

CARE

Cancer Aid Resource & Education, Inc.

141 Roadrunner Parkway, Suite 226, Las Cruces, NM 88011

CareLasCruces.org ~ 575-680-5922



“Come Walk With Us!”

*Proudly
Partnered With*



“A compassionate community helping to improve the quality of life of Doña Ana County cancer patients, children and adults.”



CARE

**Cancer Aid Resource & Education, Inc.
141 Roadrunner Parkway, Suite 226
Las Cruces, NM 88011**

January 6, 2014

**"Celebrate With Us,
"All Types of Cancer Awareness Month"
During the month of February
Let's paint the town "Lavender"**

Dear Potential CARE Sponsor,

We are Cancer Aid Resource & Education, Inc. (CARE). Our **ONLY PURPOSE, ONLY MISSION, ONLY PRIORITY** is to provide assistance to our local community, especially cancer patients, children and adults, residing in Doña Ana County who are receiving treatment for any type of cancer. **We are all volunteers.** We are proudly partnered with Community Action Agency of Southern New Mexico (CAASNM). We are grateful to be associated with a nonprofit organization that has helped people in our area since 1965! CARE's emphasis is: LOCAL, LOCAL, LOCAL. Our funds are raised, banked and disbursed locally for Doña Ana County cancer patients. All financial assistance by CARE is paid directly to third parties.

Our mission is: "CARE is committed to providing services to improve the quality of life of our cancer patients and their loved ones so that cancer suffering may be alleviated in Doña Ana County." Awareness and prevention is also part of our mission. We have many events planned throughout the year to help us with our mission. Included with this packet is our "All Events Flyer", details of our event's sponsorship opportunities and a list of some assistance provided to our cancer patients.

Please consider being a sponsor to one or more of any of these 2014 events:

1. RACE for CARE - 5K - Feb 16, 2014	2. Lavender Ball - Feb 22, 2014
3. Mother's Day Dance - May 9, 2014	4. Jubilee of Life Walk - May 31, 2014
5. RACE for CARE - 5K - June 1, 2014	6. Hot Legs for CARE - June 14, 2014
7. Fashion Show - Aug 9, 2014	8. Family Fun Day - Aug 23, 2014
9. CAREaoke - Sep 12, 2014	10. Caroling for CARE - Dec 5, 201

The services and assistance we provide will be dependent on the community support that we receive. We should all be conscious of the impact this assistance will create. Cancer does not discriminate! None of us is immune to being the cancer patient. One day any one of us or our loved ones may need this assistance that our organization is committed to provide with our community's help.

Thus, in order to make this happen, we are looking for sponsors. We are hoping that you may be able to help us by being one of our sponsors for any of our events. You will find Sponsorship Opportunities and important information in this packet for your consideration. Please return completed last two forms with your selected sponsorship events and check payable to: CAASNM.

Should you have any questions or would like additional information on our nonprofit organization, please contact me: Yolanda "Yoli" R. Diaz, at 680-5922 or 649-0598 or yoli@carelascruces.org or yolidiaz6@msn.com or Leticia Soto at 650-2019 or sotoclan4@q.com. or visit our website: carelascruces.org. We thank you for your time and consideration.

Respectfully,

"I shall pass through this world but once. Any good therefore that I can do or any kindness that I can show to any human being, let me do it now. Let me not defer or neglect it, for I shall not pass this way again."
~Mahatma Gandhi

Yolanda "Yoli" R. Diaz
CARE President

Proclamation

Doña Ana County State of New Mexico

WHEREAS, The Doña Ana County Board of Commissioners is pleased to recognize the accomplishments of the County's residents, and

WHEREAS, The New Mexico Department of Health's New Mexico Indicator-Based Information System (NM-IBIS) data shows that cancer is the number one cause of death in Doña Ana County for the years of 2005 through 2012, and

WHEREAS, Doña Ana County residents diagnosed with cancer undergo treatments which can result in financial medical and personal burdens, and Doña Ana County residents are often unable to identify assistance or resources to help them, and

WHEREAS, Cancer Aid Resource & Education, Inc. (CARE), is an all-volunteer, nonprofit organization founded with the purpose of providing assistance to improve the quality of life of Doña Ana County cancer patients, both children and adults, and their loved ones so that cancer suffering may be alleviated in Doña Ana County, and

