



Miles of
HOPE

Breast Cancer Foundation

FUNDRAISING



TOOLKIT

WHY MILES OF HOPE

About Us

Miles of Hope Breast Cancer Foundation was established in 2004 to fund support services for people affected by breast cancer in the Hudson Valley. The organization supports residents across nine counties. Its work includes **financial assistance** through the Medical Gap Care Fund, **peer-to-peer counseling**, **scholarships** for students whose lives have been affected by breast cancer, and **complementary medicine programs** that support recovery and quality of life.

KEEP IT LOCAL

All funds raised
in the Hudson Valley
are used
in the Hudson Valley



BENEFITS FOR YOUR SCHOOL



PHILANTHROPIC ACTIVITY

Establish a precedent of philanthropic efforts within your school. See this activity grow throughout the years.



UNITE STUDENTS AND EMPLOYEES ALIKE

Give your students a unifying cause and create positive interactions tied to a mission that many families have been touched by personally.



COMMUNITY SUPPORT

Position your school as community centered by supporting a local organization.



CULTIVATE RELATIONSHIPS

A visible campaign can boost school spirit, employee pride, and build stronger community relationships.



STUDENT SCHOLARSHIPS

Miles of Hope offers scholarships for graduating seniors who have been affected by breast cancer.



COMMUNITY IMPACT

Make a Direct and Measurable Impact

Have a direct impact in your community. Miles of Hope serves hundreds of patients across the Hudson Valley each year, including your own employees, customers, and suppliers.

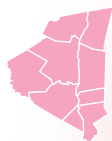
By the Numbers



>\$4.0
million in
grants
distributed



700+
patients
supported
each year



9
counties
served



Locals Supporting Locals

Reinforce the message that our schools can play a real role in local care.

Practical Assistance

A partnership with Miles of Hope would help fund practical assistance and supportive services for individuals and families navigating breast cancer.



HOW YOU CAN SUPPORT MILES OF HOPE



AFTER-SCHOOL CLUB

Create an after-school club dedicated to supporting Miles of Hope. Through an adviser, students can complete volunteer hours by organizing Miles of Hope events and promotions at your school.

PINK OUTS

Teams/clubs can host pink out games! Choose a game, tell everyone to wear pink, and spread the message. See more info on pink outs in the following pages.



TUTORING PROGRAMS

Donate additional proceeds from tutoring to Miles of Hope. This could also be a great opportunity for volunteer hours!

SPIRIT DAY

Miles of Hope Day is October 23, 2026. Encourage everyone to show their support and wear pink that day. Or you can add pink to your own Spirit Week!



HOW TO PLAN A PINK OUT GAME FUNDRAISER

1 PICK A DATE

Select a home game where your team can host their PINK OUT event. You can participate on your own, or inform the other team if they would like to participate in the fundraising & wearing pink.

2 MAKE A COMMITTEE

Whether you have a team booster club, an athletics wide contact, or a group of volunteers – choose who is in charge. This group will be your behind the scenes task force: getting donations, decorations, organizing volunteers, etc.

3 FUNDRAISE

Set up your fundraising page on our website! After that, the way you choose to raise money & awareness is completely up to you. Some examples are bake sales, raffles, 50/50, apparel sales, etc. We love creativity!

4 MAKE IT DIGITAL

Reach your goals by going digital with your fundraiser! Create social media posts for your team page and be sure to tag us. Share your custom fundraising link with family & friends. Put games on your school announcements. Create flyers with a QR code for donations!

5 USE OUR RESOURCES

When you set up your fundraiser, we will know! Fill out the form on our site for MOH brochures, stickers, bracelets, etc. Miles of Hope will promote your event on social media. We will do our best to send a MOH representative to attend.



You're Ready
to Go!

If You Have Any Questions,
Please Send an Email to:
info@milesofhope.org

ONLINE FUNDRAISING

Set up a fundraising page for your event.

The screenshot shows the Miles of Hope Breast Cancer Foundation website. At the top, there's a navigation bar with 'English', 'Contact Us', and 'Donate' buttons. Below the navigation bar, there's a header with 'About Us', 'How We Can Help', 'How You Can Help', and 'Events'. The main content area features a large banner with the text 'HOST A FUNDRAISER FOR MILES OF HOPE!' and a sub-header 'Whether you're a school, business, or individual, we make it easy to support our mission.' To the right of the banner is a 'Miles of HOPE Breast Cancer Foundation FUNDRAISING TOOLKIT' logo. Below the banner, there's a 'Donate' section with the title 'Host Your Own Fundraiser for Miles of Hope Breast Cancer Foundation' and a paragraph of text. To the right of this section is a 'Contact Us' box with phone, email, and mailing address information. At the bottom, there are three buttons: 'Fundraising Toolkit', 'Start A Fundraising Page', and 'Request Fundraising Materials'.

English Contact Us Donate

About Us How We Can Help How You Can Help Events

HOST A FUNDRAISER FOR MILES OF HOPE!

Whether you're a school, business, or individual, we make it easy to support our mission.

Donate

Host Your Own Fundraiser for Miles of Hope Breast Cancer Foundation

Thank you for considering hosting a fundraising event to support the Miles of Hope Breast Cancer Foundation. Your efforts will help people affected by breast cancer in the Hudson Valley while providing an opportunity for friends and family to come together and have fun.

