



# Fighting Cancer with Hope Fashion Show Fundraiser

## Background

- ❑ **Mission:** Bringing hope, encouragement and love to cancer patients and survivors through Arts in Health programs
- ❑ **Established:** 501(c)(3) non-profit formed in 2010
- ❑ **Vision:** To provide patients with creative programs that can assist with their healing process and improve their quality of life
- ❑ **Beneficiaries:** 15 Hospitals and Cancer Centers in Georgia
- ❑ **Proceeds:** More than 90% of the donations go to support the mission
- ❑ **Results:** More than 5,300 cancer patients and survivors have benefitted

*"Feel Beautiful Today touches the mind, body and spirit of patients, caregivers and staff members through the creative process of making art. We all turn toward each other and away from the focus on cancer treatments for a little while. This time together brings healing. The FBT volunteers tenderly offer the gift of hope and beauty."*

Donna Meyer, BSN, MS, Survivorship Program Coordinator, Northside Hospital Cancer Institute

*"When given to our patients, their reaction to your organization's donation are priceless as they open the box and see this delicate and beautiful piece of jewelry that was made for them. It not only makes our patients 'Feel Beautiful Today', but lets them know that they are cared about and are beautiful every day!... Thank you! Thank you!"*

DaVida Lee-Williams, Manager, Guest & Volunteer Services, Winship Cancer Institute at Emory

## EVENT OVERVIEW

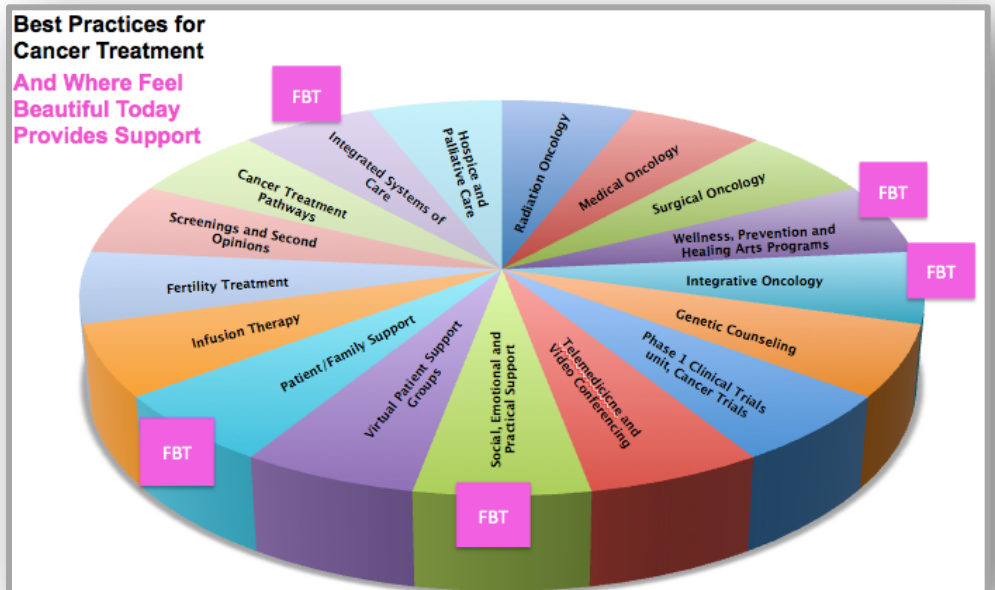
You are cordially invited to The Metropolitan Club for a Spring Fashion Show and Luncheon Wednesday, April 19th at 11:00 a.m. Please join us for a Fashion Show presented by Dillard's featuring survivors and cancer patients from right here in Atlanta. The event will feature Hors d'Oeuvres, a formal seated lunch, desserts, drinks, Silent Auction, Fashion Show and presentation from our executive director. Tickets are \$30 and all proceeds benefit Feel Beautiful Today (FBT) including sales from the Silent Auction. For tickets, please contact FBT at [info@feelbeautifultoday.org](mailto:info@feelbeautifultoday.org) or visit [www.feelbeautifultoday.org](http://www.feelbeautifultoday.org).

FBT is a 501(c)(3) non-profit organization established in 2010 to provide love, hope and encouragement to women and girls affected by cancer. The organization is fully staffed by volunteers, which allows for more than 90% of the donations received to go toward delivering art programs at 15 beneficiaries-in-kind hospitals and cancer centers. Since the beginning, FBT has delivered its Arts in Health programs to more than 5,300 cancer patients and survivors in the **metro Atlanta area**.

## PROGRAM OVERVIEW

FBT partners with 15 cancer centers and hospitals in Georgia that are focused on providing "Integrative Oncology" – an approach that treats the whole patient; body, mind and spirit. FBT offers workshop events at infusion rooms, radiation centers, cancer support groups, out-patient and in-patient areas free of charge for patients, caregivers, and family members. Whether the patient is hospitalized or just waiting for treatment for the day, FBT provides an opportunity for stress relief and a calm atmosphere where they can focus on creativity and beauty rather than their health concerns.

The workshops complement the cancer center and hospitals' efforts to improve a patient's overall Quality of Life (QoL). The workshops facilitate these experiences by providing a shared moment, reprieve from the constant worry and despair, and by using creativity to enhance a sense of purpose and to strengthen will. However, because the research linking involvement in the arts with improved patient experiences and improved outcomes is still in its infancy, it is difficult for many hospital administrators to justify the expense of in-house programs to provide such services. Nonetheless, these same institutions understand the positive effects of Arts in Health programs and have come to rely on FBT's programs as a positive complement to their traditional therapies.





"I found beauty and peace in my experience today. Thanks for sharing and whisking me away during my difficult chemo day."

"I felt relaxed and not pressured. It was very enjoyable to sit and chat and make something at a relaxing pace."

"Thank you so much for bringing happiness and joy with the arts to all those in need of a smile."

"Very pleased and happy that I took the time to experience the coloring and the pleasurable art of creating something."

"What a great way to lift up spirits. Loved it!"



## Our Beneficiaries-in-Kind



As a Feel Beautiful Today Event Sponsor, you will be directly providing support for women and girls affected by cancer. It will also elevate your company's reputation and credibility for action-oriented support of cancer centers and hospitals in Georgia that are courageously fighting this terrible disease. To ensure that our sponsors are properly recognized in the event program and promotions, **application and payment must be received no later than April 10, 2017.**

Sponsorship Levels	Available	Donation	Tickets	PR	Website	Program	Email/Social Media
Hope	2	\$1500	8	✓	✓	✓	✓
Encouragement	4	\$800	4		✓	✓	✓
Empowerment	5	\$500	2			✓	✓
Table Host	8	\$350	8				✓
1/2 Table Host	4	\$175	4				✓