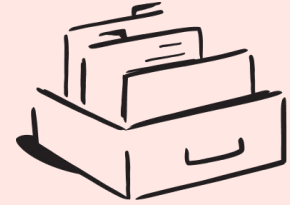


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ABOUT OUR CAUSE OF THE MONTH

For October, we are highlighting nonprofits that support breast cancer patients, educate the public about risk factors, and raise money for life-saving research.

“1 in 8 women get breast cancer. Today I am one.”

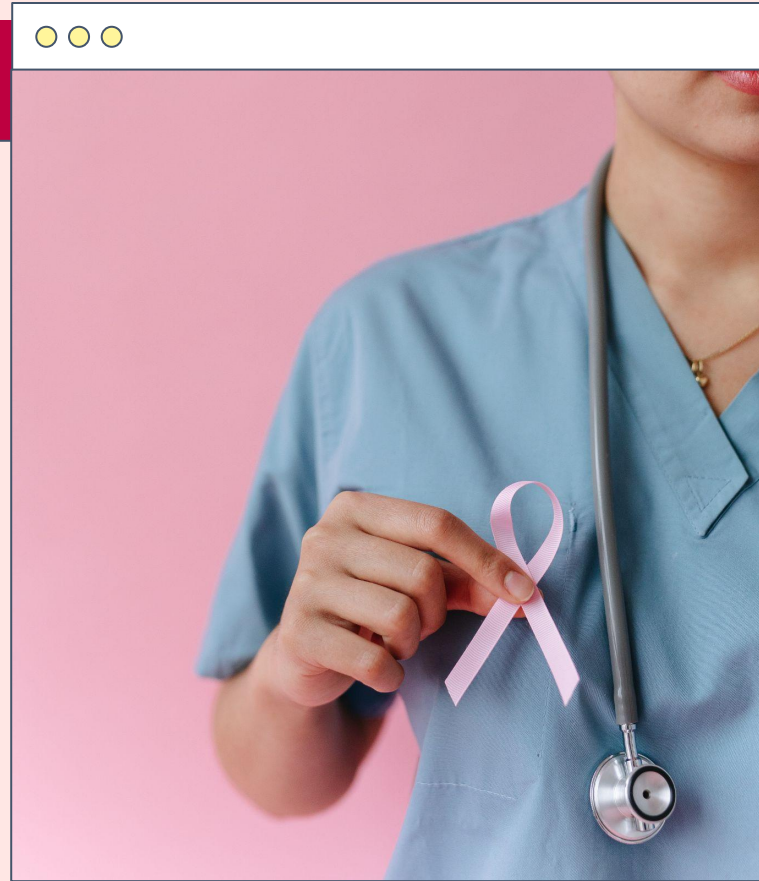
—Julia Louis Dreyfus, actress and comedian

In the early 1990s, a woman named Charlotte Haley began making peach ribbons by hand. Haley, the granddaughter, sister, and mother of women who had all battled breast cancer, passed out thousands of ribbons with a card that [read](#): “The National Cancer [Institute’s] annual budget is \$1.8 billion, only 5 percent goes for cancer prevention. Help us wake up our legislators and America by wearing this ribbon.”

The breast cancer awareness movement as we know it today would not exist without Haley. And while many organizations have since made progress toward improving breast cancer treatment, the COVID-19 pandemic delayed patient screenings and treatment, as well as research.

The pandemic also highlighted the inequities in breast cancer treatments for under-resourced communities across the United States, where Black women are around [40 percent](#) more likely than white women to die from the disease.

This October, Deed encourages you to wear Charlotte Haley’s ribbon in word and deed by dedicating your organization’s thought leadership and social impact efforts to breast cancer awareness.



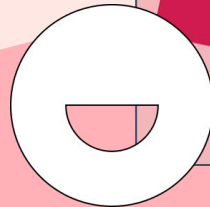
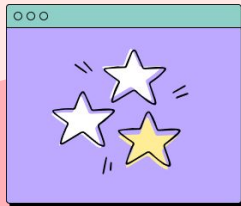
WHAT IS CAUSE OF THE MONTH?

Deed launched our “Cause of the Month” initiative in response to the important moments we see happening in the world around us.

We’re here to provide inspiration for our partners and to drive action through volunteering, donating, and more.

Our goal is to educate ourselves and our partners about the intersectional, systemic impact these issues have on our communities.

With “Cause of the Month,” we endeavor to understand a greater narrative and convey it in a way that resonates beyond just one month of observance.





