SHARE THE TEARS SHARE THE LAUGHTER SHARE THE JOURNEY SHARE THE DREAM SHARE IN OUR FUTURE

SHARSHERET



BREAST AND OVARIAN CANCER ARE SERIOUS JEWISH ISSUES.
JUST LOOK AT THE NUMBERS.

1 IN 40 ASHKENAZI JEWS

carries a mutation in the BRCA (breast cancer) gene, putting Jewish families at significantly greater risk of developing breast, ovarian and related cancers than the general population.

Sharsheret can't change the odds.
But, together with your support,
we can ensure that no Jewish woman or family
ever has to face cancer alone.



And that's exactly what we build.

At Sharsheret, we provide culturally-relevant and empowering resources to create the strongest, most personal chain of support for every Jewish woman and family facing breast and ovarian cancer.

Become a link in our chain today. Your generosity enables us to continue to support, empower and educate the Jewish and cancer communities in the most impactful ways possible.

SUPPORT DONE RIGHT. Even the CDC says so.

The Centers for Disease Control and Prevention has recognized Sharsheret as the model for culturally-relevant breast cancer support and has awarded the organization two multi-year grants totaling \$2.75 million.

But we can't stop there.

With your help, over the next 5 years we will add more links to our chain of support throughout the entire Jewish and cancer communities.

She IS THE HEART OF SHAR**she**RET

Rochelle L. Shoretz^{A"H} founded Sharsheret in November 2001, just 4 months after being diagnosed with breast cancer.

She was 28, a mother of two and a former law clerk to U.S. Supreme Court Justice Ruth Bader Ginsburg. Rochelle wanted to live life to the fullest and had every intention of finding the support she needed to make that happen.

The problem was, the support she longed for—a knowledgeable and compassionate community that could help her live with breast cancer as a young, active Jewish woman—didn't exist.

She desperately wanted to talk to other Jewish women about difficult issues such as explaining cancer to kids, how it felt losing their hair, how to balance career and cancer treatment and how to muster up the energy to prepare for holidays and life cycle events.

Rochelle, being the resourceful and unstoppable force that she was, decided to create her own support network.

Armed with a vision and the help of other cancer survivors and friends,

Sharsheret was born.





Rochelle believed that everyone deserved the same love and support that she received before, during and after her cancer treatments. And so, for 14 years, she worked tirelessly to expand Sharsheret's reach beyond its home base in northern New Jersey.

Devastatingly, Rochelle passed away on May 31, 2015 at the age of 42. She was surrounded by the kind of love and support that she worked so hard to cultivate for others.

Rochelle was proud to know that Sharsheret had become the leading cancer-focused Jewish organization in the U.S., impacting the lives of more than **55,000** women, families, college students, athletes, health care professionals and community leaders throughout all 50 states.

But there is still more to do. Together, with your support, Sharsheret will continue to grow until we reach every Jewish woman and family, making Rochelle's Dream a reality.



Support made to order.

WHEN, WHERE & HOW YOU WANT IT.

Our range of individualized programs provide the kind of support and information women need at all stages of their cancer journey. If you want information about genetic counseling, no problem.

Resources for family members? We can help. Someone to talk to late at night?

We're on it.

In order for Sharsheret to provide this level of personalized, free and confidential support, educational programming and community outreach to even more women and families, we need your commitment.

"I am here today because of all of your WISDOM AND LOVE." —RACHEL

OUR SUPPORT PROGRAMS:

Peer Support Network | connecting more than 5,600 women one-on-one with others who share similar diagnoses and experiences

Embrace™ | supporting women living with advanced breast cancer or recurrent ovarian cancer

Genetics for Life® | addressing hereditary breast cancer and ovarian cancer

Thriving Again® | providing individualized support, education and survivorship navigation for breast cancer and ovarian cancer survivors

Busy Box® | a starter kit of engaging toys and resources for young parents facing cancer

Best Face Forward® | addressing the cosmetic side effects of treatment

Sharsheret Supports™ | developing local support groups and programs

Family Focus® | providing resources and support for caregivers and family members

Ovarian Cancer Program | tailored resources and support for women and families facing ovarian cancer



Changing the Cancer Conversation through Outreach & Education

Bringing cancer-ed to co-eds | The younger we educate, the healthier they stay! That's why Sharsheret is focused on reaching college-aged kids. Our program, *Have The Talk**, inspires students to talk openly with their parents about their family cancer history. Since 2012, more than **90,000** students have participated on **150** college campuses.

Informing the young, busy & active | It's imperative that we arm active Jewish communities with the kind of cancer information they need. That's why we introduced **Pink Shabbat®** to more than **180** synagogues of all denominations nationwide. Turning Shabbat pink allows us to teach participants the importance of learning their family cancer history in a supportive and meaningful environment.

Supporting survivors and women at-risk or diagnosed | When you're faced with cancer, nothing is more empowering than knowledge. That's why we host **Health Care Symposia**—a series of teleconferences, webinars and roundtables, featuring experts in the field, aimed at Jewish women of all ages. The Health Care Symposia discuss unique issues women face while fighting cancer, such as dating, fertility, genetics, career, survivorship, body image and more.

Teaching doctors, social workers & community leaders | It's not hard to find a health care professional who is well-versed in breast and ovarian cancer, but finding one who genuinely understands how these illnesses pose unique concerns for Jewish women can be very difficult. That's why Sharsheret provides **Cultural Competency Training Seminars** for **600** health care professionals and community leaders annually.

