

SOUL-FILLING OUR SISTERS (SOS)TM

A VIRTUAL INTERACTIVE PLATFORM CONNECTING WOMEN OF COLOR
TO A CULTURALLY RELEVANT WELLNESS COMMUNITY

01



A NON-PROFIT 501 (c)(3)

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, NY
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.

TOUCH  LIFE

501 (c)(3)



**My name
is Asha.
I am defying
the odds.**

42%

more likely to die
from breast
cancer

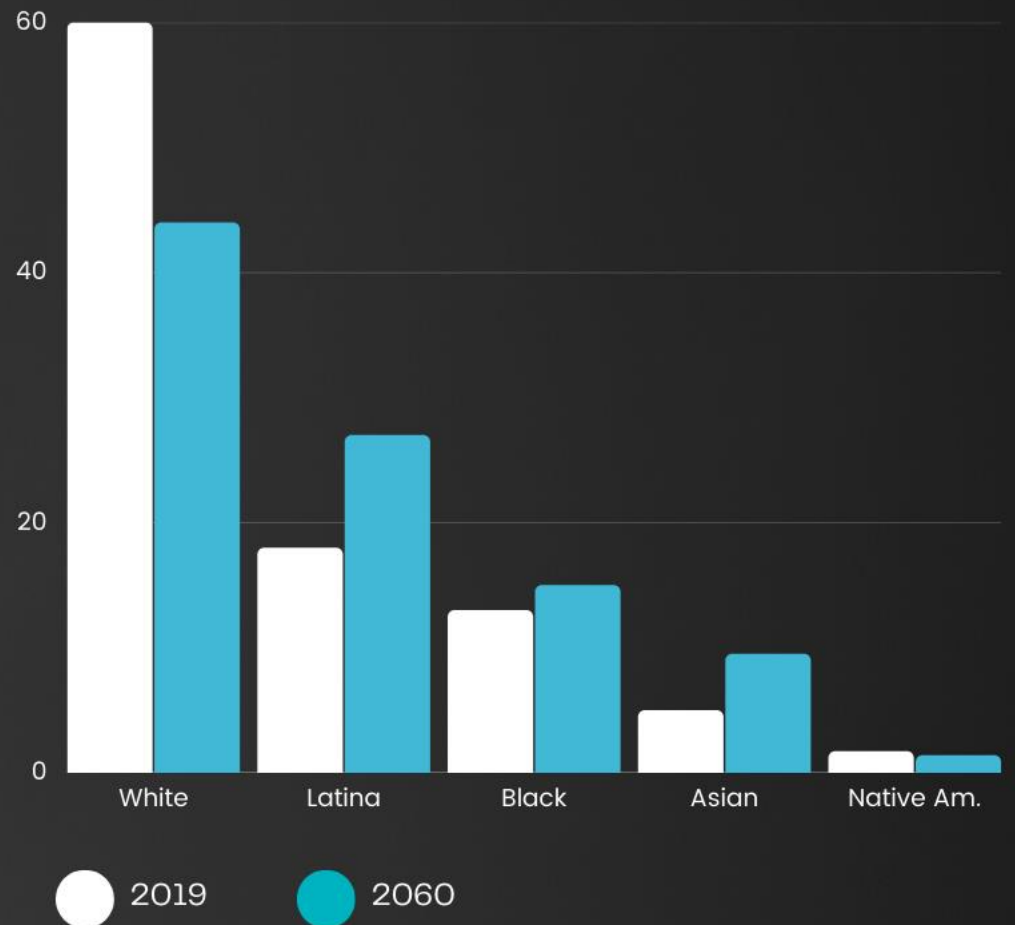
**TOUCH
4 LIFE**

A NON-PROFIT 501 (c)(3)

The Disparity Widens

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

% of US Women by race and ethnicity in 2019 vs. 2060



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.