HOW TO USE THIS TOOLKIT



1

Solicit feedback from your employees and ERGs to identify the cause area(s) you'd like to emphasize this month and beyond.

Remember. Keep your organization's environmental, social, and corporate governance (ESG) goals in mind.

2

Identify partner nonprofit organizations, and reach out with engagement ideas. The more you can front-end the ideation and planning, the easier it will be to form partnerships.

Remember. Think about what your organization can do to help now, as well as beyond this moment and month of awareness.

3

Create a campaign on Deed to manage volunteer events, fundraisers, interactions with partner nonprofits, and more in one place. Think of Deed as your central hub for all programming around this "Cause of the Month."

Remember. Add the campaign to your Deed homepage, then pin the link to your email signatures, Slack channels, and meeting agendas.

IMPORTANT DATES THIS MONTH

OCT 1	International Day of Older Persons
OCT 5	World Teachers' Day
OCT 10	World Mental Health Day

October is also:

Domestic Violence Awareness Month

Black History Month (U.K.)

National Disability Employment Awareness Month



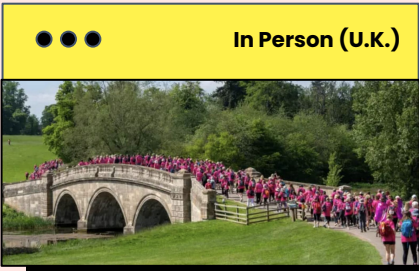
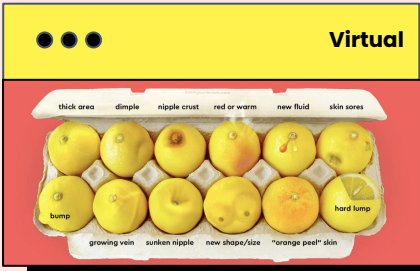
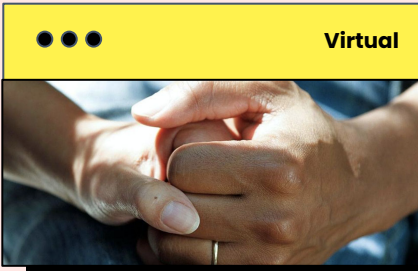
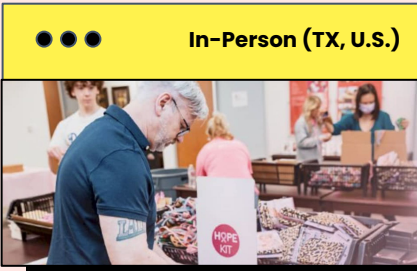
Other dates to keep in mind

- OCT 10** World Homeless Day
- OCT 16** World Food Day
- OCT 24** International Day of Climate Action



BESPOKE VOLUNTEERING

Click on the nonprofit name to check out their profile on Deed!



Pack HOPE kits for breast cancer patients

HOPE Kits are care and comfort items hand-packed with love packed into boxes which are delivered to women currently undergoing breast cancer treatment. Each item is carefully selected to help soothe the side-effects of treatment. For this event, the [National Breast Cancer Foundation](#) will be leading volunteers to build and pack each kit with love.

Opportunities: Packing HOPE kits
Availability: October 19, 3:30-4:30pm

Write letters to women with breast cancer

A handwritten letter has the special power to heal. [Girls Love Mail](#) collects your hand-written letters of encouragement, bundles them, and sends them, via the caring staff at cancer centers, to women newly diagnosed with breast cancer. Every letter is a gift from you to a woman going through a difficult time.

Opportunity: Letter writing
Availability: Flexible

Help promote early detection for breast cancer

The [Know Your Lemons Foundation](#) works to improve early detection for breast cancer worldwide through creative and empowering education. As a Know Your Lemons Certified Global Educator, you could help be the boots on the ground working to fulfill their mission by teaching and empowering people in your local community about breast cancer early detection.

Opportunity: Become a Know Your Lemons Certified Global Educator
Availability: Flexible

Join a pink ribbon walk to help fundraise for Breast Cancer Now

[Breast Cancer Now](#) is a breast cancer research and support charity based in the U.K. From idyllic charity walks to international treks, Breast Cancer Now has lots of opportunities for you to get fit, have fun, and support our life-changing research and support services for people living with breast cancer.

Opportunity: Walk, run, bike
Availability: Various

VOLUNTEERING OPPORTUNITIES



Team-based

Time: 1 hour

Decorate a bandana to support people with breast cancer

Volunteers will partner with [Breast Cancer Hub](#) to decorate bandanas as a token of emotional support and comfort for women with breast cancer. The nonprofit will share these bandanas with women supported through its programs to help them cover their hair loss, keep them warm, and protect them from the sun during treatment and on the road to recovery.