WHEREAS, The sole purpose of Cancer Aid Resource & Education, Inc., is to provide assistance to Doña Ana County cancer patients, children and adults, who are being treated for any type of cancer, and

WHEREAS, Residents of Doña Ana County can help the organization by volunteering their time and providing financial assistance, just as they generously contribute to the 'Tough Enough To Wear Pink' campaign each October, as well as other worthwhile charitable initiatives throughout the year, and

WHEREAS, February is National Cancer Prevention Month, and CARE is actively working to energize the community in advance of National Cancer Prevention Month, and

WHEREAS, it is the distinct pleasure and privilege of the Doña Ana County Board of Commissioners to bestow Proclamations, and all residents of Doña Ana County are represented by the Doña Ana County Board of Commissioners, and, therefore, speak with a united voice through the actions and deeds of this Board,



NOW THEREFORE, the Doña Ana County Board of Commissioners does hereby proclaim the month of February, 2014, as:

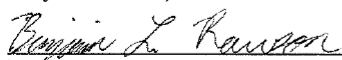
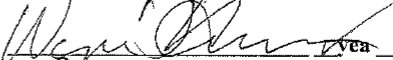
ALL TYPES OF CANCER AWARENESS MONTH

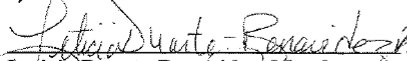
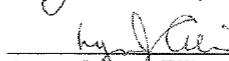
to increase public awareness that many types of cancers exist, which can be signified by the color lavender, and to promote awareness of the need to provide assistance to our Doña Ana County cancer patients, children and adults, so that the severity of the burden, hardship, suffering and devastation may be lessened for them and their families.

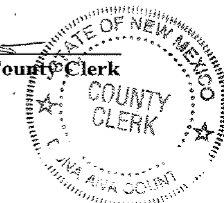
PROUDLY PROCLAIMED this 10th day of December, 2013

Board of County Commissioners for Doña Ana County, New Mexico


 yea nay  yea nay
Billy G. Garrett, Chair Dr. David J. Garcia, Member

 yea nay  yea nay
Benjamin L. Rawson, Member Wayne D. Hancock, Member

 yea nay  yea nay
Leticia Duarte-Benavidez, Member Attested: Lynn Ellins, County Clerk



Cancer Awareness Ribbon Colors

	All Cancers Lavender		Leukemia Orange
	Appendix Cancer Amber		Liver Cancer Emerald Green
	Bladder Cancer Marigold/Blue/Purple		Lung Cancer White
	Brain Cancer Grey		Lymphoma Lime
	Breast Cancer Pink		Melanoma Black
	Carcinoid Cancer Zebra Stripe		Multiple Myeloma Burgundy
	Cervical Cancer Teal/White		Ovarian Cancer Teal
	Childhood Cancer Gold		Pancreatic Cancer Purple
	Colon Cancer Dark Blue		Prostate Cancer Light Blue
	Esophageal Cancer Periwinkle		Sarcoma/Bone Cancer Yellow
	Gallbladder/Bile Duct Cancer Kelly Green		Stomach Cancer Periwinkle
	Head & Neck Cancer Burgundy/Ivory		Testicular Cancer Orchid
	Hodgkin's Lymphoma Violet		Thyroid Cancer Teal/Pink/Blue
	Kidney Cancer Orange		Uterine Cancer Peach
	Leiomyosarcoma Purple		Honors Caregivers Plum



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SERVING THE CANCER COMMUNITY. SUPPORTING CANCER RESEARCH.

Here is a list of positive assistance CARE has provided our Doña Ana County community:

