



Rise to  
the Ovation

BE THE VOICE THAT BREAKS THE SILENCE.



OVATIONS  
for the cure of ovarian cancer

# Summary of Content



## OVATIONS FOR THE CURE IS MAKING A SIGNIFICANT DIFFERENCE BUT STILL NEEDS YOUR HELP.

### **Ovarian Cancer**

- Will be diagnosed more than 190,000 times worldwide in 2009
- Will be diagnosed 22,430 times in the United States this year alone
- Is hard to detect and equally difficult to diagnose, because symptoms like bloating, abdominal pain, difficulty eating and urinary urgency or frequency are problems any woman may experience at any given moment
- Claims more deaths than any other gynecological cancer
- Takes the lives of 3 out of every 4 women diagnosed with the disease

### **Ovations for the Cure**

- Was founded as a 501(c)(3) non-profit organization in April of 2006 by Patricia Franchi Flaherty, who lived with the disease for nine years
- Is dedicated to supporting the research, patient wellness programs and awareness of ovarian cancer
- Recognizes that early detection of ovarian cancer is the best way to improve survival
- Has raised over \$1.25 million for ovarian cancer research, including funding directed toward the Desensitization Program at Brigham and Women's Hospital and Dana-Farber Cancer Institute
- Has distributed ¼ million ovarian cancer patient awareness brochures to hospitals and doctors' offices nationwide
- Has changed the lives of over 2,000 ovarian cancer patients through its Happy Feet program

### Ovations' Funding for Ovarian Cancer

- Supports the work of scientists and physicians in their efforts to better understand, treat and cure ovarian cancer
- Provides direct financial support for revolutionary programs at the following institutions:



### Your Contribution/Partnership

- Helps us even the odds against ovarian cancer
- Will have a lasting impact on the future of ovarian cancer and the women facing it
- Demonstrates your social consciousness, humanitarianism and philanthropic generosity among your associates and shareholders

### Ovations' Events and Programs

- Offer numerous sponsorship opportunities at every level
- Provide countless ways to make a tax-deductible donation linking your name or corporate identity to a cause that's improving the future for thousands of women



*Ovations'*

continued funding of research, outreach for increased awareness and support and compassion for ovarian cancer patients and their families puts the organization in a category of its own.

The Madeline Franchi  
Ovarian Cancer Research Fund

The Desensitization Program

The Ovarian Cancer Research  
Fund for Early Detection

The Ovations for the Cure  
Ovarian Cancer Research Fund

The Patient Awareness Program

The Happy Feet Program

# Ovarian Cancer – The Other Women's Cancer



More than

190,000 new cases of  
ovarian cancer are diagnosed  
worldwide every year.

**The symptoms of ovarian cancer are hard to detect and equally difficult to diagnose.** That's because bloating, abdominal pain, difficulty eating and urinary urgency or frequency are problems women commonly experience. **Many women, though, unaware of the subtle clues that ovarian cancer presents, ignore the only warning signs they may ever get.** As a result, they seek medical attention only when symptoms become more pronounced and their condition has dangerously progressed. Even then, the disease is one that is not likely to be recognized immediately.

Now the fifth leading cause of cancer deaths among women, ovarian cancer claims more deaths than any other gynecological cancer. It is a disease that ought to be more understandable, and therefore, more preventable.

According to the World Health Organization's International Agency for Research on Cancer, **"About 190,000 cases of ovarian cancer occur each year [worldwide], predominantly among postmenopausal women in developed countries..."**<sup>1</sup> Of that number, **22,430 women in the United States will be diagnosed this year alone.** Sadly, 75% of them will be diagnosed after the cancer has advanced, when treatment options are most limited and prognosis is grim.<sup>2</sup>

Despite advancements in surgery and chemotherapy treatments, the overall five-year survival rate for women with advanced stage ovarian cancer has remained constant over the past 30 years at approximately 15%. Conversely, those women diagnosed with the early stage (Stage I) of the disease have an overall five-year survival rate approaching 90-95%. **Clearly, early detection of ovarian cancer is the best way to improve survival.**

We live in a world without a definitive test for early markers of ovarian cancer. Right now, it is far more likely that a woman will be a victim of ovarian cancer than a survivor of it. Meanwhile, progress against the disease is still in its infancy. In the current state of modern medicine, ovarian cancer can only be treated reactively instead of proactively.