Team-based

Time: 1 hour

Create fact cards to bust myths & misconceptions about breast cancer

Volunteers will work with Association SKIN to create digital fact cards to bust myths and misinformation related to breast cancer and breast health. The nonprofit will share these fact cards on its social media channels and with the communities it supports to help separate fact from fiction and enable people to make informed decisions.



Team-based

Time: 1 hour

Build an affirmation wall to support breast cancer patients

Volunteers will partner with [Breast Cancer Hub](#) to help build an affirmation wall by making personalized cards containing positive messages and affixing those on large banner. This 'Affirmation Wall' will be shared with the nonprofit to extend kindness and give hope to those who need strength and understanding.

Click on the nonprofit name to check out their profile on Deed!



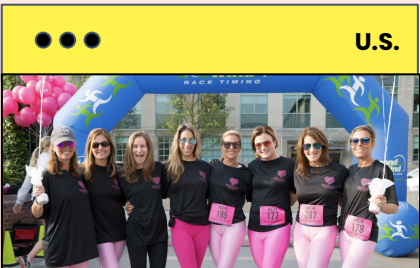
The Breast Cancer Research Foundation

The Breast Cancer Research Foundation works to prevent and cure breast cancer by funding the most promising medical research worldwide. BCRF stands today as the largest and most highly rated global funder of breast cancer research.



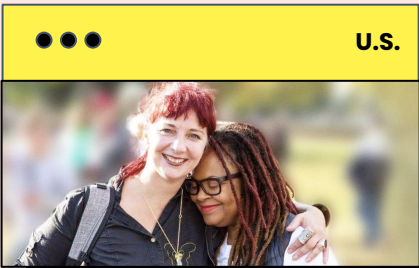
Susan G. Komen Foundation

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease.



Breast Cancer Alliance

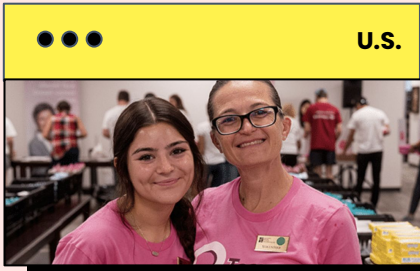
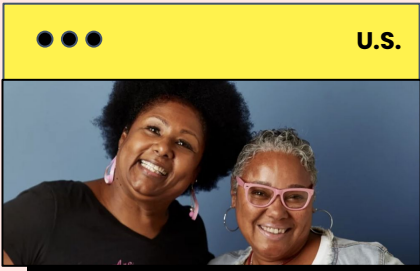
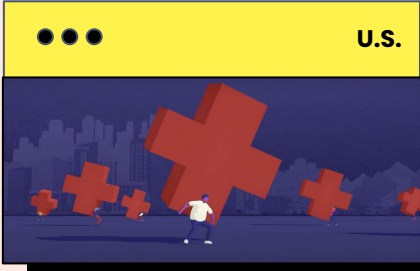
The mission of the Breast Cancer Alliance is to improve survival rates and quality of life for those impacted by breast cancer through better prevention, early detection, treatment and cure. They invest in innovative research, breast surgery fellowships, regional education, dignified support and screening for the underserved.



METAvivor

From support groups to funding vital research, METAvivor programs work to support women with metastatic breast cancer. They help rally public attention to the urgent needs of the metastatic breast cancer (MBC) community, help patients find strength through support and purpose, and fund research with the goal of regaining longevity with quality of life.

Click on the nonprofit name to check out their profile on Deed!



RIP Medical Debt

RIP Medical Debt was founded by two former debt collections executives who imagined a new way to relieve medical debt: by using donations to buy large bundles of debt that is erased with no tax consequences to donors or recipients. RIP Medical Debt now works to combat an unjust healthcare finance system by eradicating billions in medical debt and providing financial relief for millions of individuals and families.

Living Beyond Breast Cancer

Living Beyond Breast Cancer addresses the current needs of people affected by breast cancer, whether newly diagnosed, in treatment, recovery or living with a history of or managing a metastatic form of the disease. Resources are developed in collaboration with the nation's leading oncologists, health professionals and ally organizations and are delivered by people who understand the physical and emotional complexities of breast cancer.

