

“I pray for the day that I never have to tell someone that a loved one has lost their life to breast cancer.”

— Ragsbert Phillips-Reed, M.D., FACS
CEO, MetroSurgical Associates, Inc.
Breast Surgeon
Founder, Sisters By Choice

For More Information Contact:
Sisters By Choice

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Supporting Breast Cancer Patients Through Awareness, Advocacy and Action



 Dear Prospective Sponsor:

Sisters By Choice is a not-for-profit breast cancer support organization committed to addressing the health concerns faced by men and women in Georgia. This year, one in eight women will be diagnosed with breast cancer in the U.S. Thousands of women will not receive the lifesaving screenings and treatment they need because they lack access to quality breast care and resources. In Georgia, breast cancer is the leading cancer diagnosed among women.

Our team is taking to the streets in a mobile breast clinic designed to bring valuable care to the places people need it most – in their own communities. We need your support.

Through partnership with our organization you will help increase awareness about breast cancer education, screening and treatment programs and support the men and women who are trying to end this disease.



This brochure is designed to educate you about the challenges posed by breast cancer, but more importantly the opportunities that you have to help. Together, we will save lives and inspire hope in our community.

With sincere appreciation,

Ragsbert Phillips-Reed, M.D.

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SBC OVERVIEW

Sisters By Choice (SBC) is a not-for-profit 501(c)(3) support organization committed to addressing health challenges faced by men and women with breast cancer.

We are dedicating our efforts to building a unique mobile breast clinic that can facilitate remote screening and diagnostic services. The goal is to help address the lack of breast cancer care available across parts of Georgia by providing timely and adequate diagnosis and treatment.

The funds we raise will benefit SBC's Mobile Breast Clinic. It will provide screenings, diagnostic services, treatment referrals, education and access to clinical trials to medically underserved men

and women in rural and urban Georgia. This complete diagnostic care will make our clinic historic. It will be the first of its kind in Georgia, and among the first in the nation.

At SBC, we are women and men from all walks of life – from every social, economic, ethnic and religious background. We have chosen to come together and fight a common enemy that never discriminates. We are committed to making a difference!

By working together to deliver health and hope on the road, we will inspire strength and encourage change. We will fight breast cancer. We will win.

OUR HISTORY

Sisters By Choice was founded in 1989 by Ragsbert F. Phillips-Reed, M.D., a renowned Atlanta-based breast surgeon. Early on, Dr. Phillips-Reed saw the need for programs that would increase public knowledge and awareness of breast cancer to reduce the mortality and morbidity of the disease. In addition, Dr. Phillips-Reed wanted to improve the delivery of breast health services and facilitate support for women diagnosed with breast cancer.

Initially formed as a support group for women diagnosed with breast cancer and their families,

SBC has evolved into a multi-faceted organization serving women in Georgia.

SBC's goal is to grow as an innovative leader in breast cancer education and awareness and to provide resources for both men and women diagnosed with breast cancer.

We provide a variety of programs targeting women who are uninsured and underserved, including sponsorship and participation in community health fairs and screening programs.

“Breast cancer is something that happens when you're planning other things.”

— Ragsbert Phillips-Reed, M.D., FACS
CEO, MetroSurgical Associates, Inc.
Breast Surgeon
Founder, Sisters By Choice

OUR VISION

- To continue to be a leading provider of innovative programs that educate the public about breast cancer
- To support men and women diagnosed with breast cancer and their families
- To partner with other breast health advocacy groups to help eradicate the disease

OUR MISSION

To significantly reduce the incidence and severity of breast cancer by delivering innovative programs that:

- Increase breast cancer awareness, education and early detection
- Provide treatment programs for underserved and uninsured men and women
- Establish a network of support group chapters that provide resources, information and counsel to individuals diagnosed with breast cancer and their families



BREAST CANCER FACTS

IN THE UNITED STATES

- Breast cancer is the most common cancer diagnosed among women throughout the United States
- Each year, more than 200,000 women are diagnosed with breast cancer and more than 40,000 women die from the disease