06

Lack of information

Established organizations lack culturally relevant breast cancer information and the associated risks for BIPOC women

Limited understanding

90% of BIPOC women have no idea what good breast health is or how to detect and prevent illness

No authoritative source

There are no standards bodies that test and certify breast health knowledge for health care providers and professionals

*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.**

06

Lack of information

Unaware of benefits

Earned Mistrust

No culturally relevant connections

Lack of diversity in messaging

Financial Barriers

Insurance Costs

*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

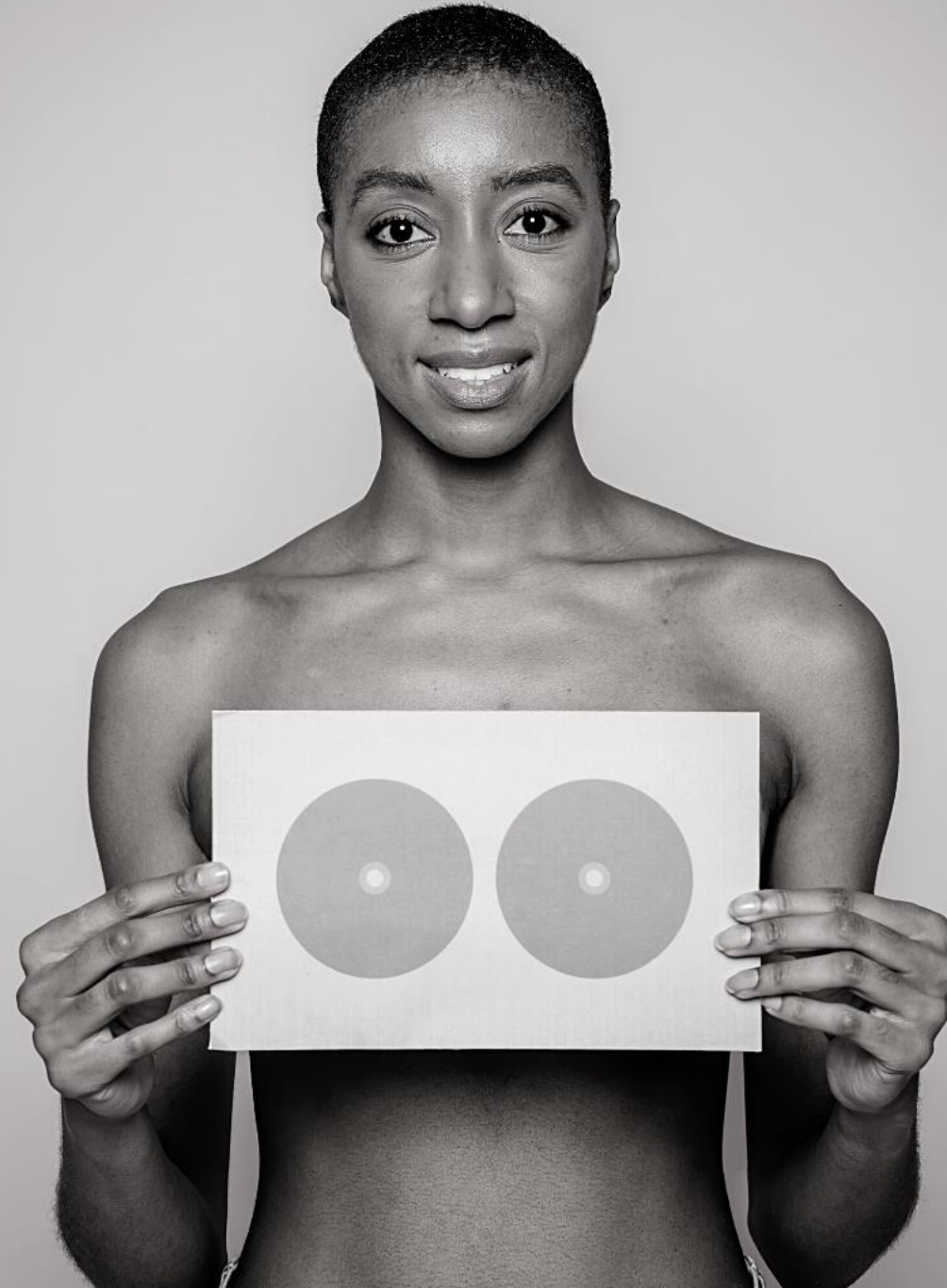
Online and mobile access to experts, resources, blogs, and other relevant content, as well as a monthly newsletter.