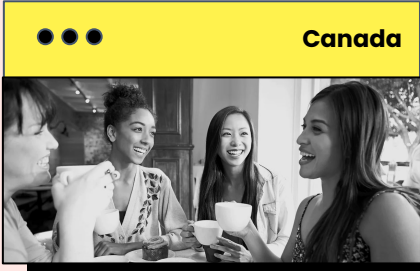
National Breast Cancer Foundation

The National Breast Cancer Foundation's mission is to help women by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. The NBCF has a strong track record of giving money directly to programs that support patients.

Know Your Lemons Foundation

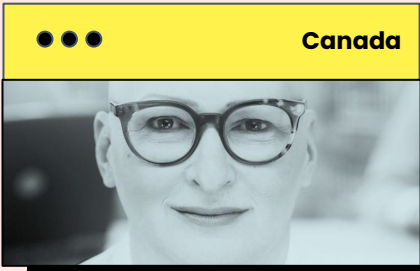
The Know Your Lemons Foundation's mission is to improve early detection for breast cancer worldwide through creative and empowering education. They educate about breast health through our award-winning app, volunteer-led classes, corporate education programs, and social media and print campaigns.

Click on the nonprofit name to check out their profile on Deed!



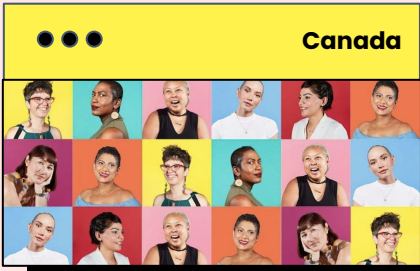
Breast Cancer Support Fund

For many, the financial burden of breast cancer can be just as devastating as the physical and emotional impact. The Breast Cancer Support Fund is a Canadian organization that provides financial assistance to patients who are living in poverty while in treatment. The funds they raise directly support breast cancer patients.



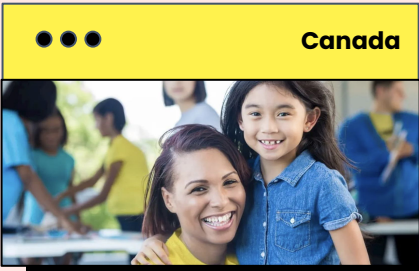
Canadian Breast Cancer Network

The Canadian Breast Cancer Network is a patient-directed national breast cancer health charity. They strive to voice the views and concerns of breast cancer patients through education, advocacy activities, and the promotion of information sharing.



Rethink Breast Cancer

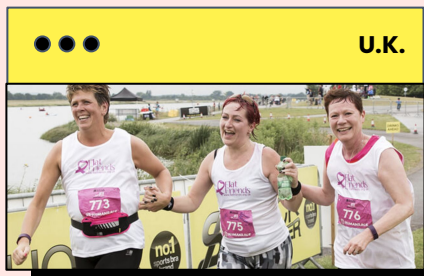
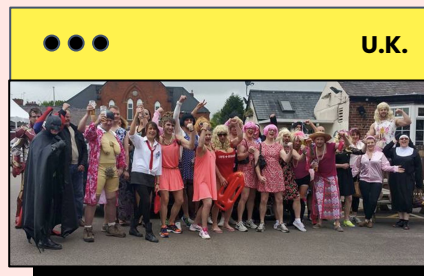
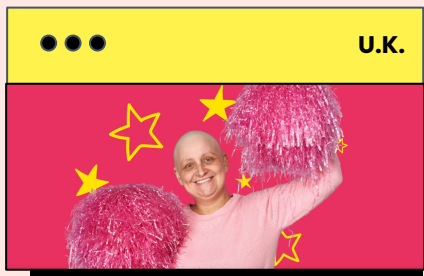
Rethink Breast Cancer works to empower young people worldwide who are concerned about or affected by breast cancer through innovative education, support and advocacy. Rethink brings bold, relevant awareness to foster a new generation of young and influential breast cancer supporters and, most importantly, respond to the unique needs of young women living with breast cancer.



Canadian Cancer Society

The Canadian Cancer Society believes that working with government and legislators to bring about healthy public policies is a vital part of the fight against cancer. Information is provided both nationally and by Province and Territory. In addition, you can consult CCS's Cancer Encyclopedia and their listings of support services.

Click on the nonprofit name to check out their profile on Deed!



Breast Cancer Now

Breast Cancer Now is steered by world-class research and powered by life-changing care. They work to support anyone affected by breast cancer, the whole way through, providing support for today and hope for the future. By 2050, they believe everyone diagnosed with breast cancer will live - and be supported to live well.

