

September Celebration

Show Your Support for Survivors



Photo credit: Ramil Sumalpong, Iconic Lab

We're ready to walk, race, and fundraise...how about you? We hope you plan to join us for our 18th Annual Walk/Run. At this fun and inspiring community event, we celebrate breast cancer survivors, remember those we have lost, and raise money for the services and products that HERS Breast Cancer Foundation provides.

Want some more details? Read all about the event in our official press release:
<http://www.prweb.com/releases/2017/08/prweb14595759.htm>

Sharing this release is a great way to show your support and get more people to participate and fundraise. (Hint, hint.) Our [Walk/Run page](#) is a great resource also.

REGISTER to participate as a walker or runner by Sept 25. Do it today so you don't forget! <http://www.itsyourrace.com/event.aspx?id=6292>

FUNDRAISE or **DONATE** online via CrowdRise.

<https://www.crowdrise.com/hersbcfwalkrun2018/fundraiser/hersbreastcancerfour>

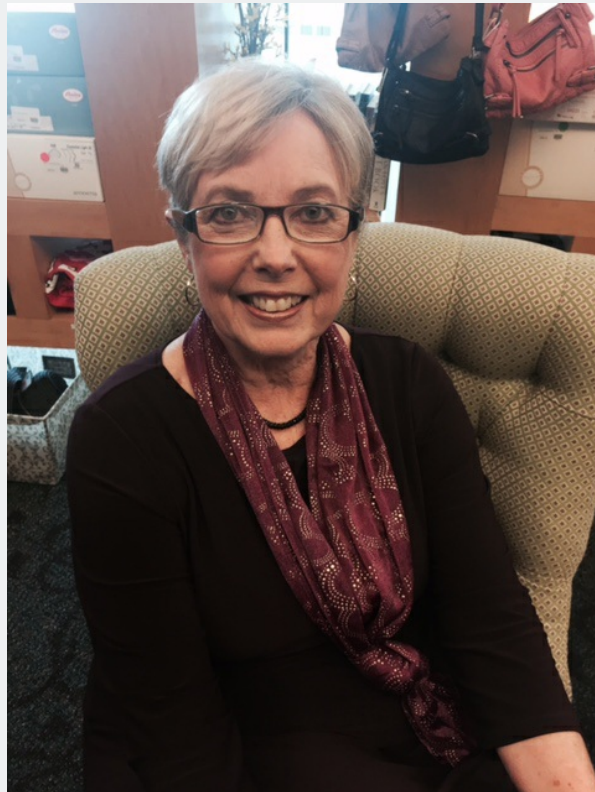
You can make a donation on the main event page or set up your own page (it's easy!) to send out to your friends, family, and network. Get a team together (some teams wear fun t-shirts or costumes) and see how much money you can raise. This is a great way to show support for a loved one with breast cancer.

DOUBLE YOUR DONATION

As in years past, the East Bay Community Foundation will match online donations if we are able to raise \$15,000 online through CrowdRise. This is a huge boost to our programs. Let's start building momentum – we are still under \$1000 (last week of August). We have made our goal in the past – let's do it again

Debra Shanley, Breast Care Specialist

HERS is so fortunate to have talented, dedicated staff. The compassionate services provided by our team of breast care specialists is the heart and soul of the organization. Debra Shanley helps clients with post-treatment garment fittings and product selection at the Fremont store. She shared her experience with us:



" I learned about HERS through my friend, Beverly Hagan, who has been an important supporter of HERS for many years.

I had even participated in the annual HERS walk with Beverly in the past, but it never occurred to me that this association would lead to the most rewarding career of my life.

In 2015, I was having my weekly lunch with Beverly and expressed an interest in looking for another part-time job opportunity in addition to my current job with a local chiropractor. Beverly suggested I get in touch with Dr. Vera Packard at HERS, as they might have an opportunity.

I emailed Vera, and I literally received a response in less than ten minutes! I was soon able to set up a meeting where I learned about becoming a Breast Care Specialist. I was intrigued, and was invited to come and observe for a week to see if this was something that would work for me. During that week I learned about the complexities of the job. From emotional support, to determining the products that will best serve their needs, it was clear to me that I would be in a unique position to truly change someone's life. I was hooked! I spent six months training under my experienced team members and became certified in December of that year and came to work full-time in early 2016.

Last year, I moved temporarily out of state. When I returned, I was so happy to have the chance to come back to HERS. It is an honor and a privilege to work with my amazing co-workers, and to have the opportunity to serve women as they face so

many challenges.

I have worked in many different fields through the years, from retail, to banking, to an investment firm, to a medical office. Each of these positions have helped me in one way or another in my current position at HERS.

I have been married for 26 years to Kim, and we have a 22 year old daughter, Tessa. Our extended family stretches the length of the west coast from California to Oregon, Washington, and Idaho. We spent most of our married life in Fremont, and recently moved to Campbell.

When I am working at HERS, I am inspired every day at how women face and deal with a devastating and frightening diagnosis. Each person is different, and the challenge is determining what I can do to serve them and meet their needs. At the end of the day, it is their happiness that matters the most.

