

Making Strides Against Breast Cancer walk of Dane County FAQ's

What is Making Strides?

The Making Strides Against Breast Cancer event is an incredible and inspiring opportunity to unite as a community to honor breast cancer survivors, raise awareness about what we can do to reduce our breast cancer risk, and raise money to help the American Cancer Society fight the disease with breast cancer research, information and services, and access to mammograms for women who need them. Just a few hours of your time at one of the non-competitive, 3 mile events will help bring a lifetime of change for people facing breast cancer and their families.

Where does the money go?

The American Cancer Society is the leader in the fight to end breast cancer. But it's not about us; it's about you: Everyone who has ever walked in Making Strides Against Breast Cancer or supported the event. That's because the American Cancer Society is putting your dollars to work now – doing the most to help people with breast cancer today in every community and working tirelessly to find cures to end the disease tomorrow.

Helping women stay well and get well: One in every 2 women newly diagnosed with breast cancer reaches out to the American Cancer Society for help and support. We are in every community, providing free information and services when and where people need it. If you need someone to talk with at 3 a.m. (or any other time of the day or night), we're here. If your friend is losing her hair because of chemo, your mother needs a ride to treatment, or if a loved one needs a place to stay while in treatment away from home, we are the ones who can help.

Finding breast cancer's causes and cures: The American Cancer Society invests the most in research to find, prevent, treat, and cure cancer than any other non-governmental organization. Unlike some organizations that support only breast cancer research, we also fund research to find cures for all types of cancer, because we know that discoveries in one area can often help find answers in another. As a result, we've played a role in nearly every major breast cancer research breakthrough in recent history, including establishing mammography as the standard for breast cancer screening, discovering lifesaving treatments, and better understanding factors that can reduce our risk of getting breast cancer.

Fighting for all women: We know that finding breast cancer early, when it is easiest to treat, can mean the difference between life and death for so many. So, we provide screening guidelines, educate the public and health care professionals, and help ensure access to mammograms for women who need them.

The progress we're making because of Making Strides supporters is nothing short of remarkable. But it's no time to rest. We must redouble our efforts. More walkers mean the next big breast cancer research breakthrough. More walkers mean free lodging and transportation for breast cancer patients going through treatment.

Does the money I raise through Making Strides Against Breast Cancer go to fight breast cancer? Are my donations restricted to breast cancer, or are they used for other purposes?

All funds raised through Making Strides Against Breast Cancer are restricted to support the American Cancer Society's fight to end breast cancer. Specifically, these dollars are used to make a difference in the following ways:

- Helping people take steps to reduce their risk of breast cancer or find it early when it is most treatable
- Investing in research to find, prevent, treat and cure the disease
- Providing free information and services to help women facing breast cancer today – when and where they need it – including transportation, lodging, wigs, support programs, financial assistance, etc.
- Ensuring access to mammograms for women who need them, and encouraging lawmakers to pass laws to defeat breast cancer

Why should I support the American Cancer Society Making in their fight against breast cancer?

Because the American Cancer Society is leading the fight to end breast cancer...

- Because we invest more in breast cancer research than any other cancer – to find, prevent, treat, and cure the disease. We've played a role in nearly every major breast cancer research breakthrough in recent history, and we will continue our work until we end the disease.
- Because 1 in every 2 women newly diagnosed with breast cancer reaches out to us for help and support. We're in every community providing them with free information and services – when and where they need it.
- Because we're ensuring access to mammograms for women who need them.

Is there a registration fee? And are there registration deadlines?

Yes, the registration fee is \$25. On October 3rd at midnight the opportunity to register via website will be closed. After October 3rd you must register in person at the walk and the fee will increase to \$35 to participate.

Do I have to register for the walk?

Yes. All participants must be registered for the walk. This registration gives the event planning volunteers an accurate count for logistics of the event and gives them the opportunity to share with you details for the event as they become available. Thank you in advance for taking the time to register. We encourage participants to register early as the day of registration fee does increase from \$25 to \$35.

Do I have to register online, or can I pay offline with cash/check?

Yes. You can contact your local office for assistance on paying your registration fee with cash/check. You may also register the morning of the event with cash or check but please keep in mind the fee on Saturday is \$35.

Does my registration fee include an event T-shirt?

Yes. Your registration fee counts towards your fundraising goal and all participants who register before September 9 will receive an exclusive long sleeve Making Strides Against Breast Cancer shirt. For those that register after September 16 you will get an event t-shirt while supplies last on a first come first serve basis.

When will I get my event Tshirt?

There are two options to pick up your event t-shirt.