IN GEORGIA

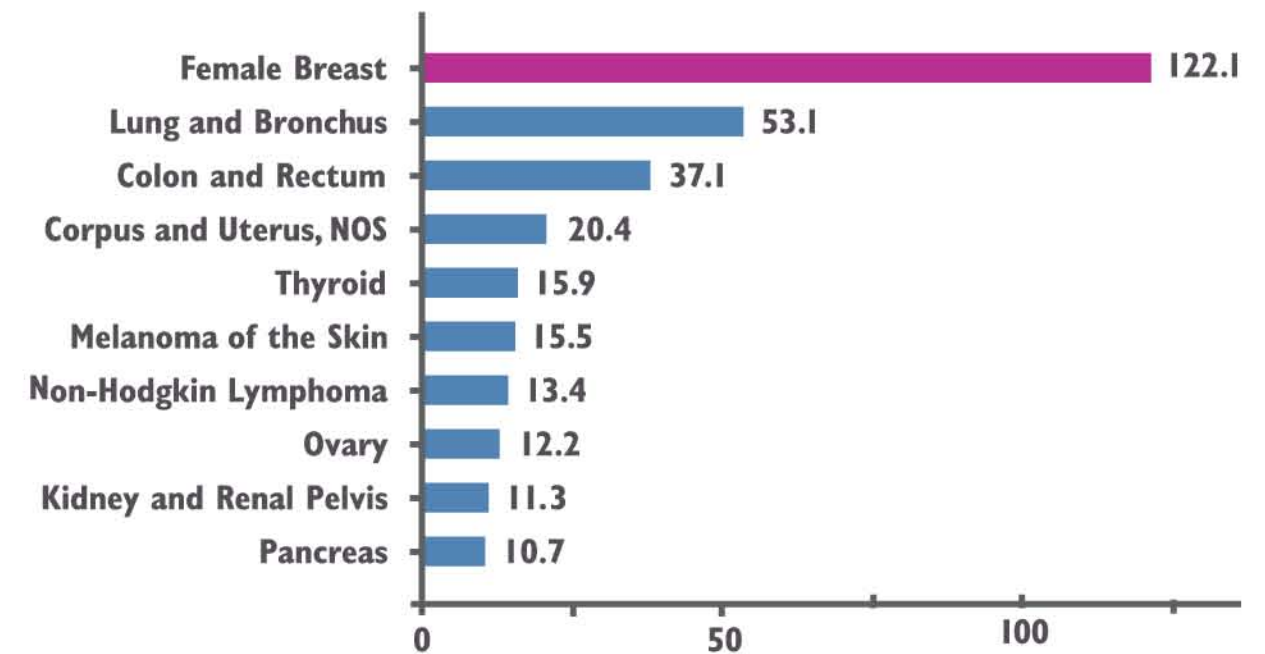
- Breast cancer is the most common cancer diagnosed among women in Georgia
- Breast cancer is the second leading cause of cancer deaths among Georgia women
- Each year, more than 6,000 women are diagnosed with breast cancer and more than 1,000 women die from breast cancer
- 30% of breast cancers have already spread beyond the breast when they are diagnosed
- 19% of Georgians do not have health insurance, making Georgia the 6th highest uninsured state
- 33% of Georgia counties do not have mammography machines
- 75% of Georgia counties are considered medically underserved

“There are many important causes to which we can dedicate time and treasure. What motivates me are not only the tragic stories of death, but the stories of success that lead to a long and fruitful life. I think we are measured by the difference we make in people’s lives. ”

—William “Billy” Lovett
Principal, Brookwood Capital Group, LLC
Advisor, Sisters By Choice