**That's why Ovarians for the Cure was founded. And now, you and your company can be part of its success in the fight against ovarian cancer. Together, we can even the odds against this insidious disease.**

1. Stewart BW, et al. World Health Organization, International Agency for Research on Cancer World Cancer Report. IARC Press, 2003;215.
2. [http://www.cancer.org/docroot/cric/content/cric\\_2\\_4\\_1x\\_what\\_are\\_the\\_key\\_statistics\\_for\\_ovarian\\_cancer\\_33.asp](http://www.cancer.org/docroot/cric/content/cric_2_4_1x_what_are_the_key_statistics_for_ovarian_cancer_33.asp). Accessed on 12/09/08.

## *Ovarian cancer*

accounts for more deaths than any other gynecological cancer.



# *Worldwide*

# Ovations for the Cure - Who We Are



Patty Franchi Flaherty

## Ovations for the Cure

is dedicated to supporting the:

1. research initiatives
2. patient wellness programs
3. awareness of ovarian cancer

**Ovations for the Cure** is a 501(c)(3) non-profit organization dedicated to supporting the research initiatives, patient wellness programs and awareness of ovarian cancer. We support this by proliferating broad-spectrum awareness of the risk factors and subtle warning signs of ovarian cancer and through the continued support of new and ongoing ovarian cancer research and treatment initiatives.

Ovations for the Cure was founded in April of 2006 by **Patricia Franchi Flaherty**, who lived with the disease for nine years and whose well-honed business acumen enabled her to launch her life-saving organization at full throttle. Ovations has raised over \$1.25 million for ovarian cancer research in just under three years.

At its inception, the organization dedicated proceeds to the Madeline Franchi Ovarian Cancer Research Fund, in honor of Mrs. Franchi Flaherty's mother, Madeline Franchi, who died of the disease in 1974. The organization's aggressive and successful fundraising efforts have enabled it to expand rapidly, spreading its valuable funding across the nation and its urgent message to a record number of women in the U.S.

**From the start, Ovations for the Cure has distinguished itself from other ovarian cancer organizations in three distinct ways.** First, Ovations provides continued support of new and ongoing ovarian cancer research and treatment initiatives. Second, the organization coordinates various programs to give hope and comfort to those currently battling ovarian cancer. And third, it plays an active role in proliferating broad-spectrum ovarian cancer awareness and education.

Contributions brought in through the Ovations website, fundraising events and donor grants are directed to research, education and patient treatment at institutions such as **Dana-Farber Cancer Institute, Brigham and Women's Hospital, Children's Hospital Boston, University of Pennsylvania, and City of Hope Cancer Center** in Los Angeles. It is only with the help of individuals, friends, business associates, neighbors and companies like yours that Ovations for the Cure can continue making a significant difference in the lives of thousands of women nationwide.

Ovations for the Cure is proud to provide critical information and resources not previously available to women facing ovarian cancer through patient education brochures, symposiums and patient wellness programs. The organization is structured in such a way that charitable donations of all sizes can be put to dynamic use. Thanks to the contributions we receive, we are not only creating awareness of ovarian cancer, but we are also actively helping to improve the science that will even the odds for all women.

Ovations

*Less than 20%*

of ovarian cancer cases  
are diagnosed at the most  
treatable stage.



Harry Connick, Jr. and the Ovations Staff

# How We're Investing Our Dollars



Dr. Ursula Matulonis

*In 2008,*  
about 21,650 women were  
diagnosed with ovarian cancer  
in the U.S. alone.

