
VII. STRENGTHENING OUR PARTNERSHIP WITH THE AVON FOUNDATION

There are many ways to strengthen your partnership with the Avon Foundation for the benefit of your organization, your clients and the work of the Foundation. Below are some guidelines, but your own ideas are welcome as well. You are invited to discuss additional thoughts with the Avon Foundation Breast Care Fund Coordinating Center.

A. Avon Walk for Breast Cancer: How to get involved

This popular and well known national series of major fundraising events will take place in eight U.S. cities in 2010: Boston, Charlotte, Chicago, Denver/Rocky Mountains, Houston, Santa Barbara, San Francisco, New York and Washington, DC from April through October. The outdoor, non-competitive events are structured for all fitness levels, offering participants a choice of completing a marathon walk (26.2 miles) or a marathon and a half (39.3 miles), over one weekend (two days) to raise significant funds and awareness for the breast cancer cause. Each walker must raise a minimum of \$1,800 to take part, and there are also crew and volunteer opportunities without a fundraising requirement.

The 2010 dates for the Walks are as follows:

Houston, TX	April 10 - 11, 2010
Washington, DC	May 1 - 2, 2010
Boston, MA	May 15 - 16, 2010
Chicago, IL	June 5 - 6, 2010
Rocky Mountains, CO	June 26 - 27, 2010
San Francisco, CA	July 10 - 11, 2010
Santa Barbara, CA**	September 11 - 12, 2010
New York, NY	October 16 - 17, 2010
Charlotte, NC	October 23 - 24, 2010

While the events take place in nine cities, the thousands of participants are drawn from all 50 states and even other countries.

There are many ways that your program can support and participate in the *Avon Walk for Breast Cancer*. We appreciate all of your efforts to help make these exciting events as successful as possible so we can raise the maximum funds and awareness to help end breast cancer.

- Place an Avon Walk for Breast Cancer **literature display and brochures and/or a poster** in the public areas of your facility. If you are in the geographic area of an Avon Walk, help us encourage local stores and organizations to do so as well.

- **Promote the Avon Walk for Breast Cancer** locally by talking about it with your clients, family and friends and directing people to the website (www.avonwalk.org). If appropriate, include the Avon Walk in your own internal and external communications, website, newsletter, etc.
- If you are located in or near a city in which one of the Walks is taking place, **host a Cheering Station!** Cheering Stations are areas along the course of the walking route where supporters gather to cheer on the Walkers. You can do something as simple as clapping and cheering, or carrying a banner and signs, or even create a theme, costumes and music for your Cheering Station. It is a fun way to support those who are working hard to raise money.
- **Join us at the Wellness Village**, the participants' campsite "home away from home" for Saturday night. You can cheer on the walkers as they cross the first day's "finish line" and give them that final boost after a long day.
- You can **take part** on an individual level or as a team of walkers, crew or volunteers. See the Avon Walk website (www.avonwalk.org) for registration details, and be sure to let the Avon Foundation Breast Care Fund Coordinating Center know if you sign on!

As the Avon Foundation develops the details of the 2010 "Closing Ceremonies" that end each Avon Walk, there may be an opportunity for participation in the ceremony for organizations in the immediate geographic area. As these opportunities arise the Avon Foundation will be in communication with your organization.

To get a better understanding of the extraordinary Avon Walk for Breast Cancer events, visit www.avonwalk.org. If you have creative ideas to get involved please advise the Avon Foundation Breast Care Fund Coordinating Center and we will be happy to work with you.

Learn More

For information on the Avon Foundation, visit www.avonfoundation.org. To order "pink ribbon" products, visit www.avonfoundation.org, contact an Avon Sales Representative, or call 1-800-FOR-AVON to locate a representative. To register to walk, crew or volunteer, or to pledge financial support for the *Avon Walk for Breast Cancer*, call toll-free at 1-800-510-WALK or visit www.avonwalk.org.

B. Guidelines for Working with Avon District Sales Managers

The Avon Foundation strongly encourages, but does not require, collaboration between grant recipients and local area Avon District Sales Managers (DSMs), who are employees (associates) of Avon Products, Inc. If you are interested in working with local Avon DSMs, please advise your Avon Foundation Breast Care Fund project officer if you wish to do so. Ideas on appropriate ways to collaborate with Avon DSMs are described below.

Please note that it is preferred that you do not directly contact independent Avon Sales Representatives (“Avon Ladies”), however in certain circumstances this is allowed. If you are working with a local Avon Sales Representative, the Representative should also notify her/his DSM. The DSM can then involve and coordinate multiple area “Reps” as appropriate.

Examples of APPROPRIATE Involvement with Avon District Sales Managers

- Invite an Avon DSM to serve on your program’s Advisory Board (if you have one) or an event committee.
- Ask a DSM to allow a senior member of your program’s staff to speak at an upcoming Avon sales meeting, which is a regularly scheduled meeting of area Avon Sales Representatives. This will help to familiarize the DSM and her/his Representatives with your program, so they can pass this information on to their customers. This outreach will help get the DSMs informed and involved with your program, and help you reach a new audience.
- Ask a DSM to have an Avon Representative distribute flyers to customers about your program or about an upcoming health fair, educational seminar, or screening day that your program is offering.
- Ask a DSM to participate in public relations and press activities. For example, in the past, Avon DSMs have presented a mock “grant check” to a high-level program staff person during a health fair, educational seminar, or screening day, as described in the Public Relations section. Guidelines for the event and materials are contained in the PR section.

Please note that Avon DSMs and Reps cannot offer Avon Breast Cancer Crusade Pink Ribbon fundraising products free of charge, discounted, or to raise funds for any organization other than the Avon Foundation.

Overall, remember: Public Relations efforts can inexpensively help you reach new clients, donors, civic leaders and others who can support your program. The media can be a great ally when you treat the reporters and editors with consideration, and offer information that is of interest and value to their audience.

C. Feed the Children – Avon Foundation Product Philanthropy Program

Avon is pleased to announce that it has developed a relationship with Feed the Children through which breast cancer organizations can request donated products for use as incentive items in their programs. The range of items available varies, but generally includes health and beauty products, food and nutritional supplements, educational supplies, clothing and others. There is no charge for the products available, nor is there a membership fee associated with this program; however, recipient organizations will be responsible for either picking up or paying the transportation costs to bring the products to their facilities.

In order to participate in the program, please completely fill out the **Feed the Children Commodity Assistance Program Application and Partner Agency Agreement** forms provided with this Guide. Mail or fax these documents and all requested attachments to Wendy Henderson at Feed the Children. Once the paperwork has been processed and your organization has been accepted into the program, you will be assigned a fulfillment manager who will work with you to select products and arrange transportation, etc. All questions regarding this program should be directed to:

Wendy Henderson
Feed the Children, Major Account Manager/Key Partnership Strategist
Phone: 405.949-4136
wendy.henderson@feedthechildren.org

We hope that you will find this program of use and that it will be helpful in increasing the number of women in your screening and education programs.