TOP TEN CANCERS DIAGNOSED AMONG WOMEN IN GEORGIA*

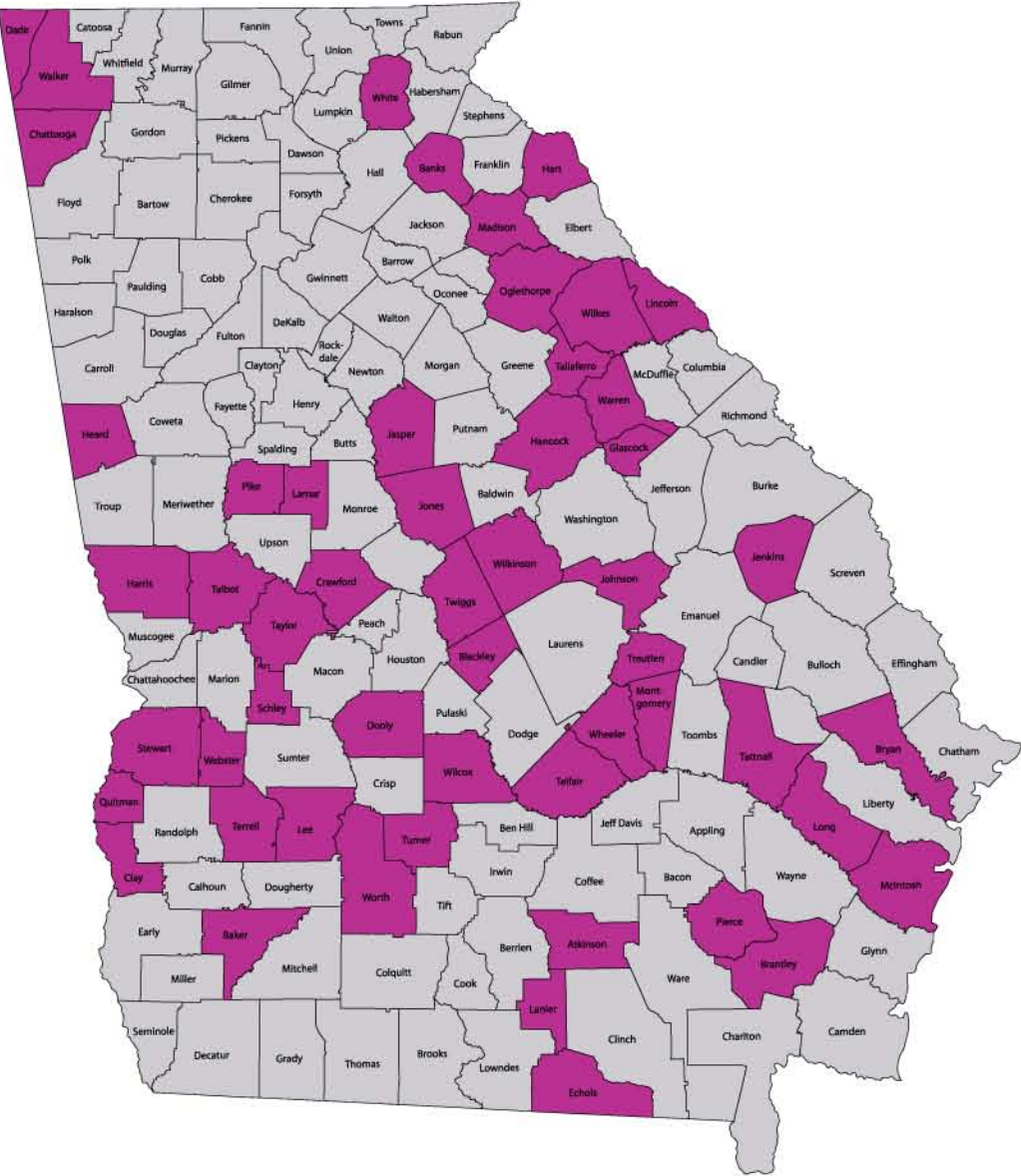


*per 100,000 persons in 2009

“My passion is doing what I can to help other breast cancer survivors know they are not alone. They have a place to go to get answers to their questions and support for what they are going through. ”

—Jeanne Calloway
Senior Vice President & CFO, First Data International Division
Treasurer, Sisters By Choice
Breast Cancer Survivor

