

# The American Cancer Society **Relay For Life**



*Making an impact in  
**your community.***

The American Cancer Society is working with Relay For Life communities like yours to eliminate cancer through... **research, education, advocacy, and service.**

- ▶ **Research** funded by the American Cancer Society uncovers new treatment, detection and prevention methods that help you and your loved ones. To take one example, the Pap test for cervical cancer has reduced deaths by 70%. Women you love—mothers, grandmothers, sisters, daughters, friends—are alive today thanks to the Society's investment in the research that created the test.

*Your donations support lifesaving discoveries.*

- ▶ **Education** and awareness campaigns are funded by donations from communities like yours across the country. American Cancer Society representatives spend countless hours personally sharing information in the community on cancer prevention, detection and treatment. Bottom line: The Society lets people know what they need to do to live healthier lives.

*Your donations spread knowledge and awareness.*

- ▶ **Advocacy** in the legislative arena is how the American Cancer Society and our allies helped California create the leading anti-tobacco program in the world, resulting in a 20% drop in lung cancer. The foundation of such efforts is the research we funded that definitively linked tobacco use to cancer. Advocacy for you at a time of need is our job.

*Your donations improve the odds of surviving cancer.*

- ▶ **Service** that you might need as a patient or caregiver, like free support groups in your community and transportation to and from medical appointments, comes from your involvement in the American Cancer Society. When we get your midnight call for support and information, you speak with a professional at a 24-hour call center supported by communities like yours across the country.

*Your donations improve cancer patients' quality of life.*

## **California**

254 Relay communities  
raised **\$28,718,797** in 2004-2005

## **Nationwide**

4346 communities raised **\$351,605,000**  
in 2004-2005 through Relay For Life

## **How The Money Is Spent**

*(percentage of expenditure – rounded to nearest whole)*

### **Nationwide Program Support – 40%**

- Research: over \$16 million reallocated to California research institutions
- Patient support and education programs: to be used in local communities in California and throughout the country
- Supporting services: to administer the research and program activities

### **California Mission Delivery Programs – 35%**

- Patient support 14%
- Prevention / risk reduction 12%
- Detection / treatment 9%

### **Fundraising – 21%**

### **Management and General – 4%**



**24 hours  
you'll never forget.**