SOUL-FILLING OUR SISTERS (SOS)™
A VIRTUAL INTERACTIVE PLATFORM CONNECTING WOMEN OF COLOR TO A CULTURALLY RELEVANT WELLNESS COMMUNITY
Meet Our Team

Laura Crandon, MBA
Founder and President
Breast Cancer Victor
Healthcare Exec, 15+ yrs
Health Equity Ambassador

Angela Brade, MBA
Board Member
Breast Cancer Victor
COO, HCLS
MS, Information Systems

Moniesha Shorter, MS
Chief Marketing Officer
Breast Cancer Victor
MarTech Exec at Amazon

Our Advisors

Lannis Hall, MD
Clinical Advisor
Director of Radiation Oncology,
Siteman Cancer Center
Barnes-Jewish

Doug Donohoe
Technology Advisor
Former CTO, Retrofit
Former CTO, uma at PNC Bank
Principle Engineer, Google, NV
Times and ArgoAI

Adrian James
Mentor
Co-Founder, Omada Health,
Healthtech Advisor,
Necessary Ventures

Aura Wharton-Beck, Ed.D.
Curriculum Advisor
Assistant Professor, University
of St. Thomas
The SOS community consists of women and families who are at high risk of developing and living with, have survived and thrived, or are disproportionately impacted by breast cancer.
My name is Asha. I am defying the odds.

42% more likely to die from breast cancer

TOUCH4LIFE
A NON-PROFIT 501 (c)(3)
The Disparity Widens

54% of all US women will be BIPOC by 2060, a 1X increase over 2019
Problems

95% of Black and Underserved women fail Breast Health IQ Quiz.* Although Black women are 50% more likely to be diagnosed with Stage 3 or 4 Breast Cancer, there is a general lack of screening equity, knowledge and advocacy.

<table>
<thead>
<tr>
<th>Lack of information</th>
<th>Limited understanding</th>
<th>No authoritative source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Established organizations lack culturally relevant breast cancer information and the associated risks for BIPOC women</td>
<td>90% of BIPOC women have no idea what good breast health is or how to detect and prevent illness</td>
<td>There are no standards bodies that test and certify breast health knowledge for health care providers and professionals</td>
</tr>
</tbody>
</table>

*6 out of 9 questions answered correctly on average
Problems

Only 37% of Black women were referred for genetic counseling or testing compared to 85.7% of White women.* Genetic differences in breast cells suggests standard treatments for breast cancer are less effective for Black women.**

<table>
<thead>
<tr>
<th>Lack of information</th>
<th>Earned Mistrust</th>
<th>Financial Barriers</th>
</tr>
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<tbody>
<tr>
<td>Unaware of benefits</td>
<td>No culturally relevant connections</td>
<td>Insurance</td>
</tr>
<tr>
<td></td>
<td>Lack of diversity in messaging</td>
<td>Costs</td>
</tr>
</tbody>
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*Source: National Institutes of Health
**Source: Sanford Burnham Prebys Medical Discovery Institute
Solution

**Monthly Community Programming**
Virtual and in-person programs designed to promote, support, and maintain the physical, mental, spiritual, and social wellbeing. Increase awareness of genetic and genomic testing.

**Culturally Relevant Messaging**
Online and mobile access to experts, resources, blogs, and other relevant content, as well as a monthly newsletter.

**Events and Workshops**
Expand our reach and impact with workshops community events, and conferences. Campaign Test4Life tour.
Physical Wellbeing
- Increase protective benefits from a healthy lifestyle
- Yoga sessions and healthy meal preparation tutorials designed to promote more resilient bodies
- Culturally appropriate recipe guide
- Benefits of genetic and genomic testing

Mental Wellbeing
- Education in emotional regulation, reactivity and impulsivity, and problem-solving.
- Therapeutic journaling and time management skills
- Cognitive behavioral therapy techniques

Social and Spiritual Wellbeing
- Social support and tools to build connections to family, peers and mentors
- Monthly, access to a broad support network of people who are experiencing or have experienced a breast cancer journey
- Promote and create awareness of mental health and wellness practices

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**Monthly Programs Led by Experts**

We will continue to offer high quality programming and utilize our platform to transform the lives of BIPOC women, as well as incorporate breast health education into other curricula.
# Inclusive Approach and Culturally Relevant Messaging

<table>
<thead>
<tr>
<th>Print and Online Content</th>
<th>Hyperlocal Messaging</th>
<th>Community Focused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use images and vernacular that resonate with community</td>
<td>Unique to each location, online, in person and in print</td>
<td>Latest developments and research findings that keep our community connected</td>
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<table>
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<tr>
<th>Guidance and Support</th>
<th>Transparency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supported by people who understand the unique challenges of BIPOC women</td>
<td>Connection to community organizations, affiliations, and disclosures</td>
</tr>
</tbody>
</table>
Annual Convening

- SOS one-day experience
- Gala with a keynote speaker, entertainment and awards
- Community building and service programs

- Interactive sessions
- Community health fairs

- Research and health forums
- Expert panels on breast health and cancer
Thank you!

hello@touch4life.org
www.touch4life.org

@Touch4LifeInc
@Touch4LifeInc
@Touch4LifeInc
Appendix
Traction

4 Advisors

2 Corporate Sponsors

1 Strategic Partner

100 Donors

7 Community Partners

5K Women Engaged
The TOUCH4LIFE
Advantages

OUTREACH
Founder is experienced public speaker with a powerful story

COMMUNITY PARTNERSHIPS
Faith-based, women's health and bilingual organizations

EXPERT NETWORK
Survivors to tell their stories and relate to the community

STRATEGIC PARTNERSHIPS
Caregivers, academia, and medical association relations

DATA INSIGHTS
Data from breast health IQ test to demonstrate areas of need

VIRAL APPROACH
Sharing knowledge and proudly displaying badges

WE HAVE REACH THROUGH OUR PARTNERSHIP NETWORK
TOUCH4LIFE

SOUL-FILLING OUR SISTERS (SOS)™
A VIRTUAL SELF-CARE INTERACTIVE WORKSHOP
To Inspire, Empower and Rejuvenate You

Our Guest Speakers

Laura Crandon
Founder and President, Touch4Life

26 FEBRUARY 2022
11:30 AM ET - 1:00 PM ET

REGISTRATION FEE IS FREE
INCLUDES CHANCE TO RECEIVE GIVEAWAYS

FOR MORE INFO AND TO REGISTER:
HTTPS://SOUL-FILLINGOURSISTERS.EVENTBRITE.COM

SEND INQUIRIES TO HELLO@TOUCH4LIFE.ORG

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY</th>
</tr>
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<tbody>
<tr>
<td>OPENING</td>
<td>Remarks</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>BREAK</td>
<td>Yoga Basics</td>
</tr>
<tr>
<td>SESSION</td>
<td>1: Managing Feelings of Exhaustion and Stress</td>
</tr>
<tr>
<td>SESSION</td>
<td>2: Interactive Wellness Moment</td>
</tr>
<tr>
<td>SESSION</td>
<td>3: Inspirational Word</td>
</tr>
<tr>
<td>CLOSING</td>
<td></td>
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**FOR INQUIRIES**
EMAIL US AT HELLO@TOUCH4LIFE.ORG