

AVON
39 THE WALK TO END
BREAST CANCER

A PROJECT OF THE AVON BREAST CANCER CRUSADE



YOU CAN'T STOP ME

Whether you walk 13, 26 – or all 39.3 miles, you'll crush fear, doubt and breast cancer — one persistent step and donation at a time. Now that's fierce! Register today.



THE WALK TO END

AVON 39 IS FOR THE WALK TO END BREAST CANCER

AVON 39 CRUSHED 2015

AVON

39 THE WALK TO END BREAST CANCER

WHO WE ARE

THE AVON 39 SERIES IS THE LARGEST SOURCE OF FUNDING FOR OUR INITIATIVES.

We are the world's **largest** corporate-affiliated philanthropy focused on issues that matter most to women. Our focus is to lead efforts to **eradicate** breast cancer, **fund** breast cancer research and advance **access** to quality care.

2 DAYS, 39.3 MILES

4



- 2 days, 39.3 **Breast Cancer-Crushing** Miles
- A weekend long walking event to raise awareness and **money** for research and access to care
- On average **20K+** Walkers are supported by **400K+** donors, raising **\$41M+** annually
- Since 2003, nearly **200K** Walkers have raised over **\$580M+**

AVON
39 THE WALK TO END
BREAST CANCER
#POWEROF39

SEVEN MARKETS, ONE CAUSE

2016

HOUSTON
Apr 23-24

WASHINGTON DC
Apr 30-May 1

CHICAGO
Jun 4-5

BOSTON
Jul 9-10

SAN FRANCISCO
Jul 23-24

SANTA BARBARA
Sep 10-11

NEW YORK
Oct 15-16

SINCE 2003, NEARLY 200K WALKERS, OVER \$580M+ RAISED TO:

- **Improve breast cancer outcomes and reduce disparities** in survival rates at the community and national levels
- **Enable access** to medical advances and **support services** for breast cancer patients, particularly those from vulnerable populations
- **Invest in research** on the prevention, diagnostics, and treatment of breast cancer
- **Save lives**

AVON
39 THE WALK TO END
BREAST CANCER
#POWEROF39

POWER OF
39

WHY IT MATTERS

- Every 3 minutes a woman in the USA is diagnosed with breast cancer
- 240k+ **women** will be diagnosed this year
- 1 in 8 women will be diagnosed in their **lifetime**
- 2k+ new cases diagnosed among **men** this year
- Metastatic breast cancer will claim 40,000 lives this year

BREAST CANCER CONTINUES TO BE THE #2 KILLER OF WOMEN

YET FUNDING HAS DECREASED DUE TO:

- Cuts in National Institute of Health & National Cancer Institute budgets
- Increase in charitable fundraising events
- Competition from newer global causes



- Three generations of 39ers. Barbara Jo Kirshbaum has walked 100 times, inspiring thousands along the way. Her daughter Debora has walked 12 times and granddaughter Sara, who's crewed in 3 walks, walked her first AVON 39 in 2015. Together, they've raised over \$1.7M.

FUNDING IS PART OF THE CURE



PATIENT
AND NURSE
NAVIGATOR
PROGRAMS



BREAST CARE
SCREENING
PROGRAMS AND
EQUIPMENT



MOBILE
MAMMOGRAPHY
PROGRAMS



BREAST CANCER
RESEARCH
PROGRAMS

POWER OF
39

WHO WE ARE IMPACTING

A POWERFUL COMMUNITY

Walkers banding together in **solidarity** have one **goal**: to take breast cancer down. Too many sisters, mothers and friends have been lost. AVON 39 is a **force of change** that can't be stopped.

RESILIENT. DETERMINED. FIERCE.

- Women 35-54 and the men who support them
- Average HHI: \$75K
- College educated
- 75% are homeowners
- Each Walker engages (on average) 37 people





MOTHER



DAUGHTER



FATHER



GRANDMOTHER



SISTER



FRIEND

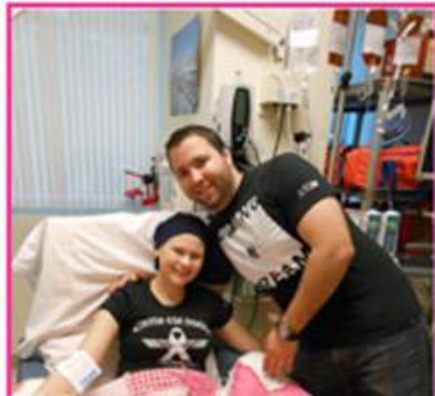
POWER OF

39

SPREAD THE WORD

GLAMOUR

"My Mom and I Battled Breast Cancer at the Same Time—Now It's Up to Me to Keep Fighting"



am NEWYORK WEDNESDAY September 10, 2015

HEALTH

THINK PINK
Fitness products for Breast Cancer Awareness Month
BY MEREDITH DELISO @meredithdeliso

More ways to show you care

For additional ways to mark Breast Cancer Awareness Month, here are upcoming events in October:

Avon 39 Over the course of two days, participants will walk 39.3 miles throughout New York City in this annual fundraiser, which donates net funds to local and national programs that provide care and conduct research, including CancerCare, The Avon Foundation Breast Cancer Center at NewYork-Presbyterian/Columbia University Medical Center and Mount Sinai School of Medicine. Oct. 17-18, avon39.org

Wendy
THE WENDY WILLIAMS SHOW



Chicago Tribune

SANTA BARBARA NEWS-PRESS

HOUSTON CHRONICLE

AVON
39 THE WALK TO END
BREAST CANCER
#POWEROF39

POWER OF 39

WHAT'S IN IT FOR YOU

PARTNERSHIP GOALS

Create mutually **beneficial** partnerships to generate **funds** and **awareness** to help end breast cancer while supporting women and men impacted by the disease. Execute **customized** activations to **engage** with our community of Walkers and supporters, and **drive** your business.

IMPACTFUL PARTNERSHIPS

- Align with a **globally** recognized charity
- **Customize** sponsorship packages to fulfill specific marketing objectives
- **Increase** brand awareness
- **Drive** sales and digital media
- Interact with **thousands** of participants through **experiential** and **customized** on-site activations
- **Challenge** employees and stakeholders in corporate marathon team and fundraising platforms

PHILANTHROPIC BENEFITS

- **93%** of consumers have a more **positive** image of the company or brand
- **90%** loyal to companies who **support** social or environmental issues
- **54%** of consumers have purchased a product **associated** with a cause over the last year
- **88%** of consumers want to hear about a brand's **philanthropic** related efforts

POWER OF

39

POTENTIAL ACTIVATIONS

CUSTOMIZED TO FIT YOUR GOALS

- **NATIONAL SPONSORSHIP** – thousands of impressions across 7 major markets
- **REGIONAL SPONSORSHIP** – thousands of impressions in a relevant and targeted market
- **CO-VENTURE** – driving sales of select products with a portion of revenue being donated to the Avon Breast Cancer Crusade



CUSTOMIZABLE CAMPAIGNS

- Brand inclusion in advertising, **marketing**, promotion and on-site **branding**
- Category exclusivity
- **Grassroots** marketing initiatives
- **Customizable** on-site activation
- Leverage a fully **integrated** marketing, media, promotional and social media **campaign**

SOCIAL MEDIA



114K+



23K+



5K+

POWER OF

39

IN GOOD COMPANY

RECENT PARTNERS



THANK YOU!

For more information please contact:

Shauna Sikorski
Vice President, Strategic Marketing,
Partnerships & Communications

LeadDog Marketing Group

ssikorski@leaddogmarketing.com

P 212.488.6558



AVON
39