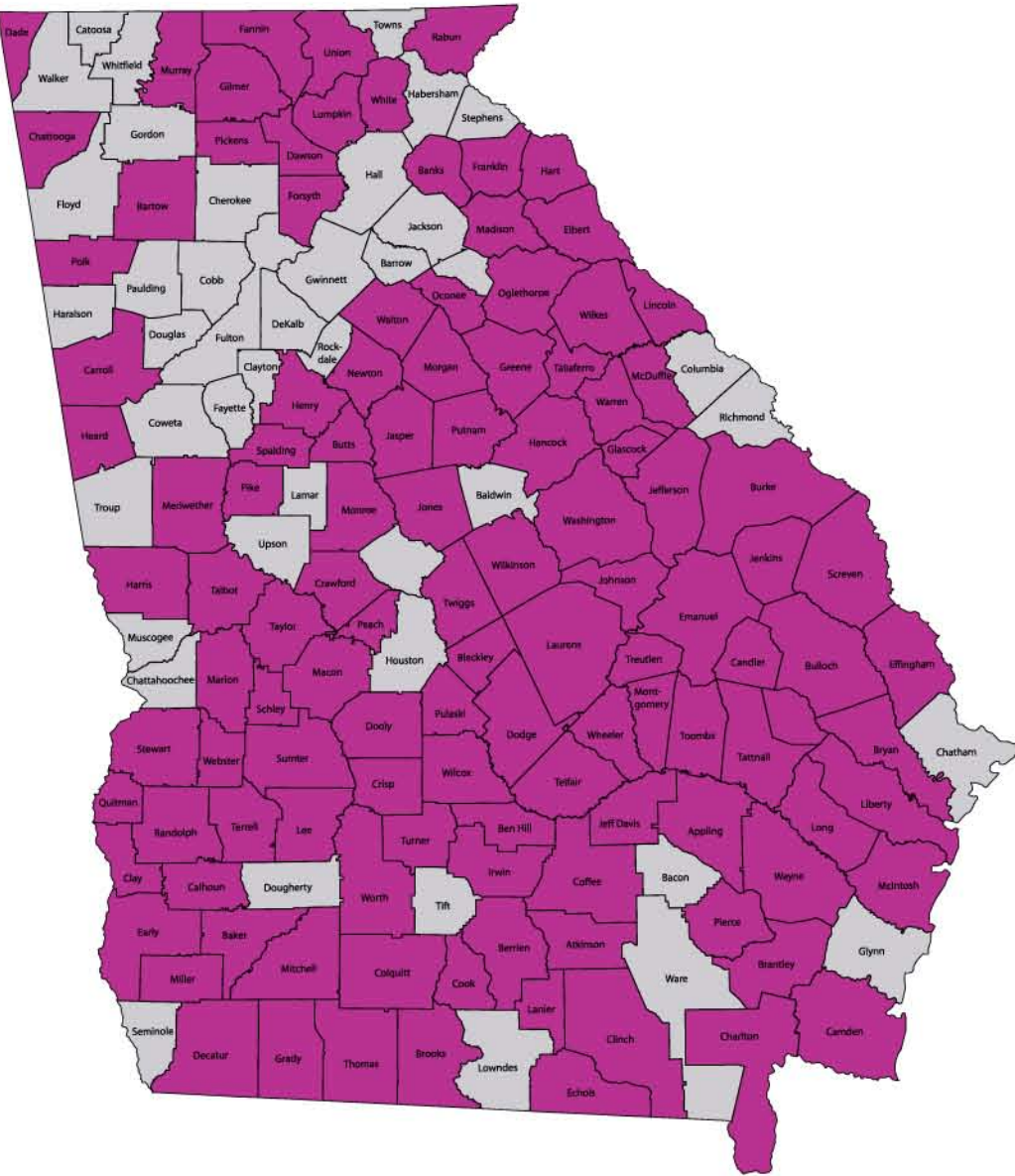
GEORGIA COUNTIES THAT DO NOT HAVE MAMMOGRAPHY MACHINES



- Counties with no mammography machine
- Counties with at least one mammography machine

Source: Mammography Program Reporting and Information System, Food and Drug Administration

GEORGIA COUNTIES THAT ARE CONSIDERED MEDICALLY UNDERSERVED



- Counties that are medically underserved
- Counties that are not medically underserved

Source: Georgia Department of Community Health