- Friday - October 4, 2013 - EXPRESS REGISTRATION at TBD for express registration 4:00-7:00pm **What does this mean? and why should I do it?** Express registration will give you the opportunity to pick up your T-Shirt, walk materials, turn in your donations and skip all the lines on Saturday morning!
- Saturday - October 5, 2013 - MAKING STRIDES AGAINST BREAST CANCER WALK 8:30-9:30am Registration, donation drop off, and T-shirt Pick up

Is there a registration fee for Breast Cancer Survivors?

Our Making Strides guests of honors do not have to pay a registration fee. If you are a survivor, simply choose "I am a survivor ready to make Strides" as you are registering. This allows you to move on to the next step and complete the registration process without paying. Our Survivor guests who register before September 16 will receive an exclusive long sleeve PINK Making Strides Against Breast Cancer Survivor T-shirt. For those that register after September 16 you will get an event t-shirt while supplies last on a first come first serve basis.

What is a survivor?

A Survivor is anyone who has heard the words “You have cancer” at any point from diagnosis to treatment to remission for the longevity of their life.

Can I purchase additional event t-shirts the morning of the walk?

Shirts will not be available to purchase at the walk. You are welcome to bring a guest to the Making Strides Against Breast Cancer event, but only registered participants will receive a t-shirt and other day of event amenities. Your guest(s) can register and receive a shirt; however, participants who register after the deadline or at the event are not guaranteed a shirt.

Do I have to fundraise a certain amount?

We encourage all our participants to fundraise based on their passion for fighting breast cancer. Every donation makes a difference regardless of its size. The American Cancer Society recognizes that fundraising has its challenges and we truly appreciate all the efforts put forth by our fundraising participants.

When and where do I turn my donations in?

You can **always** mail your donations in to the American Cancer Society - Attn: Dane County Strides - 8317 Elderberry Rd - Madison, WI 53717 anytime throughout the year. Please indicate your name and team name when mailing in donations so the proper participant and team get credit for their hard work. We will be accepting donations for the 2013 walk until December 31, 2013.

You also have two other options to submit your donations.

- Friday - October 4, 2013 - EXPRESS REGISTRATION at **TBD** for express registration 4:00-7:00pm **What does this mean? and why should I do it?** Express registration will give you the opportunity to pick up your T-Shirt, walk materials, turn in your donations and skip all the lines on Saturday morning!
- Saturday - October 5, 2013 - MAKING STRIDES AGAINST BREAST CANCER WALK 8:30-9:30am Registration, donation drop off, and T-shirt Pick up
-

I cannot participate this year, can I still make a donation?

You can **always** make a donation by visiting our website at www.makingstrideswalk.org/danecowi or by mailing your donations in to the American Cancer Society - Attn: Attn: Dane County Strides - 8317 Elderberry Rd - Madison, WI 53717 anytime throughout the year. Please indicate your name and team name when mailing in donations so the proper participant and team get credit for their hard work. We will be accepting donations for the 2013 walk until December 31, 2013.

Do I have to be a part of a team?

You can walk as part of a team or register as an individual participant for the walk.

Who do I contact for questions?

You can contact the American Cancer Society staff Partner Laura Strickland at laura.strickland@cancer.org or call 608.662.7547.

What if the weather is bad?

Making Strides Against Breast Cancer will only be cancelled for severe weather. Please note if the weather conditions are not favorable for you personally the choice is always yours on whether or not to participate.

Do I have to walk the whole thing?

The walk is designed as a 3 mile noncompetitive fundraising walk. You are free to walk at your leisure. You can choose if walking is appropriate for you and then you determine the length that suites you.

What types of activities will be going on besides the 3 Mile walk?

Visit your event details page on the website for a listing of scheduled activities. This list will be refreshed as the event planning team secures activities and information becomes available.

General Schedule: Saturday - October 5, 2013

8:30-9:30am Registration, donation drop off, and T-shirt Pick up

9:00am Survivor Photo

9:30am Opening Ceremony with Walk to Follow

10:30am Closing Ceremony

I forgot my username and password?

No worries. You can have the website send you an email directly to you with your previous username and password or you can contact your American Cancer Society staff Partner at laura.strickland@cancer.org.

Can I bring my dog?

We ask that you leave your four legged friend at home. This is event has a large crowd of people and for the safety of their paws this walk is better suited for our two legged friends.

Can I bring a stroller or wagon? Rollerblades? Skateboard?

This is a family friendly event and we encourage everyone to rally together to fight breast cancer. Strollers and wagons are allowed. We just ask that slower "traffic" keep to the right or start the walk towards the back for the safety of all of our participants. (Please note rollerblades, scooters, skateboards, bikes etc. are not permitted.)