Your guide to FUNDRAISING

LIVING BEYOND BREAST CANCER®

Thank you

Thank you for choosing to fundraise in support of Living Beyond Breast Cancer and our work to ensure that every person diagnosed with breast cancer has the emotional, practical, and trusted information they need to live their best everyday life.

In this guide you'll find what you need to get started from tips and inspiration to tools and support.

If you have any questions or need some help, we're here. Contact Isabella at ivalenti@lbbc.org or call 484-222-4415.

"It is hard to find the exact words to say how appreciative I am to have LBBC on my side at a time in my life when I've been given a diagnosis that changes your perspective on life. —Nicole S.

Sheila, a **Hear My Voice** metastatic advocate, and her daughter Mel raised over $400 on their JustGiving fundraising page!

Living Beyond Breast Cancer

Living Beyond Breast Cancer is a nonprofit organization that helps people diagnosed with breast cancer understand their options, make informed decisions, and connect to people who have been where they are.

We believe that finding ways to support emotional and mental health is just as important as getting the right cancer treatment.

- Our peer-to-peer **Breast Cancer Helpline** answers calls from people during their hardest days. Each year, we help over 750 people with emotional support, guidance, and hope.
- Our **blog** has been named one of the Best Breast Cancer Blogs by Healthline. It's home to personal stories of people impacted by breast cancer, including the voices of those often underrepresented such as people living with metastatic disease, young women, and Black women.
- In 2025 we distributed over 310 **grants** totaling $340,000 to individuals in treatment so they can focus on their health instead of their bills.

View complete list of programs & services at **lbbc.org/ourwork**

Charity Navigator FOUR-STAR

Living Beyond Breast Cancer is one of the highest ranked breast cancer charities in the United States. For 20 straight years, Living Beyond Breast Cancer has earned a 4-star rating from Charity Navigator, the highest possible ranking for financial health and accountability.

Your dollars make a difference

$25 supports our medically reviewed content for people newly diagnosed with breast cancer.

$50 buys two books tailored for children with a parent who has been diagnosed with breast cancer from our Reading for Reassurance program.

$100 supports a call to our Breast Cancer Helpline with a trained peer volunteer.

$500 underwrites the cost of one person to attend our annual Conference on Metastatic Breast Cancer in person.

$1000 provides a one-time grant to a person who is in active treatment for breast cancer

84 cents of every dollar raised goes directly to resources for people diagnosed with breast cancer.

Getting started

With DIY (do-it-yourself) fundraising you can turn any activity, hobby, or event into a way to support Living Beyond Breast Cancer and those navigating a breast cancer diagnosis. The first step is simple – brainstorm ideas that genuinely excite you! Whether it is selling baked goods or organizing a pickleball event, let your personal interests guide your DIY fundraiser.

On your own

Turn your passion into purpose. Climb a mountain, host a bake sale, challenge yourself - do anything you love as a fundraiser. Our JustGiving fundraising pages make this easy!

Host an event

From a car show to a softball tournament or a craft fair with your faith community, proceeds from events are a great way to raise awareness and funds for breast cancer.

On social media

Turn your special day – finishing treatment, birthday, anniversary, or any occasion into a fundraiser on social media.

At work or school

Host a dress down or spice it up day, challenge friends, teachers, or colleagues in a contest, host a raffle, potluck, or lunchtime yoga class.

Many companies offer to match the money employees have raised. Speak to your HR department to see if this is something your company offers.

In honor or memorial

Create a fundraiser in memory of a loved one or in honor of a friend or family member to show your support.

Ideas & Inspiration

- Bake Sale
- Polar Plunge
- 5k/Walk-a-thon
- Car (or Dog!) Wash
- Fashion Show
- Dress Down Days
- Afternoon Tea Party

Set-up your online fundraising page

The easiest way to fundraise and promote your fundraiser is by setting up a JustGiving page. Follow these steps and link your fundraiser to Living Beyond Breast Cancer.

Tell your story

Customize your page with your personal story, photos, and updates. Think about why you're raising money for Living Beyond Breast Cancer and why the cause is important to you. What matters to you, matters to your friends and family.

Set a goal

Setting a goal gives your supporters something to get behind, so don't be afraid to go big. And if you reach your goal, you can increase your amount.

Inspire action

Show your personal commitment to the cause and be the first to make a donation. This will likely inspire others to get involved.

Reach out

Email your friends, family, and colleagues with the link to your page, and share it on social media. Share posts to your stories and get your friends to interact with your posts. Include examples of how fundraising makes an impact. See our promotional tips on the next page.

Share

Your JustGiving page comes with a personalized QR code. Add the QR code to our editable posters. Then print and display them around your community. People can then scan the code and donate directly to your page.

Update and follow-up

Update your page with progress and resend to your contacts who haven't responded. We receive many messages each day; it's hard to keep track of what's important. Follow-up with anyone who hasn't responded. Chances are they intended on getting around to it!

Gratitude

Thanking your donors is the most important part of fundraising. Make sure that your donors know how much you appreciate their support! Send personalized emails, hand-written notes, or tag them on social media. After the event, update your page with photos and the result, and remind people they can still donate.

If you need any help with your page, check out JustGiving's help section at help.justgiving.com

Promote your fundraiser

People can't support you and your fundraiser if you don't ask. We've rounded up some of our top tips to help you spread the word.

Email your friends, family, and co-workers. Be sure to include a link to your JustGiving page and how they can get involved.

Create your own posters to promote your event. Download our poster templates and personalize them for your event. Ask to display them at your library, shops, and local businesses, etc.