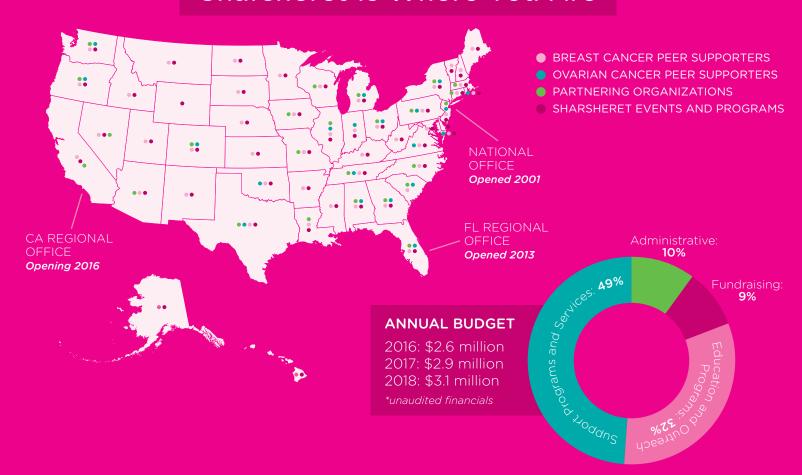


In order to make Rochelle's Dream a reality, we need your help extending our reach.

- 1. Sharsheret's Expanding to a Community Near You | With your support, we're opening regional offices across the U.S. Why? Because more people on the ground means more lives touched.
- **2. Calling all Jewish Organizations!** | Sharsheret has partnerships with more than **60** of the top local Jewish organizations in the country, and we're looking to establish new and meaningful collaborations in every city across the U.S.
- **3. Educating Key Cancer Supporters** | Sharsheret wants to ensure that the professionals who support cancer patients before, during and after their treatment are equipped with the most culturally-relevant training possible. That's why we're expanding our training program to address the larger health care community, including social workers, mental health professionals and patient navigators.
- 4. #Sharsheret Online Refresh | Sharsheret.org isn't just a website. For many Jewish women and families, it's the critical first step toward getting the kind of support they so desperately need. That's why we're investing in an improved online experience—one that's easier to navigate and even more mobile friendly. We're also getting more social! After all, there's no better way to spread the Sharsheret name than through Facebook, Twitter & Instagram.



Sharsheret Is Where You Are







Sharsheret is a national not-for-profit organization supporting young Jewish women and their families facing breast and ovarian cancer.

Our mission is to offer a community of support to women, of all Jewish backgrounds, diagnosed with breast cancer or at increased genetic risk, by fostering culturally-relevant individualized connections with networks of peers, health professionals and related resources.

T 866 474 2774

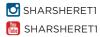
■ info@sharsheret.org

www.sharsheret.org









Join the Jewel Circle

By establishing an annual Jewel, you will become a part of Sharsheret's Jewel Circle. Your gift will represent an invaluable part of Sharsheret's chain of support.

You can establish your annual Jewel to honor a loved one, commemorate a special milestone in your life, or join Rochelle's Dream. Consider involving family members in giving together to enhance your Jewel and ensure the continuation of Sharsheret's 12 national support and education programs.

The Jewels in Sharsheret's chain of support

Appreciation for Your Contribution	\$5,000 Ruby	\$10,000 Sapphire	\$18,000 Emerald	\$25,000 Diamond	\$50,000 Pink Diamond	\$100,000 Founder's Jewel
Custom Sharsheret gold ribbon necklace	×	×	×	×	×	×
Personalized online dedication page highlighting your Jewel	x	×	×	×	x	×
Recognition in all Jewel online and print communications	x	×	X	×	x	×
Tickets to the exclusive Jewel event	2	3	4	6	8	10
Tickets to a regional Annual Benefit			2	4	6	8
1 guaranteed Team Sharsheret race slot and travel accommodations				×	x	×
VIP seating at the Annual Benefit				×	x	×
Recognition on the Rochelle's Dream donor wall in all Sharsheret offices					x	×
Personalized Founder's Jewel award						×

Join the Jewel Circle. Help make Rochelle's Dream a reality!

Become Part of Rochelle's Dream A CAMPAIGN FOR OUR FUTURE

In memory of our founder, Rochelle L. Shoretz^{A"H}, we have launched our most meaningful and ambitious fundraising campaign to date.

Rochelle's Dream aspires to raise \$10 million over the next three years to secure the sustainability of Sharsheret into the future.

Your gift will establish the Rochelle Shoretz Founder's Fund. This Fund will fulfill Rochelle's Dream by ensuring that every Jewish woman and family, major medical center, synagogue, temple and college campus will benefit from Sharsheret's critical cancer programs. Together with your help, no Jewish woman or family will face breast or ovarian cancer alone.

Naming Opportunities

Enhance your personal legacy and further Sharsheret's mission by pledging your support to Rochelle's Dream. Named gifts enable us to extend the reach of our programs to Jewish women and families across the country. Dedications are acknowledged on the donor wall at all Sharsheret offices.

\$1,000,000

National Office

\$500,000

Los Angeles Office South Florida Office

\$360,000

Education &
Outreach Programs
The LINK Program®

\$150,000

Beatrice Milberg
Campus Program*

Embrace™

Genetics for Life®

Ovarian Cancer Program
Peer Support Network
Sharsheret Supports

Thriving Again®

Website

\$125,000

Florence and Joseph Appleman Educational Booklet Series**

Best Face Forward®***

Busy Box® Family Focus®

Health Care Symposia Series

Pink Day

Pink Shabbat®

Race With Us Athletic Program

^{*} In memory of Beatrice Milberg, dedicated by Sherry & Neil Cohen

^{**} In honor of Florence and Joseph Appleman, dedicated by Karen & Mottie Guttmann, Tammy & David J. Katz, Shari & Nathan J. Lindenbaum, Aviva & Yitzy Jacobowitz

^{***} In honor of Bella Chachky Diamond and Sylvia Diamond Geller