

# Background on Hope Scarves

Hope Scarves is an international nonprofit organization based in Louisville, Kentucky with the mission to support people facing cancer through scarves, stories and research.

Inspired by our Founder Lara MacGregor's personal experience with cancer, Hope Scarves have been sent to nearly 12,000 people facing over 90 types of cancer in every state and 24 countries. The oldest recipient is 97 and the youngest, 2. And, we've raised \$350,000 for Metastatic Breast Cancer Research.

## Lara's Story

I was 30 years old and seven months pregnant when I was first diagnosed with cancer. A survivor mailed me a box of scarves with a note saying, "You can do this." Then, I passed them on to another person in treatment. This experience was my inspiration for creating Hope Scarves. I want every woman who receives a Hope Scarf to feel both the strength of the women who faced cancer before her, and the power of turning heartbreak into hope by encouraging someone else.

Seven years later I was diagnosed with metastatic breast cancer. I realized that scarves and stories are inspiring, but won't save lives. So we expanded our mission to include a Metastatic Breast Cancer Research Fund. It is our goal to raise \$100,000 annually for research which is matched by 1:1 anonymous donors.

# The Three Pillars of Hope Scarves:

## Scarves

Hope Scarves are intended for people in active treatment.

Each Hope Scarf carries a survivor story, scarf tying instructions, and information about Hope Scarves.

## Stories

Our stories are words of encouragement from other survivors. Over 1,000 stories are in our collection written by survivors of all ages facing all types of cancer.

## Research

In 2015 we established a Metastatic Breast Cancer Research Fund to broaden how we bring hope to people facing cancer. 100% of donations designated to this fund support translational research.

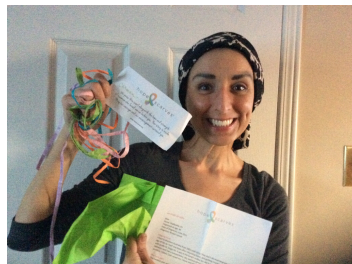
It is our goal to raise \$100,000 annually for research. Every dollar is matched by 1:1 anonymous donors.

## Three ways to receive a Hope Scarf

PERSONAL REQUEST - patients request a scarf for themselves

GIFT REQUEST - scarves sent as a gift for someone in treatment

PARTNERSHIP PROGRAM - a patient receives a scarf as part of their care in a hospital or cancer support organization.



*"A Hope Scarf is like no other scarf. It is magic."  
Sarah, Hope Scarf  
Recipient.*

# The Ambassador Program

The Ambassador Program is designed to help promote Hope Scarves in communities around the country through the leadership of a dedicated group of volunteers, Hope Scarves Ambassadors.

## Opportunities to Support Hope Scarves

### Support a current Partnership Program

Serve as a liaison between Hope Scarves and a current Hope Scarves partner. Build a personal relationship with nurses and staff who support the Hope Scarves program, share scarves with patients during scheduled scarf days, check on supplies, etc.

### Connect your community to Hope Scarves

Share the Hope Scarves story. Host a Hope Scarves booth at a community event. If you know someone facing cancer make sure they know about Hope Scarves. If you know a survivor, encourage her to share her story and/or scarf to inspire someone else.

### Distribute Promotional Materials

Share our brochures where people seek treatment and support: hospitals, doctor's offices, resource centers, other nonprofit organizations, or cancer support groups.

### Support Scarf and Story Drives in your community

We depend on community donations of scarves and stories to sustain our program. Churches, schools, athletic teams, social organizations, and corporations are often participants in community-wide scarf drives.

### Start a new Partnership Program

Bring Hope Scarves directly to patients in your community. Seek out hospitals or cancer organizations to become official Hope Scarves Partner locations.

*These are just a few of the many ways you can support Hope Scarves in your community. Share your ideas. Let's work together to spread the word about Hope Scarves to cancer survivors across the country.*

# Our Current Partners

30 partners in 13 states. Each one unique.

Our goal: To have a Hope Scarves Ambassador serve each Partnership Program.

Advocate Christ Medical, Oaklawn IL  
Alabama Oncology, AL  
Awakenings Boutique, Louisville KY  
Baptist Health, Louisville, KY  
Cabell-Huntington Hospital, Huntington WV  
Cancer and Blood Specialists, Louisville, KY  
Cervical Cancer Connection, Colorado Springs, CO  
Confidence Beyond Hair Loss, Grand Haven MI  
Covenant Healthcare, Saginaw, MI  
Daniel's Care Van, Commerce City, CO  
Flaget Memorial Hospital, Bardstown, KY  
Gilda's Club Grand Rapids, Grand Rapids, MI  
Gilda's Club-Kentuckiana, Louisville, KY  
Gilda's Club Middle Tennessee, Nashville TN  
Hope Women's Cancer Center, Asheville, NC  
Imerman Angels, Chicago, IL  
Marsfield Clinic, Minocqua, WI  
Marshfield Clinic, Weston, WI  
Mercy Health Comprehensive Breast Center, Muskegon, MI  
Mercy Health Johnson Family Cancer Center, Muskegon, MI  
Mercy Health Lacks Cancer Center, Grand Rapids, MI  
Norton Cancer Institute, Louisville, KY  
Novant Health, Huntersville, NC  
Ovarian Awareness of Kentucky, Louisville, KY  
Peace Health, Sedro Woolley, WA  
Sanford Health, Bismarck, ND  
SSM Health, St. Louis MO  
UAB Russell Medical Center, Alexander City, AL  
UL James Graham Brown Cancer Center, Louisville, KY  
Winship Cancer Institute of Emory University, Atlanta, GA

*Don't see a Partnership Program in your area?*

*No? Start one!*

*Or, serve as an Ambassador in other ways.*

# Becoming a Hope Scarves Ambassador

We will ask you to:

- 1) Share the Hope Scarves Story:  
Tell your community about Hope Scarves, and the impact it has on people facing cancer. Tell Lara's story. Tell how you became connected with Hope Scarves and why you volunteer as an ambassador.
- 2) Spread the word about Hope Scarves:  
Use your own talents and the unique characteristics of your community to bring Hope Scarves to cancer survivors where you work and live.
- 3) Communicate with the Hope Scarves Team:  
Share contacts you've made, stories of your journey, and the needs of organizations in your community with the Hope Scarves Team.

In return we will:

- 1) Support You:  
We will provide you with necessary materials from brochures to scarf drive toolkits, to any forms or items needed to help promote Hope Scarves in your community.
- 2) Support Your Community:  
We will follow up with contacts you make, connect you to Partnership Programs in your area, and offer support for activities in which you are promoting Hope Scarves.



Ready to become an Ambassador or simply want to learn more???

Contact Anna Laura Edwards,  
Partnership Director  
[annalaura@hopescarves.org](mailto:annalaura@hopescarves.org)



# Ambassador Information Form

Please print this form, fill out, email/scan to [annalaura@hopescarves.org](mailto:annalaura@hopescarves.org) or mail to Hope Scarves; 141 N. Sherrin Ave.; Louisville, KY 40207

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Why do you want to be a Hope Scarves Ambassador?

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How did you hear about Hope Scarves?

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Have you received or donated a scarf or story? \_\_\_\_\_

If so, share your connections with Hope Scarves:

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Any additional information you would like to share:

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*Thank you for your interest in becoming a Hope Scarves Ambassador.  
We look forward to connecting with you!*