## SUPPORT THE SCIENCE BEHIND FINDING A CURE.

For the 21,000+ women in the U.S. diagnosed with ovarian cancer and the thousands of women who continue to fight the battle against the disease each year, Ovations for the Cure offers the hope of a brighter future in several unique ways. Its continued funding of research, outreach for increased awareness and support and compassion for ovarian cancer patients and their families puts Ovations for the Cure in a category of its own.

Ovations for the Cure actively contributes funds to support the work of scientists and physicians in their efforts to better understand, treat and cure ovarian cancer. Without direct financial support from foundations like Ovations for the Cure, their revolutionary programs would not be possible, leaving countless women unable to receive treatment that could extend their lives. **We are making a powerful difference.**

## THE MADELINE FRANCHI OVARIAN CANCER RESEARCH FUND

Headed by **Dr. Ursula Matulonis**, Director of Medical Gynecologic Oncology at **Dana-Farber Cancer Institute** in Boston, MA, this fund supports BH3 profiling of the relationship between cancer cells, anti-apoptotic proteins and cellular survival and turnover, and studies key biological factors to develop unique therapy regimens. This program also examines the molecular profiles and signatures of ovarian cancer in order to select improved targeted treatments for patients and help understand how ovarian cancer cells elude chemotherapy drugs such as Carboplatin.

## THE DESENSITIZATION PROGRAM AT BRIGHAM AND WOMEN'S HOSPITAL AND DANA-FARBER CANCER INSTITUTE

Beginning at **Brigham and Women's Hospital** in Boston, MA in 1998, **Dr. Mariana Castells**, an allergist-immunologist, has been developing a life-saving process to desensitize ovarian cancer patients who may become allergic to some of the chemotherapy drugs prescribed to them. Without the ability to take these drugs, many patients would not be able to seek any form of treatment. Dr. Castells' research and clinical trials, combined with Ovations' \$250,000 donation toward securing three beds at the hospital specifically for ovarian cancer patients, allow many women to become triumphant in their fight to overcome the disease.

In 2008, Ovations for the Cure pledged \$150,000 toward a Desensitization Suite at **Dana-Farber Cancer Institute**, also under the direction of Dr. Castells. This contribution brings the total monies donated by Ovations to the Desensitization Program to \$400,000.

## THE OVARIAN CANCER RESEARCH FUND FOR EARLY DETECTION

This fund supports a study under the direction of **Dr. Marsha Moses** of **Children's Hospital Boston**. The Moses Lab has had a long-standing interest in identifying and characterizing the biochemical and molecular mechanisms underlying the regulation of angiogenesis during tumor progression, from the angiogenic switch through metastasis. Dr. Moses and her group are using this information to create an early detection screening test for ovarian cancer that may eventually be used at home.

## THE OVATIONS FOR THE CURE OVARIAN CANCER RESEARCH FUND

Following the mission of Ovations for the Cure, this fund at **City of Hope Cancer Center** in Los Angeles, CA supports many of the hospital's ongoing trials and research. City of Hope is a groundbreaking research center with many new studies in progress. Currently, scientists and physicians at the hospital are investigating Bryostatatin, a protein kinase C inhibitor derived from a mollusk, which has been shown to be active in the treatment of ovarian cancer.

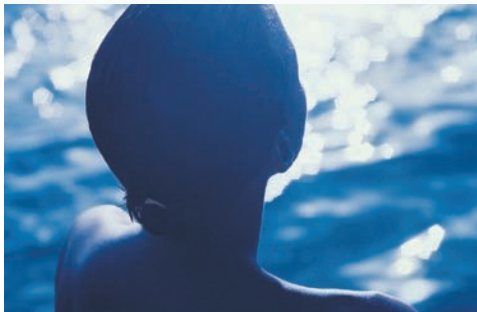
*More than*

15,520 women will lose their  
battle with ovarian cancer  
in the U.S. this year.



*Only one*

out of every four women  
diagnosed with ovarian cancer  
will live to tell about it.