Hereditary Breast Cancer Helpline

The National Hereditary Breast Cancer Helpline is a helpline available 8am-10pm daily for those affected by hereditary breast cancer and BRCA, providing peer support and referral pathways.

Flat Friends UK

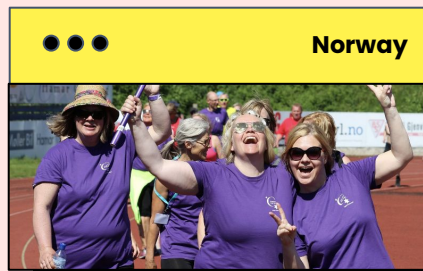
Flat Friends UK is dedicated to supporting women who have had mastectomy surgery without breast reconstruction, including those who may face such decisions now or in the future, due to either a breast cancer diagnosis or preventative surgery. They see living breast free as a positive choice.

Against Breast Cancer

Against Breast Cancer funds pioneering research into new treatments, tools for earlier diagnosis and advice to reduce the risk of recurrence and secondary spread. Working with expert scientists we want to increase the survival rates of all breast cancer patients and ultimately, discover a vaccine against breast cancer.



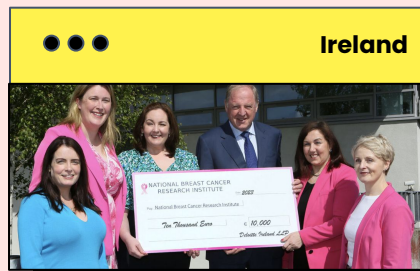
Click on the nonprofit name to check out their profile on Deed!



● ● ● Norway

[Pink Ribbon Norway](#)

The Norwegian Pink Ribbon campaign works to raise funds that are donated to breast cancer research in order for more people to survive and for more people to get the best possible quality of life after breast cancer treatment. Organized by the Norwegian Breast Cancer Society and the Norwegian Cancer Society.



● ● ● Ireland

[National Breast Cancer Research Institute](#)

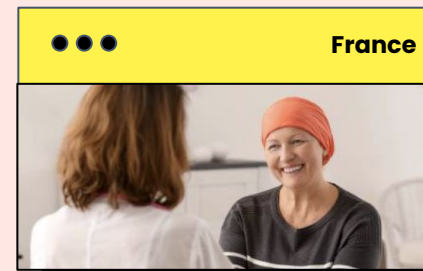
The National Breast Cancer Research Institute is a national charity that funds a comprehensive research programme at the University of Galway. They know that breast cancer research has improved the diagnosis, treatment options, and outcomes for those who develop the disease and they want to fund these research programmes to continue to impact the outcomes for those who develop the disease in the future.



● ● ● Germany

[German Cancer Aid](#)

The central goal of Stiftung Deutsche Krebsshilfe (German Cancer Aid) is to help people with cancer and their families and to improve the care of those affected. Under the motto "Help. Research. Inform.," German Cancer Aid supports innovative projects in order to improve patient care.

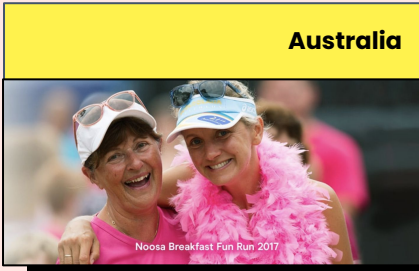


● ● ● France

[The League Against Cancer](#)

The Ligue Contre Le Cancer (League Against Cancer) is a public organizations that leverages a powerful network of donors and volunteers to work to meet the needs of people affected by cancer. The League Against Cancer works on prevention strategies, research funding, and offers adapted support services aimed at improving patient care and quality of life during and after the disease.

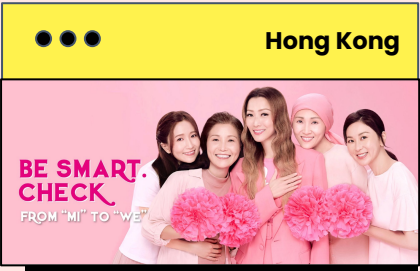
Click on the nonprofit name to check out their profile on Deed!



Australia

National Breast Cancer Foundation (NBCF)

NBCF is Australia's leading national body funding game-changing breast cancer research with money raised entirely by the Australian public. Their mission is to stop deaths from breast cancer by identifying, funding, and championing world-class research—research that will help detect tumours earlier, improve treatment outcomes, and ultimately save lives.



