

# AVON

FOUNDATION

# news

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## Letter From the President

Welcome to the inaugural *Avon Foundation News*. Since 1955 the Foundation has been committed to improving the lives of women by supporting programs that offer economic opportunity and provide care and research for breast cancer. We are proud to have provided more than \$300 million to the breast cancer cause in 50 countries and awarded more than 11,000 scholarships and grants. As we approach our 50th anniversary we want to share news with our partners in this mission—our donors, supporters, beneficiaries and friends.

Andrea Jung, Avon Products, Inc. Chairman and Chief Executive Officer, echoed company founder David McConnell when she stated *“At Avon we measure our accomplishments in two ways – in what we achieve as a business, and in our commitment to what we can do for others.”* The Avon Foundation’s mission is to have a lasting and significant impact on women’s lives. We thank you for helping make this dream come true.

Kathleen Walas

## Women in Science: New Discoveries in Breast Cancer

The Avon Foundation is currently funding an important prospective study at the Massachusetts General Hospital Cancer Center, in collaboration with scientists in the Netherlands, which may someday provide an important prognostic tool in breast cancer patients. The study involves a new technique known as “gene expression profiling.” This technique uses DNA microarrays, or “gene chips,” which allow thousands of genes to be scanned at once, and allows researchers to see which genes are expressed, or “turned on” in a particular tumor using only a tiny bit of genetic material. Genes that are expressed in a particular genetic sample essentially “light up” on the gene chip.

Currently, the prognosis of a newly-diagnosed breast cancer is based on a variety of criteria: age, tumor size, tumor type and grade (determined by a pathologist), hormone receptor status and lymph node status.

Because these factors are imperfect predictors of the risk of recurrence, many oncologists over treat patients with systemic therapies, such as chemotherapy or hormonal treatments, which often have major side effects. While less common, oncologists also under treat tumors that are very small but aggressive.

In earlier retrospective studies done by researchers in the Netherlands, a 70-gene “signature” was identified that predicted the outcomes of newly diagnosed breast cancer patients with a high degree of accuracy.

Gene expression profiling may give us another tool with which to make important treatment decisions, and by knowing which genes are “turned on” in a tumor, it may be possible for researchers to identify the genes that play key roles in the growth and spread of tumors - genes that could become the targets of new therapies.



Paula Ryan, MD, PhD is one of the co-collaborators on the “gene expression profiling” project.

## Financial Support Aids Medically Underserved

Despite advancements in treatment and early detection, it is estimated that there is a new diagnosis of breast cancer in the US every three minutes, and every 14 minutes a life is lost to the disease. The Avon Foundation annually earmarks significant funding for grassroots education, awareness and support service programs, as well as screening and diagnosis, as part of our mission to fund access to quality breast care for all.

In 2000, the Avon Foundation and CancerCare established the "AVONCares Program for Medically Underserved Women," to provide financial assistance to low-income and uninsured women throughout the country. Through Foundation gifts totaling more than \$11 million, as of 2003 the AVONCares Program has helped more than 16,000 women in 50 states, and the demand for these services continues to grow.

The grants were awarded for women with limited income and resources for:

- transportation and/or an escort to and from treatment and/or diagnostic procedures
- childcare and/or elder care for women undergoing treatment
- assistance for diagnostic (post-screening) services

Women helped through the AVONCares Program can also access CancerCare's other vital resources and services, including counseling, educational workshops, assistance in obtaining breast prostheses and wigs, local referrals and information on coping with cancer and treatment side effects.

For information on the AVONCares, contact CancerCare at 1-800-813-HOPE (4673) or visit [cancercare.org](http://cancercare.org).



## New Breast Health Resource Guide

The new Avon Foundation Breast Health Resource Guide is available to provide important information on breast cancer, early detection, medical and support resources, and a glossary of terms. The Guide can be printed in both English and Spanish directly from the Avon Crusade section of the Web site [avonfoundation.org](http://avonfoundation.org). Printed copies are also available for order by Avon Sales Representatives nationwide.

## Fashionable New Fundraising Products

Two new accessories join the Avon Breast Cancer Crusade Pink Ribbon product collection: the Pink Ribbon Necklace and Locket Keychain. Both are available from [www.avonfoundation.org](http://www.avonfoundation.org) and Avon Sales Representatives, who are dedicated to raising funds and awareness for the breast cancer cause. Net proceeds (50-87% depending upon product) are donated to the Avon Foundation.



*Every Crusade product arrives with the free informational Avon Foundation Breast Health Resource Guide.*

The Crusade Pink Ribbon Necklace is a pink rhinestone pendant on a silvertone chain, priced at only \$7.50—an elegant way to raise awareness for the cause. The Crusade Locket Keychain is heart-shaped with a brushed silvertone finish topped with the signature ribbon in pink rhinestones. Affordably priced at \$5.00, it offers a unique keepsake for a photo or special memento.