## LEARNING FOR LIVING SYMPOSIUM

Initiated by our late Founder, Mrs. Patricia Franchi Flaherty, the **Learning for Living with Ovarian Cancer Symposium** is an annual forum and the first of its kind to educate and update ovarian cancer patients and survivors—**at no cost to them**—on the latest ovarian cancer research, treatments and therapies. During the symposium, medical experts in the field of gynecological oncology and treatment present the most recent updates and critical information. Previous presenters have included doctors from Dana-Farber Cancer Institute, Children's Hospital Boston, The Wellness Community – Greater Boston, Massachusetts General Hospital and Los Angeles' City of Hope Cancer Center. Through this interactive informational program, patients receive the unique opportunity to listen to, learn from and ask questions of key doctors on the forefront of gynecological medicine.

## PATIENT AWARENESS PROGRAM

To spread awareness about ovarian cancer, its symptoms and what every woman should know about it, Ovariations for the Cure has created **educational pamphlets to display in waiting areas, on desktops and in other public locations**. We provide pamphlets and acrylic display holders free of charge to hospitals and doctors' offices around the nation and have distributed over ¼ million brochures nationwide thus far. Ovariations has also created public service announcements and media campaigns through television, radio and billboard advertisements, reaching audiences across the country.

## HAPPY FEET PROGRAM

Another of our programs, called **Happy Feet**, has touched the lives of over 2,000 women since 2006, and will, undoubtedly, reach many more. The Happy Feet program provides patients undergoing ovarian cancer treatment a pair of specially-designed Stuart Weitzman slip-on jelly shoes adorned with teal Swarovski crystals. Free to patients and survivors, the Happy Feet shoes are a small but meaningful gesture to women who are on their journeys to recovery.

# Now it's Your Chance to Rise to the Ovation

**BECOME A PARTNER OR SPONSOR OF THE RESEARCH, PATIENT WELLNESS PROGRAMS AND AWARENESS OF OVARIAN CANCER.**

Despite everything Ovarians for the Cure has accomplished, there is still so much more to be addressed. Women everywhere need reliable, effective, early diagnostic tests for ovarian cancer. Many more don't yet realize they are at risk for ovarian cancer. Treatment options are limited. A cure is not yet in sight. **Funding for more research is sorely needed.**

Supporting ovarian cancer research through Ovarians for the Cure gives your company the opportunity to shine as a pioneer. The distinction of supporting a critically underserved cause speaks volumes about your company's long-term vision and benevolence. At the same time, your charitable donations can help the scientific community gain a greater understanding of ovarian cancer.

**Help us even the odds against ovarian cancer by underwriting our upcoming events or programs.** Your support of the ovarian cancer cause through Ovarians for the Cure will have a lasting impact on the future of ovarian cancer and the women facing it. Meanwhile, our collaboration will be a meaningful demonstration of your social consciousness and humanitarianism among your associates and shareholders.

By aligning your name or your company's name with Ovarians for the Cure, you have the unique opportunity to be a part of a history-making movement just as it is taking hold. **Let's change the face of ovarian cancer.**



*75% of patients*

**will be diagnosed after  
the cancer has advanced, when  
treatment options are most limited  
and prognosis is grim.**

# Funding the Fight Against Ovarian Cancer



*Today, 62 women*  
will find out  
they have ovarian cancer.

In addition to offering several ongoing programs, Ovarians for the Cure hosts a number of exciting fundraising events each season, including a spring fashion show, a summer golf outing, a fall gala and fashion show, community walks and more. By hosting these initiatives, Ovarians is creating a legacy for the women already fighting the battle against ovarian cancer—and for those who don't yet see it coming.

Our flagship fundraiser, the Stuart Weitzman Fashion Show, is now in its fourth successful year of existence and continues to help fund research and raise awareness for ovarian cancer. All of Ovarians' events help spread awareness of the nation's most deadly gynecological disease.

For every Ovarians event or program, there are numerous sponsorship opportunities available. From primary patronage of overall events to sponsoring a specific event, there are countless ways to make a tax-deductible donation linking your name or corporate identity to a cause that's improving the future for thousands of women.