Hong Kong

Hong Kong Cancer Fund (HKCF)

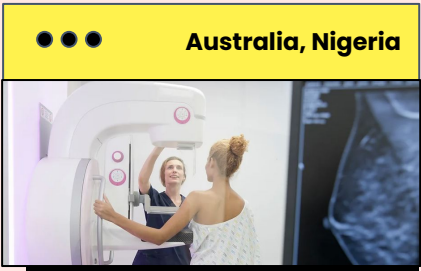
HKCF is Hong Kong's largest cancer support organisation, providing free information and professional support to anyone living with or affected by cancer. Their goal is to make life better for people touched by cancer.



India

Cancer Patients Aid Association (CPAA)

CPAA works side-by-side with medical institutions to promote social inclusion in cancer treatment in India, focusing on awareness, early detection, support for treatment, guidance and counseling, rehabilitation, research, and advocacy. The primary concern of CPAA is to meet the needs of poor cancer patients who do not have access to cancer treatment.



Australia, Nigeria

Rose Breast Health and Cancer Network

Rose Breast Health is dedicated to improving the lives of African women by making breast screening and healthcare services accessible to all, regardless of their financial situation. They are working to address the significant barriers that women face, including limited access to healthcare services, lack of breast awareness, and limited financial resources.

Click on the nonprofit name to check out their profile on Deed!



Mexico

The Mexican Association Against Breast Cancer, A.C.

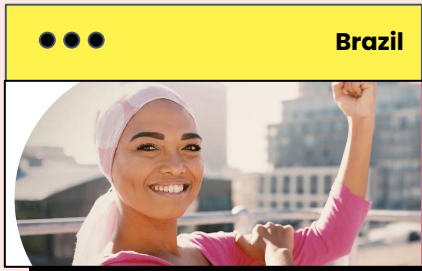
Asociación Mexicana Contra el cáncer de mama, A. C. (The Mexican Association Against Breast Cancer, A.C.) contributes to reducing mortality from breast cancer in Mexico through four lines of action: education, information, patient services, and advocacy in public policies. Their objectives are to improve knowledge about the importance of timely detection of breast cancer among Mexican communities.



Venezuela

The Jacinto Convit Foundation

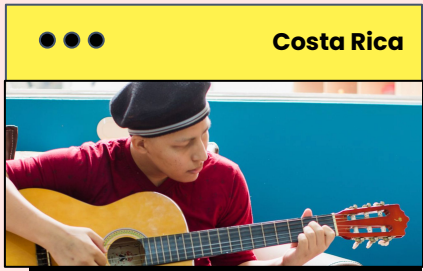
Fundación Jacinto Convit (The Jacinto Convit Foundation) is comprised of a multidisciplinary team of professionals from the healthcare, social, and human sciences that develop research and educational programs to support local healthcare systems. FJC works in collaboration with public institutions, research centers, academia, multilaterals, nonprofits, and private organizations to work for the benefit of the most in need through high impact scientific and social programs.



Brazil

The Hours of Life Institute

The Horas De Vida Institute (The Hours of Life Institute) works to promote social inclusion in healthcare, offering access to primary care through a network that connects health professionals, social organizations, and companies with aligned missions. They help social organizations and peripheral communities in various regions of Brazil in healthcare through various initiatives, joint efforts, face-to-face consultations, telemedicine and health education.