## First Lady Visits Capital Breast Cancer Center



Laura Bush (center) visited the new Capital Breast Care Center (CBCC), opened by Georgetown University's Lombardi Comprehensive Cancer Center, in southeastern Washington, DC on March 9. The CBCC was made possible through a \$1,000,000 start-up grant from the Avon Foundation. Joining Mrs. Bush are (l to r) Dr. Jeanne Mandelblatt, Director of the CBCC, Andrea Jung, Chairman and Chief Executive Officer, Avon Products Inc., Dr. Richard Pestell, Director, Lombardi and Kathleen Walas, President, Avon Foundation. An additional \$500,000 gift from the Foundation was announced during the visit.

# Let Your Feet Do the Talking: Avon Walk for Breast Cancer 2004



On six weekends May to October, thousands of people of all ages will take part in Avon Walk for Breast Cancer events, traveling to and through six US cities to help defeat breast cancer. Each Avon Walk offers the option of walking a marathon (26.2 miles) or a marathon and a half (39.3 miles), starting early Saturday morning and finishing Sunday afternoon with a closing celebration. Saturday's home-away-from-home is the Wellness Village, complete with hot meals, showers, sleeping tents, and medical and massage services. Walkers are cared for every step of the way by an army of crew and volunteers.

To participate, each walker is required to raise a minimum of \$1,800 in donations – funds that will help save lives. Fundraising and training support are provided from start to finish.

## Avon Walk for Breast Cancer 2003

**More than 11,000 participants in 2003 raised over \$28 million. Event beneficiaries include:**

### Boston

- Boston Medical Center

### Chicago

- John H. Stroger, Jr. Hospital

### Cincinnati

- Jewish Hospital

### Los Angeles

- John Wayne Cancer Institute and Center for Healthy Aging

### New York

- CancerCare
- Herbert Irving Comprehensive Cancer Center at Columbia Presbyterian Medical Center, New York-Presbyterian Hospital

### Portland

- Oregon Department of Human Service Breast and Cervical Cancer Program

### San Francisco

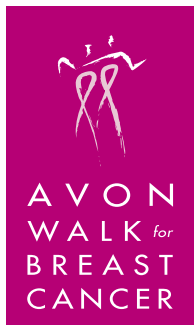
- Mendocino County Cancer Resource Center
- CityTeam Ministries

### Washington, DC

- Food & Friends
- Lombardi Cancer Center at Georgetown University

## 2004 Event Schedule

Washington, DC	May 1-2
Boston	May 15-16
Chicago	June 5-6
San Francisco	July 10-11
Los Angeles	September 11-12
New York	October 2-3



**Get involved! Visit [avonwalk.org](http://avonwalk.org) or call or 1-800-720-WALK**

Please clip and return

## Help Support the Programs of the Avon Foundation

Enclosed is my tax-deductible (Tax ID# 13-6128447) gift of:  \$250  \$100  \$50  \$25  \$\_\_\_\_\_

My company will match this gift. Enclosed is my completed matching gift form.

Please make checks payable and mail to:



**1345 Avenue of the Americas  
New York, NY 10105**

Please charge my  VISA  MasterCard Exp Date \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Signature \_\_\_\_\_

Donor information (please print or type):

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_



## Avon Yellow Ribbon Fund Awards Millions to Assist Military Families

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Thanks to the dedication of Avon Sales Representatives, who sold special Avon Yellow Ribbon Pins in 2003, nearly \$3,000,000 net was raised for the Avon Yellow Ribbon Fund to benefit military families.

The Avon Foundation awarded the first Yellow Ribbon gift of \$1,000,000 to the Intrepid Fallen Heroes Fund to provide direct financial aid to the families of military personnel killed in Operation Iraqi Freedom and other military operations. The Avon funding is the largest foundation gift ever received by the Fallen Heroes Fund.

A \$500,000 gift from the Yellow Ribbon Fund was awarded to the Fisher House Foundation to help construct a "comfort home" on the grounds of Walter Reed Army Medical Center in Washington, DC. The house is for families of servicemen and women undergoing treatment for unexpected injury or illness. The remaining Yellow Ribbon funds will be disbursed among several military relief agencies to provide further support for spouses and children as military operations around the world continue.

## Supporting the Safety Net

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This spring the Avon Foundation launched a new access to care initiative, "Supporting the Safety Net," to fund public and safety net hospitals that care for low-income, uninsured individuals. As part of the commitment to return funds to communities where they are raised, gifts will be awarded to qualifying institutions in the areas of events such as the Avon Walk for Breast Cancer. Grant recipients will be announced beginning in May.

For information on Avon Foundation grant guidelines visit  
[www.avonfoundation.org](http://www.avonfoundation.org).

## Celebrity Partners with Avon Foundation

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Actress Salma Hayek, new spokesperson for Avon Products, Inc., will partner with the Avon Foundation on violence against women initiatives beginning in 2004. Hayek stated "I am very optimistic that in joining forces, we can truly make a difference to the important cause of domestic violence and bring hope and empowerment to women around the world." In her honor, \$25,000 was awarded by the Avon Foundation to the National Domestic Violence Hotline for telephone translation services.

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