2016 Portraits of Hope Handbook
The Portraits of Hope Program

Hawaii’s Portraits of Hope program began in 2009 with our inaugural Making Strides Against Breast Cancer (MSABC) event. We wanted to encourage breast cancer survivors to share their stories and be an inspiration to others who are dealing with their breast cancer diagnosis. We believe that the best people to speak about the Making Strides Walk and the American Cancer Society’s programs and services are people who have experienced and utilized them. Our Portraits of Hope are an integral factor in the success of the Making Strides Walk and provide inspiration, hope, and support for breast cancer patients, survivors, and their loved ones.

Responsibilities

The main responsibility of the Portrait of Hope is to be a representative of the American Cancer Society and Making Strides Against Breast Cancer for a full calendar year. In order to do this effectively, we ask that all Portraits of Hope:

- Attend approximately 4 meetings throughout the year
- Complete “Our Story” speaker training with our communications staff
- Work with staff to refine your story, highlighting the programs and services you benefitted from.
- Attend Making Strides events and functions
- Sign up as a Team Leader for the Making Strides Against Breast Cancer walk and fundraise for the cause
- Be willing to answer the call for public appearances and media requests (speaking at events, attending television and/or radio interviews, health fairs, etc.)
- Attend the annual photo shoot

Breast Cancer Statistics

The most recent statistics show that 1 in 8 women and 1 in 1,000 men will be diagnosed with breast cancer. Breast cancer is the most frequently diagnosed cancer in women and is the second leading cause of cancer death among women. In 2016, an estimated 246,600 women and 2,600 men will be newly diagnosed with invasive breast cancer in the United States; about 40,890 will die from the disease. The American Cancer Society is currently funding over $74 million dollars in breast cancer research grants and has funded an important part in nearly every major breast cancer breakthrough in recent history.
Making Strides Events

There are two large events annually for Making Strides Against Breast Cancer.

The Making Strides Corporate Kickoff
The Making Strides Against Breast Cancer Kickoff is our opportunity to educate and invigorate people in our community about the Making Strides Walk, the programs and services provided by the American Cancer Society for patients and their caregivers, and to help sign-up people who want to be Team Leaders.

The Making Strides Against Breast Cancer Walk
The Making Strides Walk is the American Cancer Society’s premier event to raise awareness and funds for breast cancer research and programs. The walk is a non-competitive, family-friendly 3-miler. There are nearly 300 Making Strides Walks around the United States!

Healthy Living

The American Cancer Society’s Healthy Living Guidelines recommend eating well, exercising, and being tobacco-free.

As a Portrait of Hope, you are representing the American Cancer Society. During public appearances and times that you are visibly acting as a representative of the Society, it is vital that you uphold these Healthy Living Guidelines.

The use of tobacco products, including chewing tobacco and electronic cigarettes is strictly forbidden during public appearances. This includes the time directly before or after your appearance. Thank you for your understanding and compliance in this matter!
One of the most common questions we hear at the American Cancer Society is “How is the money I’m donating being used?” This is an excellent question and we always encourage people to research the types of programs that their donations are supporting. When you donate to the American Cancer Society, you are supporting many wonderful programs that we offer at no cost to patients and their loved ones. Below are just a few of the programs supported by the Making Strides Against Breast Cancer walk.

**Look Good Feel Better Program**
The Look Good Feel Better program offers in-person workshops to help women with cancer manage the appearance-related side effects of treatment. Trained volunteer beauty professionals teach simple techniques on skin care, makeup, and nail care, and give practical tips on hair loss, wigs, and head coverings. Throughout Hawaii, there are multiple “wig closets” where we offer free wigs, scarves, turbans, and hats to patients who have lost their hair due to treatment.

**Reach To Recovery Program**
For more than 46 years, the American Cancer Society Reach To Recovery program has been helping people cope with their breast cancer experience – as early as the first moment of diagnosis and continuing for as long as breast cancer remains a personal concern to them. Our Reach To Recovery volunteers are specially trained to help people through their experience. As breast cancer survivors, our volunteers give patients and family members an opportunity to express feelings, talk about fears and concerns, and ask questions of someone who has been there.

**National Cancer Information Center and Web site**
The National Cancer Information Center provides access to up-to-date cancer information. Trained Cancer Information Specialists are available 24 hours a day, seven days a week to answer questions about cancer, link callers with resources in their communities, and provide information on local events. We also offer free brochures and informational booklets. Nearly 800,000 people are served annually through ACS’ National Cancer Information Center! In addition, 61 million visits were made to cancer.org in 2014.
About Our 2016 Event

Vital Statistics

- 8th Annual Event
- 7 years at Richardson Field onto Ford Island

<table>
<thead>
<tr>
<th>2015 Actual</th>
<th>2016 Goal</th>
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<tbody>
<tr>
<td># of Teams:</td>
<td>226</td>
</tr>
<tr>
<td># of Participants:</td>
<td>4,000</td>
</tr>
<tr>
<td># of Survivors:</td>
<td>187</td>
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<tr>
<td>Net Income:</td>
<td>$186,589</td>
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New Location

Ke’ehi Lagoon Beach Park onto Lagoon Drive
465 Lagoon Drive, Honolulu

Experience the beautiful Ke’ehi Lagoon Beach Park in the heart of Honolulu nearby Honolulu International Airport right off of Nimitz Highway.

Easy, flat route goes out 1-1/2 miles alongside the ocean on Lagoon Drive and turns around right before the FedEx main shipping station.

2016 Enhancements

- More family-friendly activities from keiki to adults
- Pink Out and Merchandise Tent
- Expansion of Survivor activities
- More photo opportunities
- Extended event time from 6 – 11:30 AM
- Optional Team Leader Resource & Information Meetings
Now that you’ve read a little about what being a Making Strides Against Breast Cancer Portrait of Hope entails, I hope you are still up for this fun, rewarding, and inspiring challenge!

The Portraits of Hope Program Timeline
- August 4: Making Strides Kickoff Breakfast
- October 22: Making Strides Against Breast Cancer event

Please see Timeline document for more detailed information.

Meeting Schedule
The meeting schedule will be finalized once all the Portraits of Hope are chosen. We will do our best to ensure that the meeting schedule works well for everyone. While we understand that scheduling conflicts can occasionally be unavoidable, these meetings are an integral part of the Portraits of Hope program and we ask that you do your very best to attend each one. Meetings will tentatively be scheduled for the months of June, July, September, and November.

Contact Information
If you have any questions, please reach out to your Making Strides of Hawaii Community Manager:

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Honolulu, HI 96817
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For cancer information, please visit www.cancer.org or call our toll-free number (800) 227-2345