



THE  
**GET *in* TOUCH**<sup>®</sup>  
FOUNDATION

A global breast health non-profit

**1** BSE—Breast Self Exam  
Think of your breast as a daisy.

www.getintouchfoundation.org/girls

Information at The GET IN TOUCH Foundation is confidential. We are here for you - safe, confidential, information at The GET IN TOUCH Foundation www.getintouchfoundation.org/girls



# Who We Are

After losing her mother, and founder of The Get In Touch Foundation to breast cancer in 2016, Betsy Nilan stepped up as President of the organization, with personal and professional experience as a breast health advocate.

What sets us apart is that we focus on breast health rather than cancer, and we do not sexualize it.

*-Betsy Nilan*

As we fight for a room in an incredibly crowded section of the non-profit world, we want to be clear that what sets us apart is that we are not a breast cancer foundation, but rather a breast health foundation, committed to educating all on breast health through our Daisy Wheel, which is **100% FREE** for school nurses and health educators.



## Our Impact

In 34 different countries, and all 50 states, we have reached over 700,000 individuals with our Daisy Wheels.



# Why It Matters

After our Founder's breast cancer diagnosis in 2004, she wanted to assure future generations were armed and equipped with the information they needed to be informed and strong, just like she was. Through our work, we strive to educate, empower, and save lives.



“ It saved my life and my son's life. Without a breast self-exam, we wouldn't be here today. ”

- Jamie Ledezma, Breast Cancer Survivor



## Our Toolkit

We recognized the need for resources to support our Daisy Wheel tool, so we teamed up with school nurses and health educators to create them, and are available to download on our website - for FREE.

[www/getintouchfoundation.org/toolkit](http://www.getintouchfoundation.org/toolkit)



“ I exercise my power to protect my health with the Daisy Wheel. ”