Costa Rica

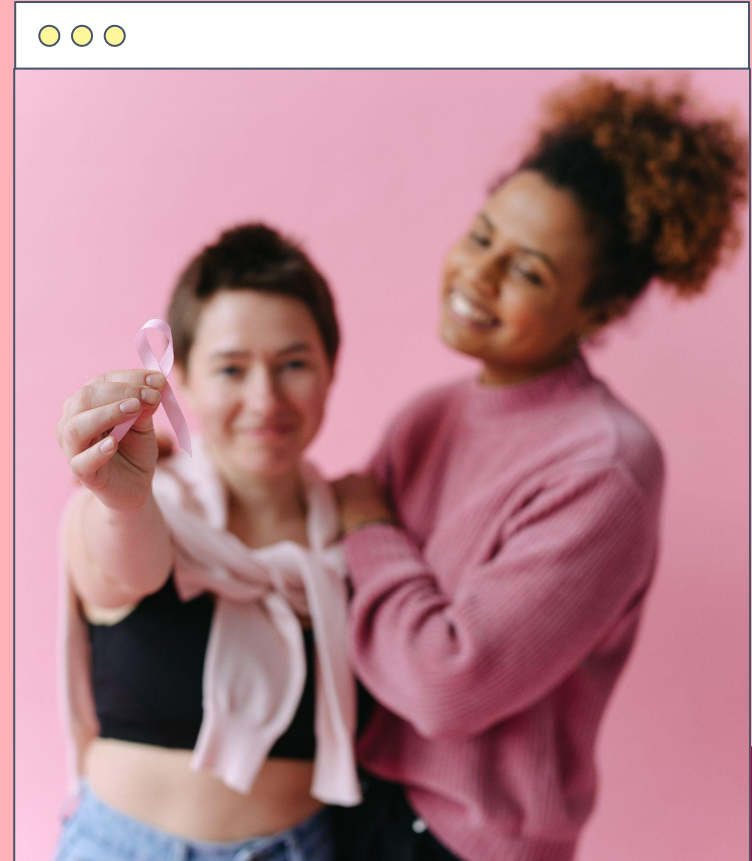
The Giamala Foundation

Fundacion Giamala (The Giamala Foundation) provides psychological, emotional, social, and educational support to young patients diagnosed with cancer who do not have the appropriate support network.

EMPLOYEE ACTIONS



- **Wear a pink ribbon.** The pink ribbon has become the universal symbol of breast cancer, illustrating the cause, raising awareness and bringing together women in solidarity.
- **Become a Community Ambassador.** Join the [National Breast Cancer Foundation](#) as a volunteer Community Ambassador and find opportunities to share breast health information and promote NBCF's programs to members of your community.
- **Launch a birthday/anniversary fundraiser.** Does your birthday, wedding, or a special anniversary fall during October or beyond? Ask friends and family to give your celebration additional meaning by donating to support breast cancer awareness on Deed.
- **Get active for a good cause.** Join or create a walk, run, ride, swim—or whatever sport you love—for Breast Cancer Awareness Month, and reach out to your family and friends to support your goal.
 - ◆ Tip: Ask the manager of your favorite local gym or cycling, barre, or yoga studio to host a special fundraiser class and ask for donations from attendees.
 - ◆ Tip: Organize your own tournament, like pickleball or basketball, and have people to donate to sign up.
- **Trade crafts for donations.** If you bake, knit, sew, paint, make pottery or have any other creative craft, consider offering your community a homemade gift in exchange for a donation to your fundraiser.
- **Schedule your mammogram.** If you delayed your annual mammogram because of COVID-19 or for any other reason, schedule your appointment now and/or encourage your friends and family to do the same.



EMPLOYEE RESOURCE GROUP (ERG) ACTIONS

- **Host a breast cancer awareness event.** Although one in eight women will be diagnosed with breast cancer in their lifetime, many people don't know common [stats signs and symptoms](#) or [research-backed risk reduction tips](#). A breast cancer awareness event can offer both an opportunity to educate, as well as bring your workplace community together to raise money for research. At a lunch-and-learn, for example, your ERG can share breast cancer statistics, encourage employees to wear pink to the office or in virtual meetings, and start a Deed fundraiser for employees to raise money over the course of October.
- **Organize a group for Making Strides Against Breast Cancer.** Engage one or more ERGs to get a big group together and participate in the The Making Strides movement, which raises life-saving funds that support breast cancer patients, survivors, thrivers, and caregivers through every step of the journey. Use their [event locator](#) to find an event near you.
- **Organize an in-kind donation drive.** Check out the National Breast Cancer Foundation's HOPE Kit [wish list](#)
 - ◆ Tip: Are you and/or your colleagues in Texas? Join one of NBCF's community packing events to help their team assemble and pack kits for breast cancer patients.
- **Host a "Wear It Pink" event in the workplace.** [Breast Cancer Now's](#) "Wear It Pink" day brings thousands of amazing people together to wear pink at home, and work, and in the community, raising money for the U.K.'s largest breast cancer charity.



EDUCATE



READ



[“What 40-Somethings Should Know About Breast Cancer”](#) (May 2023)

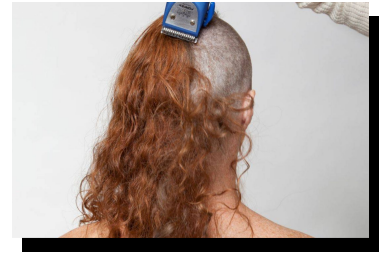
This May, a panel of U.S. health experts issued a striking update to their guidance on breast cancer screening. The *Times* explains why the panel now urges women at average risk begin getting mammograms every other year at age 40 (down from 50).