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

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

Print and Online Content

Use images and vernacular that resonate with community

Hyperlocal Messaging

Unique to each location, online, in person and in print

Community Focused

Latest developments and research findings that keep our community connected

Guidance and Support

Supported by people who understand the unique challenges of BIPOC women

Transparency

Connection to community organizations, affiliations, and disclosures



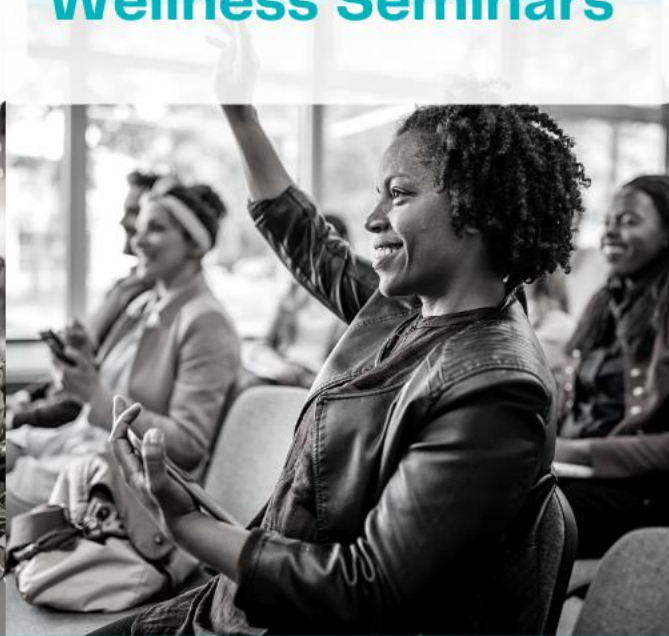
Annual Convening

Events



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

Wellness Seminars



- Interactive sessions
- Community health fairs

Plenary Sessions



- Research and health forums
- Expert panels on breast health and cancer

Thank you!



hello@touch4life.org

www.touch4life.org

 @Touch4LifeInc

 @Touch4LifeInc

 @Touch4LifeInc

TOUCH  4  LIFE

Appendix

Traction

4

Advisors



100

Donors



2

Corporate Sponsors



7

Community Partners



1

Strategic Partner



5K

Women Engaged





The TOUCH 4 LIFE Advantages

OUTREACH

Founder is experienced public speaker with a powerful story

STRATEGIC PARTNERSHIPS

Caregivers, academia, and medical association relations

COMMUNITY PARTNERSHIPS

Faith-based, women's health and bilingual organizations

DATA INSIGHTS

Data from breast health IQ test to demonstrate areas of need

EXPERT NETWORK

Survivors to tell their stories and relate to the community

VIRAL APPROACH

Sharing knowledge and proudly displaying badges

WE HAVE REACH THROUGH OUR PARTNERSHIP NETWORK



SOUL-FILLING OUR SISTERS (SOS)™

A VIRTUAL SELF-CARE INTERACTIVE WORKSHOP

To Inspire, Empower and Rejuvenate You



Laura Crandon

Founder and President, Touch4Life

Our Guest Speakers



Pastor Sheleta Fomby, MDiv

Co-Pastor, New Life Church



Kimberly Van Putten-Gardner, PhD., LCPC

Psychotherapist



**Sharon Newport, Principal,
Sharon Newport, LLC**

Moderator

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](https://SOUL-FILLINGOURSISTERS.EVENTBRITE.COM)**

SEND INQUIRIES TO HELLO@TOUCH4LIFE.ORG

TOUCH4LIFE, INC. US A 501(C)(3) NON-PROFIT.

SOUL-FILLING OUR SISTERS (SOS)TM

20 22

PARTICIPANT RESOURCE GUIDE



**TOUCH
4
LIFE**
A NON-PROFIT 501 (c)(3)

PROGRAM FLOW 2022 SOS WORKSHOP

OPENING REMARKS	Laura Crandon
INTERACTIVE ICE BREAKER	Breakout Rooms
SESSION 1	Managing Feelings of Exhaustion and Stress: Cognitive Restructuring Kimberly Van Putten-Gardner, PhD, LCPC
Q&A	Participants
BREAK	Yoga Basics Kim Michelle Sterrett
SESSION 2	Interactive Wellness Moment Melanie Brown, MD, FAAP
SESSION 3	Inspirational Word Pastor Sheleta Fomby, MDiv
TAKEAWAYS	Participants
CLOSING	Laura Crandon

FOR INQUIRIES

EMAIL US AT HELLO@TOUCH4LIFE.ORG