OVATIONS FOR THE CURE IS PROUD TO PRESENT...

## SPRING FASHION SHOW

This spring fundraising event includes a couture fashion show featuring the styles of Carmen Marc Valvo, designer of choice for celebrities Catherine Zeta-Jones, Kate Winslet and Goldie Hawn. It was spearheaded by a loyal friend of Ovations, Carol Arrick-Wells, who led a courageous, personal battle against ovarian cancer. This year's event, scheduled for May 2, 2009, is a tribute to Carol and her efforts and will feature a new venue and a special guest appearance from Carmen Marc Valvo.

## DRIVING FOR A CURE GOLF TOURNAMENT

Now in its second year, the **Driving for a Cure Golf Tournament** will take place at the historical Dedham Country & Polo Club on June 1, 2009. This exclusive event will feature teams of four with a shotgun bramble start. Pre-tournament events will include a sponsored lunch buffet and driving and putting range practice. The tournament will be followed by a sponsored dinner and reception, complete with a raffle and prizes.

## NIGHT OF THE MONARCH FALL GALA

The first-ever **Night of the Monarch Fall Gala**—featuring the Stuart Weitzman Fashion Show—is a black-tie-optional, twilight ball that will take flight on September 26, 2009. Slated to draw from 500 to 700 attendees, major corporate sponsors and the watchful eyes of the press and media, this majestic event will honor past and current ovarian cancer heroines and will include a special tribute to the late Patricia Franchi Flaherty. A featured VIP guest will emcee the evening's designer shoe and handbag fashion show and activities, including exclusive live and silent auctions of luxury gift packages, while guests enjoy butterfly-themed hors d'oeuvres and cocktails.

*Today, 43 women*  
will lose their  
fight against ovarian cancer.



Carmen Marc Valvo with Guests



Pat Bradley, LPGA Hall of Fame Member

# Giving Hope by Giving Generously



Ovarians for the Cure is proud to have made significant contributions to numerous research initiatives. But we also recognize that even more great work must happen before women no longer need to live in fear of this insidious disease.

We are dedicated to supporting this research, but we can only continue to do so with your help. Your generosity can give those with ovarian cancer a fighting chance. We encourage you to explore the many ways in which you can partner with Ovarians for the Cure.

Please review the sponsorship categories with a generous heart. Anything you can give means everything to someone with ovarian cancer—**because the more you give, the less ovarian cancer can take.**



## OVATIONS PARTNER

**\$250,000 Partnership in 3 events**

Web placement with clickable links on the [ovationsforthecure.org](http://ovationsforthecure.org) home page and event pages

Logo prominently displayed on promotional materials, including:

- Print advertising
- Press releases
- Advertising booklets (if applicable)

Speaking privileges at all 3 events

VIP seating for 30 at the spring fashion show and fall gala

3 foursomes at the golf outing

## OVATIONS SPONSOR

**\$150,000 Sponsorship in 3 events**

Web placement with clickable links on the [ovationsforthecure.org](http://ovationsforthecure.org) event pages

Logo prominently displayed on promotional materials, including:

- Print advertising

- Press releases

- Advertising booklets (if applicable)

Speaking privileges at all 3 events

VIP seating for 20 at the spring fashion show and fall gala

2 foursomes at the golf outing



## IN-STYLE SPONSOR

**\$100,000 Sponsorship for 2 fashion shows**

Web placement with clickable links on the [ovationsforthecure.org](http://ovationsforthecure.org) event pages

Logo prominently displayed on promotional materials, including:

- Print advertising

- Press releases

- Advertising booklets (if applicable)

Speaking privileges at both events

VIP seating for 10 at the spring fashion show and fall gala



Partnerships



## EDUCATION & HAPPINESS SPONSOR

**\$100,000 for 125 Patients/Survivors**

**\$50,000 for 50 Patients/Survivors**

**\$25,000 for 20 Patients/Survivors**

### Sponsors of the Learning for Living Symposium and fall gala

Logo prominently displayed on promotional materials, including:

- Print advertising
- Press releases
- Advertising booklet
- Podium signage
- Table signage

Recognition at the Learning for Living Symposium and fall gala



## SYMPOSIUM SPONSOR

**\$100,000 Presenting Sponsor for 300 people at Four Seasons Boston**

**\$50,000 Co-sponsor for 150 people at Four Seasons Boston**

**\$25,000 Participating Sponsor for 75 people at Four Seasons Boston**

### Sponsors of the Learning for Living Symposium

Web placement with clickable link on [ovationsforthecure.org](http://ovationsforthecure.org) as it pertains to the event

Logo prominently displayed on promotional materials, including:

- Print advertising
- Press releases
- Podium signage



“Happy Feet” Shoes

## HAPPY FEET SPONSOR

**\$100,000 Presenting Sponsor**

**\$50,000 Co-sponsor**

**\$25,000 Participating Sponsor**

Web placement with clickable link on [ovationsforthecure.org](http://ovationsforthecure.org) as it pertains to the program

Logo prominently displayed on promotional materials, including:

- Print advertising
- Press releases

## MEDIA SPONSOR

**\$50,000 Sponsorship in New England for one month, with pricing for other areas or nationwide available upon request**

Web placement with clickable link on [ovationsforthecure.org](http://ovationsforthecure.org)

Logo or closing tag incorporated into all public service announcements for television and broadcast

## ATTENDEE OF EVENTS SPONSOR

**\$25,000 Sponsorship**

Web placement with clickable links on the [ovationsforthecure.org](http://ovationsforthecure.org) event pages

Logo prominently displayed on promotional materials, including:

Print advertising

Press releases

VIP seating for 10 at the spring fashion show and fall gala

2 foursomes at the golf outing

## PATIENT AWARENESS SPONSOR

**\$10,000 Sponsorship per state or \$20,000 per state for CA, TX, FL and NY due to higher numbers of OB-GYN offices**

Media and press release in state(s) of choice

Letter included with patient awareness brochure package

Logo prominently displayed on back of brochure holders in state(s) of choice

*Take action!*

Consider the following  
sponsorship opportunities for  
any specific event.

### PRESENTING

**\$50,000+**

### ENCORE

**\$20,000**

### STANDING OVATIONS

**\$12,500**

### OVATIONS

**\$7,500**

### ROUNDS OF APPLAUSE

**\$5,000**

### TABLE

**\$4,000**

*Sponsorships*

*With the help*

of companies like yours,  
Ovations has touched the lives  
of ovarian cancer patients  
all over the country.



**At Ovations for the Cure, we believe that a cure for ovarian cancer will come one day, at a price.** That's why contributions received from companies like yours translate into progress. Every dollar given to the fight against ovarian cancer helps patients on their journeys to wellness and increases the likelihood of finding a cure.

On behalf of the thousands upon thousands of women and families whose lives will be forever changed by ovarian cancer, we would like to offer our deepest appreciation to you for considering Ovations for the Cure as your philanthropic partner.

**Ovations for the Cure would like to extend its sincere gratitude to its current sponsors:**

**Carmen Marc Valvo®**

**Citizen's Bank®**

**Corporate Family Network**

**Covidien**

**Friends of Mel Foundation**

**Genentech®**

**NECN**

**Novartis Pharmaceuticals**

**SBLI - Savings Bank Life Insurance®**

**St. John**

**Starbucks™**

**Stuart Weitzman, LLC**

**The Wellness Community®**



Thank you



251 West Central Street, Suite 32 • Natick, MA 01760  
866-920-OFTC (6382)

OVATIONSFORTHECURE .ORG

**Ovations for the Cure is a 501(c)(3) non-profit organization dedicated to the research, patient wellness programs and awareness of ovarian cancer.**

We support this mission by proliferating broad-spectrum awareness of the risk factors and subtle warning signs of ovarian cancer and through the continued support of new and ongoing ovarian cancer research and treatment initiatives.