



Houston Alumnae Association of Zeta Tau Alpha
Benefiting Breast Cancer Awareness, Research & Education
University of Texas M. D. Anderson Cancer Center IBC Clinic

5 Year History of Donations for Breast Cancer Research & Education

~\$105,000~



Registered trademark--umbrella under which all ZTAF breast cancer programs function was registered with United States Patent and Trademark Office February, 2004

The University of Texas M.D. Anderson Cancer Center

- ❖ IBC Clinic \$50,000 funding of exam room naming rights for Inflammatory Breast Cancer Clinic
ZETA TAU ALPHA
HONORS
JENEE JONGEBLOED BOBBORA
- ❖ The Learning Center @ M.D. Anderson Cancer Center in Honor/Memory of Health Education Specialist,
Julia Maas
- ❖ M.D. Anderson Cancer Center Breast Medical Oncology Patient Education Resource Center
Lyndon B. Johnson Hospital
Vicente Valero, M.D.
Chief, Oncology Services
- ❖ M.D. Anderson Cancer Center Clinical Cancer Prevention/Prevention Outreach Programs
Honoring Cancer Prevention Center Clinical Medical Director Therese B. Bevers, M.D.

Komen for the Cure Partnership:

- ❖ Volunteering in excess of 50,00 hours annually in more than 115 Komen for the Cure Events
- ❖ Co-sponsor of 115 Komen for the Cure Race Survivor Recognition Program—first national sponsor in 1992
- ❖ Provide “In Memory Of” & “In Celebration Of” Signs
- ❖ Provide pink hats & t-shirts for breast cancer survivors—began in 1992
- ❖ Member of Komen for the Cure Million Dollar Council—donating more than \$2 million

Other ZTAF Partnerships:

- ❖ 17 NFL Teams’ Partnership distributing more than 421,000 **THINK PINK!** ribbons
- ❖ SELF Magazine: Provide 4-year subscription & Breast Cancer Handbook for all collegian Zetas
- ❖ Yoplait “Save Lids to Save Lives” program benefiting Komen for the Cure and ZTAF
- ❖ Lifetime Television & its “Stop Breast Cancer for Life” campaign
- ❖ *Think products of Ventura, CA*
- ❖ Distribution of 9.8 million Self-exam Shower Cards
- ❖ Distribution of 7 million Self-exam Reminder Stickers
- ❖ Distribution of 5 million Think Pink Ribbons
- ❖ \$342,651 scholarships awarded to 177 scholars for 2008-2009 school year