LISTEN



[Real Pink](#), a podcast by Susan G. Komen, features real conversations about breast cancer and tackles the tough questions, providing both compassionate storytelling and clear, actionable steps to live a better life. Hosted by Adam Walker, episodes feature candid conversations with survivors, researchers, physicians, and more.

WATCH



[Mondays at Racine](#) is an Oscar-nominated documentary short that tells the story of two Long Island sisters who open up their beauty salon to provide free beauty treatments to women with cancer. After watching their mother go through the same battle, Rachel Demolfetto and Cynthia Sansone decide to devote the third Monday of every month to help women establish a sense of normalcy and sisterhood.



If you are looking for a title, listen, or viewing on a specific element of education, we have compiled other recommendations and can support. Please email nonprofits@joindeed.com

CRAFTING YOUR CAMPAIGN

Establish a kick-off.

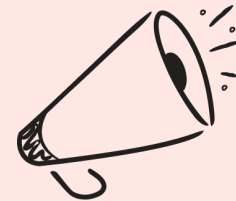
A meeting, presentation, or even an engaging email can jump-start your campaign.

Communicate with employees.

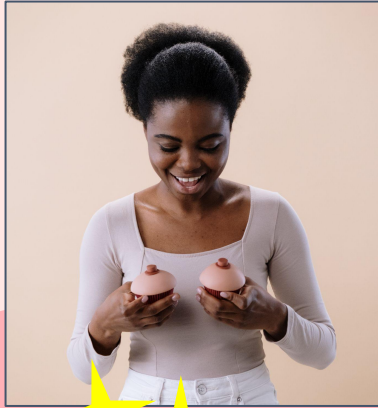
Make sure that employees know how to get involved and where to find more information. Include calendar invitations, build a custom campaign on Deed, and use Slack/Teams to promote each opportunity.

Keep up the momentum.

Stagger your programming and celebrate any and all impact along the way to keep employees engaged.



CRAFTING YOUR CAMPAIGN



With each **“Cause of the Month”** toolkit, we empower you to support organizations that can immediately benefit from volunteers and donations. Some organizations address a niche within the cause area; others address broader issues. However you engage, every hour volunteered and dollar donated makes a real difference.

Every **“Cause of the Month”** toolkit includes actionable resources, ERG initiatives, and other employee engagement opportunities. Choose what works for you and launch a campaign with timely programming that your employees want to engage in.

TRACK YOUR PROGRESS



As the month progresses, you'll want to see how your employees are making an impact.

You can track their progress on an individual level and see a snapshot of total impact throughout the month on Deed.

Key Metrics:

- Number of participating employees
- Number of employee donors and total donations
- Total hours volunteered
- Number of ERG events held

Easily track all of these metrics with Deed and our next-gen reporting features!

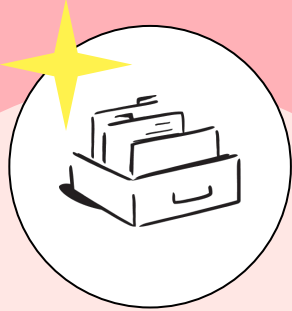
Our new survey tool means you never have to choose between quantitative and qualitative data.



Deed is not just a platform—we're your partner.

Deed's all-in-one, out-of-the-box platform provides all the features you need to run a successful social impact program. Our Partner Success team is here to support you along the way.

Deed offers:



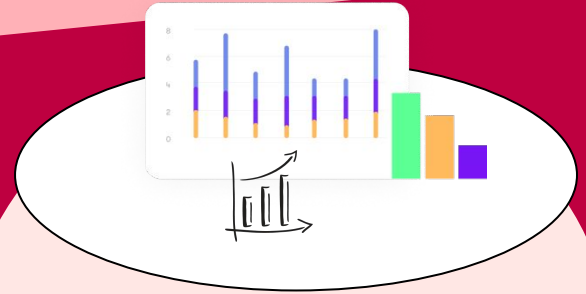
A Rich Content Library:

Exclusive partnerships and integrations provide unique opportunities.



Powerful Giving & Matching:

Streamlined processing and expedited disbursement enhance every donation.



Easy Admin and Reporting:

Cutting-edge tools make program management as exciting as it is effortless.

Your dedicated Partner Success team will optimize your program and share the broader industry insights you need to make a meaningful social impact.



Created by the Deed team

Questions? Get in touch!
nonprofits@joindeed.com

**OCTOBER
CAUSE OF THE
MONTH:
BREAST
CANCER
AWARENESS**