Every person in the HERS organization works hard to provide an outstanding level of care and compassion. For such a small organization, we do a whole lot! As fitters, we discuss the benefits of the products we provide almost daily, and are always searching for new and better ways to help the people we serve. As a team, we strive to do our very best for each person that walks through the door. I am so proud to be a part of HERS, and to serve our Bay Area family and friends. The love and hope that washes over the crowd at our Walk/Run event always propels me to run harder and faster, and with purpose."

Sandra Ryan, Reaching Out to Survivors

Sandra Ryan is a Community Relations Volunteer, who works out of our Pleasanton location. Volunteers like Sandra are invaluable to the organization – we couldn't do it without them! Sandra does the important work of spreading the word about HERS and the services and products we provide to breast cancer survivors. She kindly took the time to tell us more about her volunteer role:



"I have been volunteering for HERS for about a year. As Community Relations Volunteer, I visit doctors' and medical offices, primarily in the Tri-Valley area: Pleasanton, Livermore, Dublin and San Ramon. I introduce and build awareness about the services of HERS. I visit the office managers and leave them program brochures to distribute to their doctors and patients. Every few months I return to these offices to bring them new brochures and discuss any program changes. I support the entire HERS organization, but primarily work to support the Pleasanton office.

I retired in January 2016 from San Ramon Regional Medical Center where I worked as marketing manager for more than 15 years. For nearly my entire career, more than 30 years, I have worked in hospital/health care public relations and marketing. I have a bachelor's degree in journalism from Marquette University in Milwaukee, WI.

Born in San Francisco, I moved with my family to San Mateo as a young child. My husband, Kevin and I both grew up in San Mateo. We moved with our daughter, Andrea, from San Mateo to Pleasanton in 1981. She now lives in Los Angeles with her husband and two daughters.

Since I retired, volunteer work has been my passion. I work for several organizations, including: Meals on Wheels where I deliver food to frail and elderly people, Friends of the Pleasanton Library where I sort books for their semi-annual book sales, the Catholic Community of Pleasanton, which I serve in many ways. Recently, I joined the Board of Directors of the Senior Support Program of the Tri-Valley.

I truly enjoy working with Vera Packard and the staff in the Pleasanton Office. I like visiting the doctors' offices, which I knew through my job at the hospital. I am excited to learn that the Pleasanton office has opened two days a week to accommodate the increasing number of clients.

Services for breast cancer survivors are important to me, because I have several relatives who have suffered from breast cancer. My closest cousin died at age 42 from breast cancer, leaving two small children".

YOU are Our Crowd. We Need You to Rise Up!

The Walk/Run is our biggest fundraiser of the year. It's also a great way to build our community and get the word out about how we help women feel whole again after breast cancer treatment. If everyone gives a little bit, and gets their friends and family to give a little bit, TOGETHER WE CAN DO A LOT!

We're trying to get to \$15,000. East Bay Community Foundation has generously offered to match donations if we do! Right now, it's GO TIME...we need to boost those donations.



DONATE

TO THIS FUNDRAISER

\$1,421

MONEY RAISED

Gene Chung	\$100
Candice Mateo	\$50
Darvy Franco	\$50
Kim Ruef	\$50
Gagan Crowal	\$50



9% Raised of \$15,000 Goal

FUNDRAISE FOR THIS CAMPAIGN

Two easy ways to support survivors and HERS programs:

1) Make a direct donation on our Crowdrise page:

<https://www.crowdrise.com/hersbcfwalkrun2018/fundraiser/hersbreastcancerfoun>

2) Set up a fundraising page at Crowdrise (by yourself or with a work team, sports/fitness team, playgroup team, survivor team, etc) and challenge yourself to see how much money you can raise in the next three weeks! It's easy, we promise:

- [Visit the fundraising team page on Crowdrise.](#)
- Click Fundraise for this Campaign
- Log in, or create a new account at Crowdrise.
- Click Join the Team to confirm - your personal page will be created, using the default event information and photos. (If you are already logged in, you may

need to click "Team" to get to Join the Team)

- You will be given a chance to create an update. Just write a simple statement about your involvement, what HERS does, and then ask for the dollars! Here's a suggestion, feel free to copy all or part:

Hi! I'm asking for a little help, I love this organization!

The HERS Breast Cancer Foundation Walk/Run brings hundreds of breast cancer patients and survivors from all over the Bay Area together to lace up their sneakers and rally family, friends and neighbors to raise funds to support those who have battled or are battling breast cancer. This is our 18th Annual Walk/Run!

East Bay Community Foundation will match online donations ... we just have to get to \$15K. We've done it before, let's do it again! Every little bit helps. Thank you! Also, if you want to join me at the event on Sept 30 at Quarry Lakes Park in Fremont, please reach out. It is a fun, inspiring event, and a great way to get exercise on a Saturday morning.

**Go Team! We Can Do It!
Thank you!!!!**



HERS Breast Cancer Foundation

Program Stores:

Fremont * Pleasanton

(510) 790-1911

hersinfo@hersbreastcancerfoundation.org

Click [here](#) to visit our website



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