1. For the man who has bills piling up because his wife had just finished her cancer treatment and he was diagnosed with metastatic colon cancer a few weeks from her completion, CARE paid for his termination notice bill from El Paso Electric and his shutoff notice bill from City of Las Cruces. CARE also gave him \$75 in gas certificates to get to Albuquerque for a cancer related medical appointment.
 2. For the woman that needed to be off from work due to her cancer surgery, and her insurance is deducted from her pay---yet she has no pay because she cannot work due to her surgery and recovery time, CARE paid for one month of her health insurance.
 3. For the man who is on a clinical trial for his stage IV metastatic melanoma, and states, "the only place in the world to get this treatment is MD Anderson in Houston," and must travel to MD Anderson every other Thursday for up to the next two years, CARE has paid for two round trip airfare tickets for him within the last few months. Also, a very special person in our community that heard of this man's plight stepped forward and made a donation to CARE to purchase him another roundtrip airfare ticket.
 4. For the man who is having difficulty coping with the financial strain caused by his cancer diagnosis, and is on a fixed income and will probably lose his home by January 2014, CARE paid for two months of his supplemental insurance.
 5. For the woman that moved to Las Cruces with her family a few years ago because of a job loss, and was happy that both her and her husband found work here in Las Cruces and things were looking up, her life took a sharp difficult turn with her cancer diagnosis. CARE paid for a portion of her cancer care that her insurance didn't pay.
 6. For the woman that got lymphedema due to her breast cancer, CARE paid for her lymphedema sleeves and glove.
 7. For the man who is in a wheel chair and needed help with a lift to help with his movement, CARE paid for the portion that the insurance did not pay for this medical equipment.
 8. For the woman that lives with her husband, who provides the only income, and has no insurance. CARE paid for a cancer care bill from a local oncologist who helped the woman. As the woman stated, "...without help I will die."
 9. For the woman who needs surgery, but will not have her surgery until January 2014, CARE paid for three months of her treatment drug until her surgery will be performed.
 10. For the woman who was on a fixed income and felt the financial strain because of her cancer diagnosis, CARE paid for the portion of her pathology bill that her insurance didn't pay.
 11. For the woman who is being treated in Las Cruces and is also being treated at MD Anderson in Houston and was scheduled to receive a transplant due to her cancer diagnosis, CARE paid for her lodging expense.
 12. For the man, who is a veteran and is awaiting approval for disability, CARE paid for one month of his rent, utility assistance and gas vouchers to travel to Albuquerque to the VA Hospital for treatment of his cancer diagnosis.
-the list continues with more assistance with cancer care, co-pays, prescriptions, utility termination/shut off payments, airfare, lodging, gas vouchers, wig vouchers, etc.



Why Sponsor CARE?

What assistance can **CARE** provide with the community's support if funds are available?

- co pays medical
- co pays prescription
- utilities
- wigs
- prosthesis
- lymphedema items
- gas vouchers
- lodging
- airfare
- other assistance cancer patients need while receiving treatment for any type of cancer

Some assistance to our cancer patients may be evaluated on a case by case basis.

Any resident in Doña Ana County, child or adult, can be diagnosed with cancer and become the cancer patient CARE will help.

Patients may download our application at:

carelascruces.org



All financial assistance is paid directly to third parties on behalf of CARE through our fiscal sponsor, Community Action Agency of Southern New Mexico

Cancer Aid Resource & Education, Inc. (CARE) provides needed assistance to our local community, especially cancer patients, children and adults, residing in Doña Ana County who are receiving treatment for any type of cancer.

This is our purpose:

Cancer Aid Resource & Education, Inc. (CARE) is a nonprofit organization dedicated to establishing or assisting in services, resources, general education, and other additional services that will help address the challenges that many Doña Ana County cancer patients, children and adults, face while receiving treatment for any type of cancer. CARE is committed to providing services to improve the quality of life of our cancer patients and their loved ones so that cancer suffering may be alleviated in Doña Ana County.

All funds will remain in Doña Ana County and will be used entirely towards assistance to Doña Ana County cancer patients. We are all volunteers.

We are reaching out to the community to help us accomplish our mission of helping our local cancer patients. Why should you include us in your "community giving" commitments?:

1. **Community Awareness:** Demonstrate your company's reputation by showcasing your commitment to serving your community.
2. **Customer Awareness:** Demonstrate to your customers that you take your community responsibility seriously by doing your part to "make a difference" in the community you serve.
3. **Employee Awareness:** Demonstrate your "lead by example" positive attitude. Show your employees that community involvement starts with you, their employer. It will inspire a sense of pride and boost morale among employees by displaying your commitment of your spirit to the health and well being of others in your great community.



