

- *More than a third of the money you raise may NOT go to any breast cancer programs.*
- *Avon does not rely on local advisory boards to guide funding decisions in the communities that raise the money.*
- *Avon funds little research into the underlying causes of breast cancer, such as exposure to environmental toxins, that would help us truly stem rising breast cancer incidence rates.*

If people you know ask you to sponsor them in the Avon walk...

- Thank them for wanting to do something in the fight against breast cancer.
- Ask them if they know where the money is going. Make sure they have the facts.
- Offer to make a donation in their honor to a grassroots organization in your community or to one that is part of the Follow the Money Alliance.

Follow the Money: An Alliance for Accountability in Breast Cancer

a national coalition of organizations concerned about the amount and direction of money raised in the name of breast cancer

Core Members:

- ◆ After Breast Cancer Surgery (NJ)
- ◆ Babylon Breast Cancer Coalition (NY)
- ◆ Breast Cancer Action (CA)
- ◆ Breast Cancer Resource Center of Santa Barbara (CA)
- ◆ Huntington Breast Cancer Action Coalition (NY)
- ◆ Massachusetts Breast Cancer Coalition
- ◆ The Mautner Project for Lesbians with Cancer (DC)
- ◆ New York State Breast Cancer Network
- ◆ Rachel's Friends Breast Cancer Coalition (OR)
- ◆ Women's Cancer Resource Center (MN)

Follow the Money
 c/o Breast Cancer Action
 55 New Montgomery Street, Suite 323
 San Francisco, CA 94105
 415-243-9301 or (toll-free) 877-2STOPBC
 www.bcaction.org info@bcaction.org

**Think Twice
 Before You
 Do the
 Avon Walk!**

*If you're
 planning to do
 the Avon Walk
 for Breast
 Cancer,
 consider this ...*

Follow the Money...



It's your money!

You'd think that with all of the publicity Avon gets for the "Avon Walk for Breast Cancer," the company would be covering at least part of the costs associated with these walks. But Avon uses the money raised by walkers to produce and advertise its events.

As of 2002, Avon walkers had raised more than \$100 million. But \$38 million was used to cover Avon's marketing and administrative costs, including the event producer's fee.¹ This means that for each dollar raised, less than 65 cents went anywhere near a breast cancer organization.

Avon recently hired a new private, for-profit company to produce the walks. That firm has ignored repeated requests for information about its event income and expenditures.

How Is the Money Distributed?

Almost all of the research that Avon funds is based at large, metropolitan research centers that are already generously funded by the federal government and by pharmaceutical and biotech companies.

Avon refuses to create community advisory boards, comprised of advocates and others working on breast cancer issues at the grassroots level, to guide its funding.

What Gets Funded?

Most of the research funded by Avon focuses on possible genetic links to breast cancer. But no one is born with the disease. Genetic research must be combined with research into the suspected causes of breast cancer, such as exposure to toxins in our environment, if we are ever to truly prevent the disease.



Perhaps the reason Avon funds little research into environmental toxins has to do with the fact that dozens of the company's products contain chemicals (such as parabens and phthalates) that may be linked to the development of breast cancer.

What Can You Do?

- ◆ *Get Involved!* Before you support a breast cancer fundraising effort, ask where the money goes. If you can't get a good answer, find an organization that you believe in. Volunteer your time, write a check directly to the organization, or ask friends and family to sponsor you in a local race or other sports event, and donate the money to an organization you choose.
- ◆ *Write to Avon!* Urge the company to underwrite the costs of the walk, to create community advisory boards to guide its funding decisions, and to fund research into environmental links to cancer. Send letters to:

*Andrea Jung, Chair and CEO
Avon Products, Inc.*

*1345 Avenue of the Americas
New York, NY 10105*

or email Ms. Jung at Andrea.Jung@avon.com

- ◆ *Learn more!* Visit www.bcaction.org to find out what else you can do—besides worry— about breast cancer.

1. Financial disclosure at www.pallottateamworks.com.