- Georgia Salke, Student & Activist

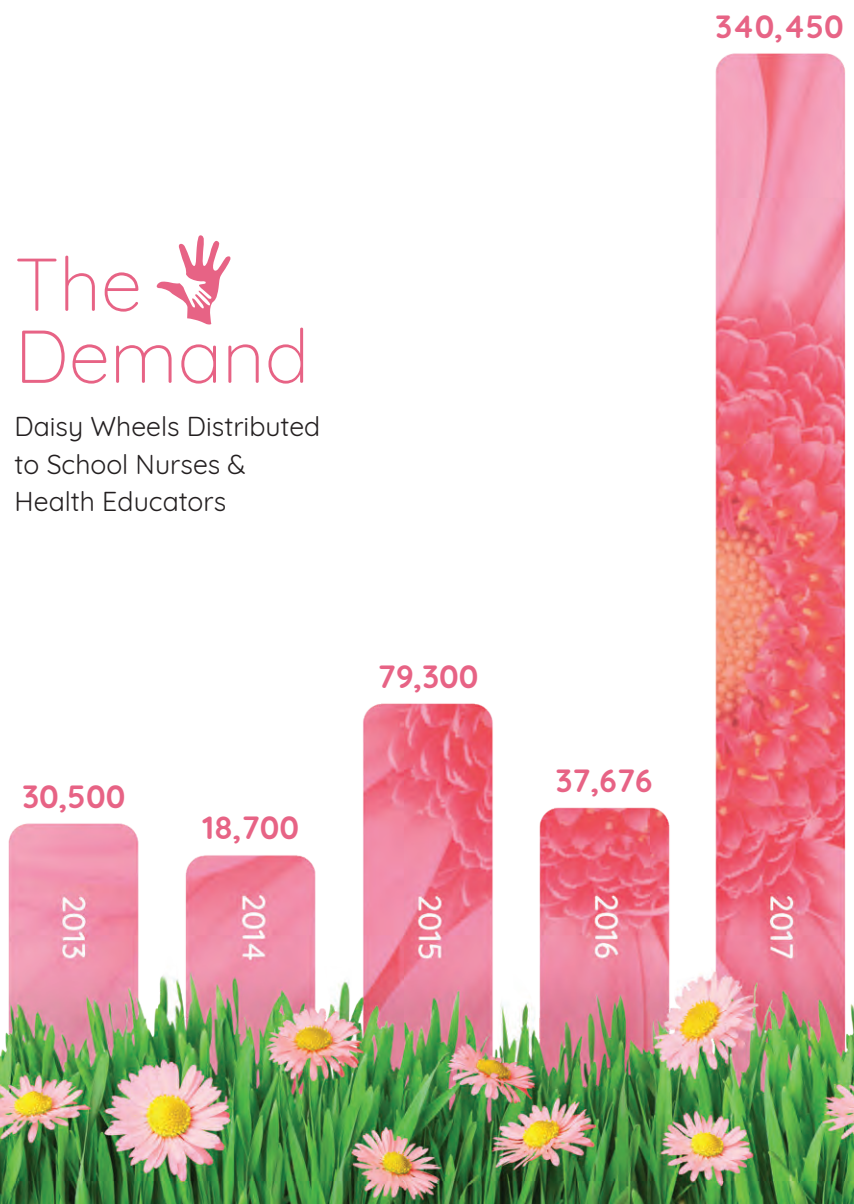


“If I’m a woman trying to respect my body, and I am, I’d focus my self-care on doing routine breast self-exams.”

- Emily Pik, NYC Board Chair

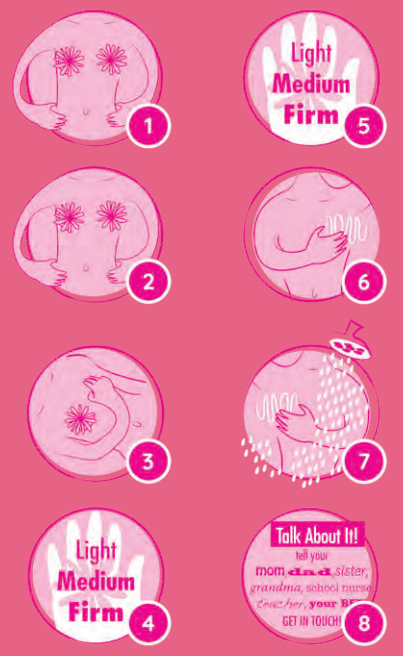
## The Demand

Daisy Wheels Distributed to School Nurses & Health Educators



The Daisy Wheel is an interactive, easy-to-use tool in our Toolkit that outlines the 8 steps necessary to perform a breast self-exam. Each of the 8 steps on the front of the Daisy Wheel is displayed in a peek-a-boo window, fashioned after a gerber daisy petal, and includes a visual aid of the 8 steps on the back.

## Daisy Wheel Visual Aids

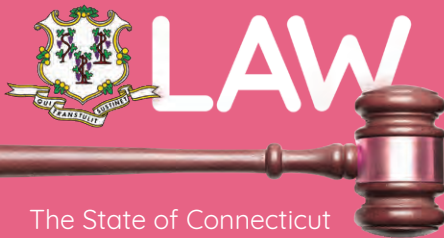




The Daisy Wheel Program has been implemented in 34 different countries.



The Daisy Wheel Program is being implemented in ALL of America's 50 states.



The State of Connecticut passed a law in honor of our Founder that requires public schools to offer instruction on breast self-examination.

1,000,000



In October 2017, we sent one million Daisy Wheels to print.

## Our Partnerships, From Local to Global

We are so grateful for our partners who support our work locally and globally. Our partners contribute more than money. Their volunteer support, generosity, and passion for breast health education and awareness help us expand our reach.



Today, consumers are more inclined to support brands that give back. With the low overhead costs and seeing the direct impact our support has had, it's a no-brainer. Education that The Get In Touch Foundation provides, is key.

-Annie Santo, Guess Watches, VP Marketing



To assist in distributing Daisy Wheels worldwide, GUESS Watches designs a Special Edition timepiece each year with a portion of the proceeds directly donated to The Get In Touch Foundation. Guess' philanthropic partnership has had an impact on how many people we have been able to educate.

For more information on how YOU can partner with The Get In Touch Foundation, email: [betsy@getintouchfoundation.org](mailto:betsy@getintouchfoundation.org).



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