



Kelly Shires

**Breast Cancer
Foundation**

February 1, 2022

To Whom It May Concern,

The Kelly Shires Breast Cancer Foundation was established to raise funds to help financially assist breast cancer patients across Canada. When cancer is diagnosed, many patients are at a loss, not only is their world turned upside down with their health or life at risk, but many also experience financial worries that may never have existed before. There are many unforeseen expenses to face which health insurance programs may not cover. Government or private health assistance is not available to many, especially in the early stages of cancer. While there are many other worthwhile charities that raise money for breast cancer research or hospitals, our Foundation provides assistance directly to patients in these situations in order to make their fight with cancer a little less challenging.

Next February, the Foundation will be celebrating its *24th Anniversary!*

Since the Foundation was formed, the charity has raised over \$7,500,000 to help patients across Canada with their financial struggles. In *Year 1*, the charity raised \$10,000. Each year, as the size of the group grew, so did the money raised! In *Year 20*, we raised over \$525,000 with the help of generous donors & event sponsors. As a result of the awareness spreading, so has our need to raise more money. Every week, the foundation receives 10 or more applications for assistance from across Canada and the need for our type of assistance is increasing rapidly.

In order to help meet this great financial need, Debra Moore will be hosting the *13th Annual Trail Ride for Breast Cancer* to benefit the Kelly Shires Breast Cancer Foundation. The Trail Ride will be held virtually between July 15th – August 30th. Debra would like to ask for your help by supporting this fundraising event. Ultimately, by doing this, you would be allowing the charity to help more patients affected by breast cancer. Your help will go a long way. For more information on the event please visit www.foretheloveofpink.ca and for more information on the charity please visit the websites below. Debra will follow up with you in a few days.

Thanking you in advance for your time and consideration.

Suzy Stenoff
Co-Founder/Director

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