

Only Fools Run at Midnight Transition

Agency Information

Agency: Let Every Woman Know Alaska

Mission: Gynecologic cancers claim the lives of thousands of women each year but many are not aware of the signs and symptoms of these cancers. Let Every Woman Know – Alaska is dedicated to raising awareness, sharing information and saving lives through local education of all Alaskans and support for those women living with gynecologic cancers.

Contact: Sheryl Weinberg, slwrhd@gmail.com, 907-321-1879

Sierra Winegarner, leteverywomanknow@gmail.com, 907-263-1009

Why are you interested in taking over Only Fools Run at Midnight?

Every woman is at risk for developing a gynecologic cancer. It is estimated that there are about 91,730 new cases diagnosed and approximately 28,080 deaths from gynecologic cancers in the United States each year.

Female below the belt cancers have gone widely unrecognized and under-served for a long time for two main reasons: First, gynecologic cancers have a much lower survival rate than others, because they are much harder to detect, therefore they often go unnoticed for too long until it is too late. This means that there are not as many survivors out there to start a movement and advocate for research and a cure. And second, many people find it taboo to talk about "being DOWN THERE aware".

For these reasons, Let Every Woman Know - Alaska is bringing about change. We are breaking down the walls of silence, talking about the signs and symptoms of these cancers and advocating for women's health through community education. It's an incredibly important cause; awareness can save lives.

Let Every Woman Know (LEWK) is a fairly new non-profit organization in the state of Alaska. Although we are based out of Anchorage, LEWK is actively trying to expand our reach by offering programs and awareness events across the whole state. Since OFRAM is an established event in 3 separate Southeast communities, LEWK feels it is the perfect way to start introducing our mission and message of gynecologic cancer awareness in other locations throughout the state. We have ambition to introduce OFRAM host locations to even more communities throughout the state in the future as we continue to expand our reach and become a more comprehensive statewide organization.

In addition, taking on OFRAM directly aligns with the LEWK Leading a Healthy Lifestyle Campaign in which we use the forum of athletic events to raise awareness for gynecologic cancers and encourage all women to make healthy lifestyle choices to reduce their risk of cancer. LEWK developed the Leading a Healthy Lifestyle Campaign because obesity is rapidly becoming the #1 preventable cause of cancer. There are 50,000 new obesity related cases of cancer per year in women; obesity associated women's cancers include endometrial (uterine) and breast cancer. A shocking 49% of endometrial cancer in the US is attributable to obesity. The campaign consists of LEWK establishing teams for athletic events such as the Alyeska Climbathon, Gold Nugget Triathlon, Ski for Women, the Run for Women and Bike for Women and having a recognizable presence at these events as a group of people being active and making healthy lifestyle choices. LEWK would like to include events in other communities, like ORFAM, as part of our Leading a Healthy Lifestyle Campaign.

How will your agency use the funds raised?

LEWK is a small organization with one staff member, a small board of directors, and a very dedicated group of volunteers. Funds raised by OFRAM will go towards carrying out our mission of gynecologic awareness and support in Alaska. We currently offer several regular programs such as support groups and retreats, which are free to participants and completely funded by LEWK. We also host a widely publicized annual Gynecologic Cancer Awareness & Arts of Healing Weekend the first weekend in February that offers a free 2-day Foundation for Women's Cancer Course, an Art Showcase featuring artists whose lives have been touched by cancer and a Rhythm Heals Concert to celebrate the healing powers of music. Other LEWK programs include EXTRA-TOUGHS, a comprehensive weight loss and healthy lifestyles intervention for obese cancer survivors, and a campaign to end cervical cancer in Alaska.

Would you be able to commit to running the race in Juneau, Ketchikan and Sitka simultaneously?

LEWK would commit to running OFRAM in Juneau, Ketchikan and Sitka the first year and future years to come, and we would even like to host OFRAM in Anchorage and other communities as well in future years. It is very important to us that the event stays alive in Southeast where it has such a sturdy foundation.

How many paid staff do you have in each community? How many volunteers?

Although LEWK does not have paid staff in each host community, we would be willing to fund a contract with a local event coordinator for each community to ensure the success of the event. In addition, our board member Sheryl Weinberg has contacts in all the communities who would be dedicated volunteers for this event. LEWK also hopes that SAIL volunteers in each community would want to continue to be involved.

How will you secure additional volunteers?

LEWK plans to recruit additional volunteers for future years through networking at medical clinics and spreading the word about our cause within each community. As LEWK grows we plan to host documentary screenings, speaker panels, cervical cancer campaign education meetings, and awareness events throughout Alaska, and with this outreach we hope to generate an audience of people willing to volunteer and be involved.

SAIL is willing to provide guidance to ensure the race is successful this summer and for many more years to come. Would you be willing to share the proceeds of the race with SAIL, how much and for how many years?

LEWK would like to suggest a phased approach to our complete take-over of OFRAM. Over a 4 year period LEWK would like to donate a portion of the proceeds to SAIL, and a portion of the proceeds to local medical clinics to help carry-out our mission within each community. Each year, LEWK would need less guidance, and could offer a gradual donation portion to reflect this. For example,

2015: 50% to SAIL, 5% to local medical organizations of our choice, and 45% to LEWK

2016: 25% to SAIL, 10% to local org, 65% to LEWK

2017: 15% to SAIL, 20% to local org, 65% to LEWK

2018: 5% to SAIL, 25% to local org, 70% to LEWK

And from there onwards, LEWK would donate 25% of the proceeds each year to local organizations in each host community.