Cancer Aid Resource & Education, Inc. (CARE)
Per Individual Event - Sponsorship Opportunities for:

Emilio Rigales's RACE for CARE - 5K - February 16, 2014
2nd Annual Jubilee of Life Walk - May 31, 2014

National Cancer Survivors Day RACE for CARE - 5K - June 1, 2014

STAR - Sponsor Level - \$5,000

- **Company name announcement on radio spots**
- **Company Logo on flyers and any written advertisements**
- **Live company/sponsor announcement at the event**
- **Your company name on a banner at the event**
- **Large Company Logo on back of event T-shirt**
- **Display your company banner at the event**
- **Display of Company Name and/or logo on our CARE website**
- **Plaque presented at event**

HEART - Sponsor Level - \$2,500

- **Company Logo on flyers and any written advertisements**
- **Live company/sponsor announcement at the event.**
- **Your company name on a banner at the event.**
- **Medium Company Logo on back of event T-shirt**
- **Display your company banner at the event**
- **Display of Company Name and/or logo on our CARE website**
- **Plaque presented at event**

INSPIRATION - Sponsor Level - \$1,500

- **Live company sponsor announcement at the event.**
- **Your company name on a banner at the event.**
- **Small Company Logo on back of event T-shirt**
- **Display your company banner at the event**
- **Display of Company Name and/or logo on our CARE website**
- **Certificate of Appreciation**

HOPE - Sponsor Level - \$1,000

- **Live company/sponsor announcement at the event.**
- **Your company name on a banner at the event.**
- **Company Name, Large Print, on back of event T-shirt**
- **Display of Company Name on our CARE website**
- **Certificate of Appreciation**

HONOR – Sponsor Level - \$500

- **Your company name on a banner at the event.**
- **Company Name, Medium Print, on back of event T-shirt**
- **Display of Company Name on our CARE website**
- **Certificate of Appreciation**

Cancer Aid Resource & Education, Inc. (CARE)
Per Individual Event - Sponsorship Opportunities for:
Lavender Ball - February 22, 2014
Mother's Day Dance - May 9, 2014
Fashion Show Extravaganza - August 9, 2014

STAR - Sponsor Level - \$5,000

- Company/Organization/Individual signage at table & Reserved Seating
- Live Company/sponsor announcements throughout the event
- 16 TICKETS
- VIP - Up front table (PRIORITY SEATING)
- Large Company Name and Logo on a CARE banner at the Fashion Show
- Display of Company Name and Logo on CARE's website with your link
- Display your company banner at event
- Plaque presented at event

HEART - Sponsor Level - \$2,500

- Company/Organization/Individual signage at table & Reserved Seating
- Live Company/sponsor announcements throughout the event
- 10 TICKETS
- Up front table
- Medium Company Name and Logo on a CARE banner at the Fashion Show
- Display of Company Name and Logo on CARE's website with your link
- Display your company banner at event
- Plaque presented at event

INSPIRATION - Sponsor Level - \$1,500

- Company/Organization/Individual signage at table & Reserved Seating
- 8 TICKETS
- Small Company Name and Logo on a CARE banner at the Fashion Show
- Display of Company Name on our CARE's website
- Display your company banner at event
- Certificate of Appreciation

HOPE - Sponsor Level - \$1,000

- Company/Organization/Individual signage at table & Reserved Seating
- 6 TICKETS
- Your Company Name and Logo on a CARE banner at the Fashion Show
- Display of Company Name on CARE's website
- Display your company banner at event
- Certificate of Appreciation

HONOR - Sponsor Level - \$500

- Company/Organization/Individual signage at table & Reserved Seating
- 4 TICKETS
- Your Company Name on a CARE banner at the Fashion Show
- Display of Company Name on our CARE's website
- Display your company banner at event
- Certificate of Appreciation

Cancer Aid Resource & Education, Inc. (CARE)

Per Individual Event - Sponsorship Opportunities for:

Hot Legs for CARE - June 14, 2014

Family Fun Day - August 23, 2014

CAREaoke - September 12, 2014

Caroling for CARE -December 5, 2014

STAR - Sponsor Level - \$5,000

- **Company name announcement on radio spots**
- **Company Logo on flyers and any written advertisements**
- **Plaque presentation at event.**
- **Live company/sponsor announcement at the event.**
- **Your company name on a banner at the event.**
- **Display your company banner at the event**
- **Display of Company Name and/or logo on our CARE website**