Reach out to local newspapers, radio stations and community websites in your area to share your story. If you're hosting an event, ask to list it on their calendar of events.

Make a presentation at work, school, or to your community or faith group.

Top tips for SOCIAL MEDIA

Write a post, record a video, or go LIVE to talk about your fundraiser.

- Download and share our social media graphics or use your own.
- Be sure to include a link to your online fundraising page on your profiles or posts.
- A picture says a thousand words – always add pictures to your posts, it can be of you, photos about your fundraiser, or someone you're fundraising in honor of.
- Tag @LivingBeyondBC – we love to see what you're doing and cheer you on!
- Use popular hashtags like #breastcancer and #livebeyondbc to get more attention.
- Create a fundraiser on Facebook or Instagram

Get our promotional toolkit

TIP: Be sure to add your personalized JustGiving QR Code to your poster.

Frequently asked questions

Is JustGiving the only website that can be used for my fundraiser?
We've found that JustGiving is the easiest website to use. However, Facebook, Instagram, and Eventbrite are other options. Watch our JustGiving video tutorial to learn more.

Does Living Beyond Breast Cancer have tools I can use to promote my fundraiser?
Yes! We've created social media graphics and posters that can be used for your fundraiser. **Download them here.** If there is something else you're looking for, let us know.

Does Living Beyond Breast Cancer have any giveaways I can use for my event?
As a nonprofit organization we strive to keep our overhead costs low so we have limited materials to give away, however we do have breast health materials and branded pens, pins, and stickers. Contact Isabella at ivalenti@lbbc.org and we will do our best to meet your needs.

Can Living Beyond Breast Cancer promote my fundraiser?
While we cannot guarantee the promotion of individual fundraisers, submit your request to Isabella at ivalenti@lbbc.org. Be sure to check-out our promotional tips on page 6 and **download our promotional tools**.

Can someone speak or volunteer at my fundraising event?
Depending on the location and time of your event, we will work with our volunteer coordinator to find someone to support your event. Please contact Isabella at ivalenti@lbbc.org with your request.

What are the guidelines for fundraisers that include door prizes, raffles drawings and/or sweepstakes?
Federal and state laws prohibit and/or restrict certain gaming activities such as door prizes, raffles, drawings, etc. These laws vary from state to state. Please be advised that Living Beyond Breast Cancer cannot provide legal or tax advice to individual fundraisers.

How should checks be made out?
Please make checks payable to Living Beyond Breast Cancer. Include a note with fundraiser details or write the fundraising coordinator name in the memo line. All checks should be mailed to:

Living Beyond Breast Cancer
40 Monument Rd #104
Bala Cynwyd, PA 19004

Is Living Beyond Breast Cancer a nonprofit organization?
Yes, Living Beyond Breast Cancer is a national 501c3 nonprofit organization.

Is my donation tax-deductible?
Contributions to Living Beyond Breast Cancer may be fully tax deductible permissible by law.

Will I receive a tax receipt for my donation?
Living Beyond Breast Cancer issues physical tax receipts for donations received by check through the mail. If you make an online donation using a credit or debit card, you'll receive an immediate acknowledgement. If your donation is in cash form, you will not receive a tax receipt.

Additional questions? Contact Isabella, Development Coordinator, at ivalenti@lbbc.org or call 484-222-4415.

Breast health resources

Sharing information about breast cancer during your fundraiser is a great way to raise awareness about breast cancer and encourage friends and family to understand their risk.

We have several tools that you can download and print or share digitally as part of your fundraising efforts.

- **Breast Cancer Facts Infographic:** You can download and print this handy resource or link to it from your fundraising page or emails.

- **Breast Cancer Facts Flyer:** Print this 8.5 x 11" flyer on your own and share at your event or use the information from this page on your fundraising page, in your emails, or on social media.

- **LBBC.ORG**: Our website is full of trusted information and personal stories of people impacted by breast cancer. Some pages you might find helpful include:

  - About Breast Cancer
  - Blog
  - What to say to someone with breast cancer
  - Family & friends
  - Community

Thank you for your support!

Ready, set ...

FUNDRAISE!

For additional support and tools, check out our fundraising pages at lbbc.org/fundraise or contact us at ivalenti@lbbc.org!

LIVING BEYOND
BREAST CANCER®

Thank you!

Breast cancer facts

Breast cancer is the most common cancer in women in the United States, except for skin cancers.

About **1 in 8 U.S. women** will develop invasive breast cancer over the course of their lives.

Anyone with breast tissue can get breast cancer, **even men**.

Approximately 15% of women who get breast cancer have a **family member** diagnosed with it.

In 2025, an estimated 170,000 people in the U.S. live with metastatic, or stage IV, breast cancer. **Metastatic breast cancer** is breast cancer that has spread to other parts of the body.

For the last 30 years, the mortality rate for breast cancer has been declining. But at the same time, the **rate of people diagnosed with breast cancer has been rising**.

In 2025, an estimated **42,680 people in the U.S. will die** from metastatic breast cancer.

Learn more about breast cancer

lbbc.org/aboutbc

Black women are 38% more likely to die from breast cancer than white women, despite lower incidence of disease.

10% of all breast cancer cases happen in women 45 years old and **younger**.

Breast cancers in women under 45 are more likely to be diagnosed at a **later stage** than older women.

Young women tend to have **dense breasts**. Mammograms are less likely to find tumors in women with dense breasts.

LIVING BEYOND BREAST CANCER®