To help you get started, we've put together a Fundraising Toolkit with everything you need to promote our organization and support our mission.

Click the button below to get started and make your event a memorable one!

Fundraising Toolkit Start A Fundraising Page

Request Fundraising Materials

Contact Us

By Phone: 845-264-2005

To make a donation by check please make it out to Miles of Hope BCF and send it to us at:

Miles of Hope BCF
P.O. Box 405
Lagrangeville, NY 12540

Email Us
info@milesofhope.org

1 **VISIT**
milesofhope.org

2 Under "How You Can Help" **click** "Host Your Own Fundraiser".

3 **Click** the "Start A Fundraising Page" button.

4 **Follow** the steps to create your own fundraising page!



SAMPLE SCRIPT

FOR MILES OF HOPE FUNDRAISING EVENT

Good [morning/afternoon/evening], everyone! Thank you all for being here today as we come together for an incredibly important cause—raising awareness and funds for breast cancer to support the Miles of Hope Breast Cancer Foundation.

Miles of Hope is a local non-profit organization which funds support services and outreach for people affected by breast cancer here in the Hudson Valley. Every dollar raised for Miles of Hope stays right here in our community, supporting our family, friends, neighbors, and colleagues.

Whether you need help meeting your financial needs or simply need somebody to talk to, Miles of Hope is here as your neighbor and your friend for support, while navigating unfamiliar territory. For more information on the Foundation, services and events, please visit www.milesofhope.org.

Today, we are not just here to raise funds; we are here to show our support, to stand in solidarity with those who have fought, are fighting, and may fight breast cancer in the future. Every dollar raised goes directly towards providing resources, treatment, and hope to those who need it most, right here in our community. Your contribution makes a real difference.

Let us take a moment of silence to support those who are fighting and honor those that we have lost. (PAUSE)

I want to encourage you, again, to visit the Miles of Hope website at www.milesofhope.org. There, you can learn more about the incredible work they do, find resources, and see how you can stay involved throughout the year.

Thank you again for your generosity and support. Together, we are making a difference. Let's continue to fight, hope, and support one another in this journey.

Thank you!



Do You Know A Student Affected By Breast Cancer?



Breast Cancer Foundation

SCHOLARSHIP OPPORTUNITIES

are available from the
**Miles Of Hope
Breast Cancer Foundation**

Breast cancer can take a terrible toll on a family by taking a loved one, draining financial resources and creating emotional challenges. These scholarships are awarded to help students who have been affected by breast cancer and who have turned those challenges into positive action.

Scholarship Criteria:

Miles of Hope Breast Cancer Foundation Scholarships assist students affected by breast cancer. Students meeting the general Miles of Hope scholarship criteria may also be considered for a named scholarship.

Eligibility:

College-bound high school seniors residing in Columbia, Dutchess, Greene, Orange, Putnam, Rockland, Sullivan, Ulster, and Westchester counties planning to attend/or attending an accredited college, university or trade school.

Scholarships Available:

(all require the student to be affected by breast cancer in some way)

- **Adele Bayer Scholarship:** Scholarship awarded to students affected by breast cancer in some way.
- **Betty Benecke Memorial Scholarship:** Betty's family honors her life with the legacy of a scholarship for a student whose life is affected by breast cancer.
- **Michael Benecke Scholarship:** Students reflecting Michael's values of the importance of higher education and love of family and friends.
- **Dana Efron Scholarship:** Scholarship awarded to students affected by breast cancer in some way.
- **Michael Efron Scholarship:** Scholarship awarded to students affected by breast cancer in some way.
- **Betty Howard Scholarship:** Students pursuing a healthcare-related field of study.
- **Lynne & Bob Kopac Scholarships (2):** Scholarships awarded to Hudson Valley students whose lives have been affected by breast cancer.
- **Paulette Pettorossi Scholarship:** Students reflecting Paulette's energy and enthusiasm for volunteering.

Application
deadline is
March 15!

Scan the QR code to
access the complete
scholarship guidelines
and to apply through
the Scholarship Portal.



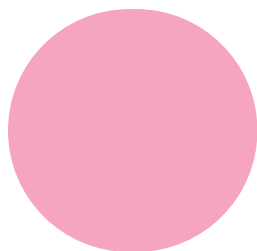
Awards:

Range from \$2,000 - \$5,000. Recipients may re-apply in subsequent years while they are in college.

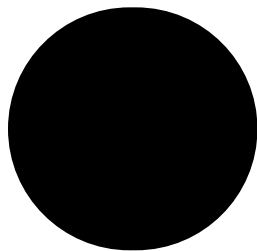
For more information on Miles of Hope, visit **milessofhope.org** or email us at **info@milessofhope.org**

MILES OF HOPE COLOR PALETTE

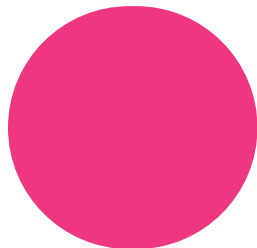
HEX Color safe for web and mobile



MOH Light Pink
#F6A5C0



Black
#000000



MOH Dark Pink
#EE3780

