



## **Keep A Breast High School Education Program**

In 2008, The Keep A Breast Foundation launched the “High School Education Program,” a comprehensive and effective way to educate high school students about breast cancer.

The program is unique in its hands on approach to breast cancer awareness. Students have the opportunity to create and execute their very own Keep A Breast cast exhibition at their high school. This includes special guests such as pro-athletes and artists talking to the students in the beginning of the program about their experiences with breast cancer, students having full access to all educational material like self-exam cards and healthy tips card, students tapping into their imagination and gaining self-assurance, and students applying Keep A Breast’s mantra of art, education, awareness, and action in their every day actions.

Beth Morrison, a teacher at John Burroughs high school in Burbank, experienced firsthand the powerful impact the program had on her students last fall. When asked to describe her involvement, here’s what Beth had to say:

“The High School Education Program started as a small class art project and quickly grew into a school wide fundraising and educational event which raised close to \$10,000 that was donated to help support the fight against Breast Cancer. Art students, as well as others who were directly and indirectly involved in the project were all positively impacted. The project provided numerous opportunities for different departments and disciplines to collaborate and reinforce the important information and lessons for students. The support and enthusiastic response from students, administration, parents, and community members has been amazing and continues to be rewarding and motivating.”

We need your help to make this program happen. Imagine just four high schools a year-that’s over 160 students we are directly impacting about breast cancer awareness, not to mention the indirect impact on their friends and family. A possibility of hundreds of lives being saved, thanks to a starting point like the High School Education Program. We at Keep A Breast believe prevention is the cure. Showing and educating the students, in a way they communicate with each other, is the solution. Furthering their well-being allows them be one step ahead up, leaping ahead into a future of long, healthy lives.

Sincerely,  
Shaney jo Darden  
Executive Director  
[shaneyjo@keep-a-breast.org](mailto:shaneyjo@keep-a-breast.org)  
760-207-2422



## **The Keep A Breast High School Onsite Education Program**

### **Mission**

Our mission is to help eradicate breast cancer by exposing young people to methods of prevention, early detection and support. Through art events, educational programs and fundraising efforts we seek to increase breast cancer awareness among young people so they are better equipped to make choices and develop habits that will benefit their long-term health and well-being.

### **About**

Our foundation, Keep A Breast, has been serving communities across the country and around the globe since 2000. Keep A Breast was created to fill a void in breast cancer awareness targeting an age group of 13-25. The Keep A Breast Foundation is a unique 501 (c)(3) non-profit organization creating plaster forms of the female torso, customized by fine artists and auctioned to raise funding for breast cancer. We have been recognized all over the world as not only a viable community service, but also impactful leaders in breast cancer awareness among the nation's youth. Keep A Breast has had the pleasure of working with corporate partners such as The Warped Tour, Macbeth, The Quicksilver Foundation, Emergen-C, and Zumies.

### **Goals**

1. To increase breast cancer awareness and education at high schools throughout the state of California with our High School Onsite Education Program.
2. To provide an outlet of expression for high school students through creating and painting torso casts tailored to self-expression of the student artist. To engage the students and create a desire to learn, create, and explore.
3. To inspire the youth. At Keep A Breast, we know today's high school students are tomorrow's mothers, fathers, and teachers. We work diligently to make sure they are inspired to make a difference in their lives and the lives of others in their communities with healthy choices and action.



## **Program Description**

Keep A Breast and special guest (pro surfer, skater, and top artist) will visit four high schools in Southern California. KAB will work together with students to produce their very own Keep A Breast exhibition. Keep A Breast's mantra of art, education, awareness and action will be applied daily to the event's core purpose. Listing focal points below, we prove a path to tapping into today's youth is very much an achievable feat.

### **Art**

Art is a form of expression, and at Keep A Breast we make sure students express themselves and realize their full potential through art. When students create their casts, it develops an ability to open up about "uncomfortable" subjects like cancer and their bodies. While painting the casts, they become more confident about themselves and their communication skills, which we believe is a necessary tool in high school and latter adult life. Art translates to inventiveness, imagination, and self-assurance.

### **Education**

Education is knowledge. The tools we use at KAB are catered toward young people. We know the sooner we reach them, the better their chances are of practicing healthy life choices. Our material is cool, hip, and not intimidating. We pass out shower cards guiding them through a self-exam, we give them appealing magazines with the latest bands talking about breast cancer, we show them videos with their favorite surfers or skaters describing their story with breast cancer. The students see people they admire and respect, relate to them, and take their words to heart.

### **Awareness**

Awareness is vital. We need the students to leave with the knowledge and material to stay healthy and happy. We make sure at high school visits that we really reach these kids. Not just on a surface level, but on an almost mentor/friend level. If they have questions or concerns, they know they can email us at anytime. It's not just about giving them the facts-it's about giving them the facts in a way at 17 or 18, they can fully comprehend.

### **Action**

Action is spreading the word. The students leave the visits with newfound enthusiasm for helping others. They may grab an extra shower card for their mom or friend, may check out our website for volunteer opportunities, or may start their own street team in their town to show others what they have learned. The students know they are the future, and are aware their acts speak loud and people listen.

**KAB** **KEEP A BREAST**  
ART • EDUCATION • AWARENESS • ACTION





**Schedule**

The students are given approximately one month to complete the cycle of turning the cast into art. KAB visits the school, along with chosen artist, musician, or athlete, to present the KAB organization along with KAB members' personal experience. The finale is a rewarding art day chosen to show the completed works and display them proudly for all to see. This last day of the program, the students see the fruition of their work and connect that feeling, that gratification, to an organization like ours. They know, from this point on, the world holds endless possibilities.

**BUDGET**

Line Item	Grant Funds Requested	Total
Shower Cards	7,000	
Salary for 1 Full-time staff member	20,000	
Salary for 1 Part-time staff member	10,000	
Plaster	1,000	
Art making equipment (paints, materials, etc)	3,000	
Branding and Website	6,000	
Internet	200	
Phone	400	
Postage	1,500	
stickers	2,500	
gasoline + travel expenses	2,000	
posters	500	
artist visits to school	5,000	
		59,100