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About Laço

Laço is a non-profit association working to significantly improve the prevention, early diagnosis and treatment of breast cancer in Portugal.

- Founded in 2000
- Executive committee of 5 women
- Non-profit association
- Negligible administrative costs
- Pro bono professional partners





Laço's Strategic Objectives

- Communication: Change the perception of breast cancer in Portugal through ongoing educational campaigns, thereby leading to changes in behavior by all stakeholders
- Fundraising: Raise funds to support breast cancer projects that have a major impact on a significant number of people through structural change
- Impact: Evaluate the projects supported to confirm that maximum impact is being achieved





Breast Cancer in Portugal

- 1 out of every 11 women in Portugal will get breast cancer
- 4500 new cases every year & the incidence of breast cancer is increasing each year
- 1500 women in Portugal die from breast cancer every year making it one of the leading causes of death among women in Portugal
- With early detection and correct treatment, there is a 90% probability of survival.



Principal Activities



- Laço has raised in excess of 3,000,000€ through events, donations, cause-related marketing partnerships and corporate sponsorship
- Public information campaigns on TV, outdoor, press, radio, leafleting, workshops and internet (including Facebook and Youtube) to bring breast cancer into the public eye
- www.laco.pt





Laço's Impact - Financial Grants I

- Over 1,400,000€ to the Breast Cancer Screening Programme, which included the purchase of 6 fully-equipped mammogram units (between 2001- 2009).
- Financial support of the "Consulta de Risco Familiar" Project at the IPO in Lisbon which identifies and counsels families with the BRCA1 and BRCA2 genetic mutations (2006 and 2007).



Laço's Impact - Financial Grants II



- In 2007, Laço donated 375,000€ to the Hospital de S. João in Porto for the creation of a Centre for Excellence in the Diagnosis and Treatment of Breast Cancer.
- Laço has committed 500,000€ for the creation of a Centre for Excellence in Lisbon at Hospital Sta. Maria scheduled to open in 2010.





Fashion Targets Breast Cancer Portugal

- Laço has the licence in Portugal for this campaign
- Gains momentum every year
- “Must-Have” fashion accessories
- A direct line of communication with women in Portugal
- A vehicle for large scale fundraising
- Campaign retail partners to date include Lanidor, women’secret and Continente

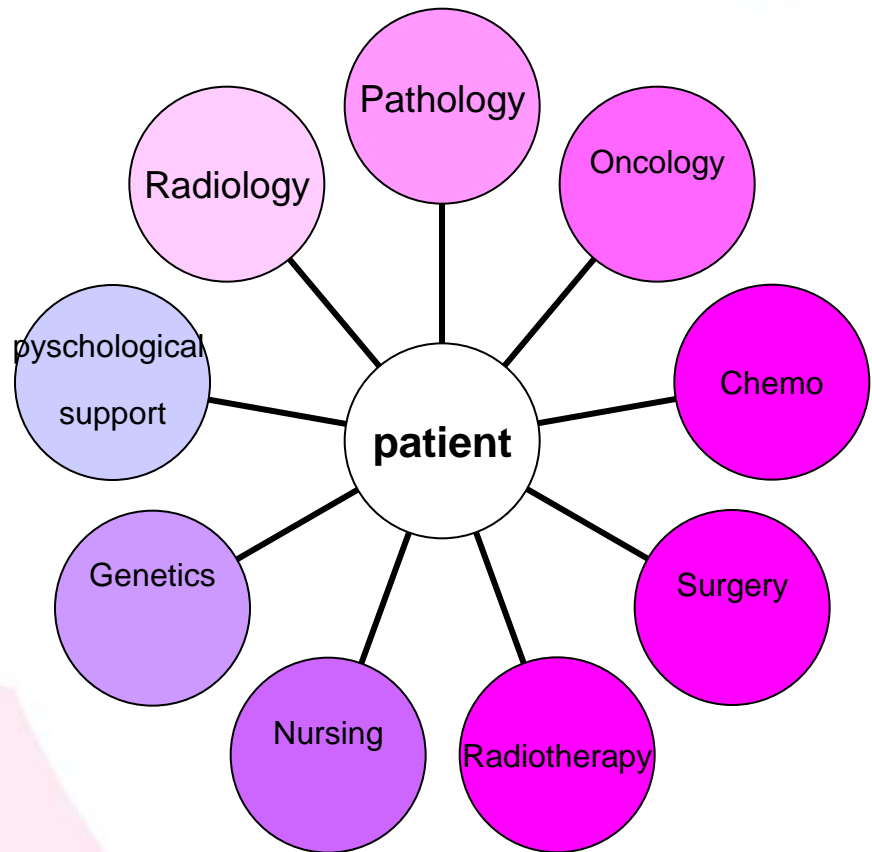




2010 Fundraising Objective

Raise 500,000€ to support the following projects:

- creation of a Center for Excellence in each region
- further expansion of the screening programme
- public awareness and information projects



Eventos and Campaigns 2010

- “Ser Solidário” cashpoint campaign
- Laço 10 year anniversary and relaunch of site
- 10th Annual Laço Lunch (International Women’s Day)
- Fashion Targets Breast Cancer – 5th anniversary with Lanidor - April
- 10th annual Laço Golf Challenge with Quinta da Marinha Oitavos Golfe - June
- Mini regional golf tournaments
- October – Breast Cancer Month
- Fashion Targets Breast Cancer - Collection by women’s secret 2010 - Outubro



Major Sponsors 2009



women'ssecret



JCDecaux



CEMUSA





Pro Bono Partners

The services and products donated throughout the year by our pro bono partners enable Laço to keep overhead costs to a minimum.

Câmara Municipal de Cascais

Central Models

Cision

Fernandes e Terceiro

FilmBrokers

Image Factory

JCM Gabinete de Contabilidade e Assistência Fiscal

Kenton Thatcher Photography

Miopia Design

Morais Leitão Galvão Teles Soares da Silva Advogados

Oitavos Dunes

Pioneer

Porter Novelli

White Box Studio



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www.laco.pt

www.facebook.com/laco.portugal

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