HEART - Sponsor Level - \$2,500

- **Company Logo on flyers and any written advertisements**
- **Plaque presentation at event**
- **Live company/sponsor announcement at the event**
- **Your company name on a banner at the event**
- **Display your company banner at the event**
- **Display of Company Name and/or logo on our CARE website**

INSPIRATION - Sponsor Level - \$1,500

- **Live company/sponsor announcement at the event**
- **Your company name on a banner at the event**
- **Display your company banner at the event**
- **Display of Company Name and/or logo on our CARE website**
- **Certificate of Appreciation**

HOPE - Sponsor Level - \$1,000

- **Live company/sponsor announcement at the event**
- **Your company name on a banner at the event**
- **Display of Company Name on our CARE website**
- **Certificate of Appreciation**

HONOR – Sponsor Level - \$500

- **Your company name on a banner at the event**
- **Display of Company Name on our CARE website**
- **Certificate of Appreciation**

CARE
CANCER AID RESOURCE & EDUCATION, INC.
SPONSORSHIP LEVELS FOR ALL CARE EVENTS FORM
PLEASE CHECK SPONSORED EVENTS, LEVELS AND TOTAL BELOW

<u>RACE FOR CARE - 5K - FEB 16, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)	<u>LAVENDER BALL - FEB 22, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)
<u>MOTHER'S DAY DANCE - MAY 9, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)	<u>JUBILEE OF LIFE WALK - MAY 31, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)
<u>RACE FOR CARE - 5K - JUNE 1, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)	<u>HOT LEGS FOR CARE - JUNE 14, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)
<u>FASHION SHOW - AUG 9, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)	<u>FAMILY FUN DAY - AUG 23, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)
<u>CAREaoke - SEP 12, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)	<u>CAROLING FOR CARE - DEC 5, 2014</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)
<u>TBD</u> _____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$1,000 _____ \$500 _____ Other (Donation)	SPONSOR NAME: _____ SPONSORED EVENTS # _____ SPONSORED TOTAL \$ _____

Cancer Aid Resource & Education, Inc. (CARE)
Las Cruces and Doña Ana County, NM
Sponsorship Opportunities Form for all 2014 CARE Events

Please print all names legibly and exactly as they should appear in all publications.

Corporate/Business Individual

Name _____
(As it should appear in print)

Contact Name _____

Mailing Address _____

City _____ ST _____ Zip _____

Phone _____

Type of contribution:

Please check one and complete space to right based on the **"SPONSORSHIP LEVELS FOR ALL CARE EVENTS FORM"** attached.

Cash Sponsorship:

\$ _____

In-Kind Sponsorship:

\$ _____

Sponsorship benefits will take effect upon receipt of donation. The sponsorship deadline is August 5, 2013.

Please send check made payable to:

CAASNM with Memo: CARE.

We thank you for this contribution and for your commitment to help our local cancer patients. All contributions are tax deductible through our fiscal sponsor, Community Action Agency of Southern New Mexico (CAASNM).
CAA Tax I.D. # - 85-0196070

Signature of Donor _____

If applicable, Please e-mail a copy of your corporate logo for promotional uses.

"A compassionate community helping to improve the quality of life of Dona Ana County cancer patients"

**Sponsorship Opportunities
Category Index**

The **"SPONSORSHIP LEVELS FOR ALL CARE EVENTS FORM"** lists all 2014 CARE events. Please check any of the events (whether one, some or all) you are interested in sponsoring and write the total sponsorship amount on both forms.

**Sponsorship Titles Per
Each Individual CARE
Event:**

- \$5,000
- \$2,500
- \$1,500
- \$1,000
- \$500
- \$ _____ Donation

**Donations are
Also Accepted
and
Appreciated**

**Please sign form and return to:
CARE BOARD DIRECTOR OR VOLUNTEER
REQUESTING SPONSORSHIP**

**for
Cancer Aid Resource & Education, Inc.
141 Roadrunner Parkway, Suite 226
Las Cruces, NM 88011**

**OR
Yoli Diaz – 680-5922 or 649-0598
OR Leticia Soto – 650-2019
for Pick Up**

If you have any questions, please contact:
**Yoli Diaz, CARE President
680-5922 or 649-0598**

yoli@carelascruces.org or yolidiaz6@msn.com

Leticia Soto, CARE Vice President

680-5922 or sotoclan4@q.com

Please join us at any of our special events!

carelascruces.org | 575-680-5922