

Going the Extra Mile – Meet the New 27th Mile Club Inductees

by Sandy Maniscalco

In the spring of 2009, we introduced the 27th Mile Club featuring TBBCF supporters who have gone the extra mile giving 100% of themselves so that TBBCF can continue to give 100% of fundraising to breast cancer research. They raise the bar for the rest of us.

In this issue, we are pleased to announce the 2010 inductees to the 27th Mile Club. They are corporate sponsor, Pfizer Inc. and TBBCF volunteers Phil Maniscalco, Ellen Swercewski, Pat Newborg and Lisa Carroll. There's a real commonality among this group. Each of them is either a Pfizer employee or retiree. They have been with the Foundation since its inception and held major leadership positions, as well as regularly volunteer to assist other efforts such as walker training/safely. All have played a critical role in spearheading and establishing best business practices for their walk responsibilities. They are true role models for board members, walk team captains, volunteers and TBBCF supporters.

Captain Hydration

Everyone who knows **Phil Maniscalco** appreciates that he is a great guy! His impressive resume reveals a man who has worn many hats. Less known but most impressive is the hat Phil wears as a family man and friend. So, it was no surprise that his love for and devotion to TBBCF's founder, Norma Logan, would be demonstrated by the enormous energy he has invested in keeping her dream for "a world without breast cancer" alive.



As a TBBCF founding member, Phil eagerly donned a walk team captain hat taking responsibility for the hydration function for the inaugural walk. For the past four fundraising seasons Phil has led that team with gusto. His spirit is contagious and we commend him.



The Negotiator

Ellen Swercewski is a great friend! Like Phil Maniscalco, she too wears many hats! Ellen is a wife, mother, grandmother and sister, and she is incredible in all those roles, but she is an especially good friend. So, in 2006 when approached to take on the daunting task of procurement captain for the inaugural walking marathon, she said YES. Perhaps the most astonishing fact about

Ellen's success is that in the past four fundraising seasons she has reduced the walk budget by 40 percent. Her enthusiastic approach to soliciting in-kind goods and services is spectacular.

In 2009, in addition to holding the procurement role, Ellen also stepped into the walk co-chair role and will continue both roles again this year, in addition to serving on the board of directors. As if that were not enough, she is always seeking and sharing ways to raise more funds and TBBCF awareness. Ellen is a superstar and we thank her for her dedication.

The Dynamic Duo

Lisa Carroll and **Pat Newborg** are truly a dynamic duo! When they joined Norma Logan's core group of Foundation Leaders they brought with them business savvy, a strong teamwork ethic and lots of heart. When Norma spoke at the first Foundation Leaders meeting in 2006 she emphasized the need to run Walk Across Southeastern CT like a business. Two days later, Pat and Lisa presented Norma with a walk business proposal that knocked her socks off!



For three years, Pat and Lisa led a team of walk co-captains through one fundraising success after another. They stepped down as walk co-chairs in 2009 but quickly signed up as the walk registration co-captains. They are onboard again for 2010. Lisa and Pat are both TBBCF board members and Lisa was recently elected secretary on the executive committee. Plus, in 2008 Pat coordinated the executive director search on behalf of the board. These two are TBBCF MVPs!

Pfizer Inc.

In 2005, TBBCF founder and **Pfizer employee, Norma Logan** reached out to a core group of friends and supporters asking for their help in establishing a local non-profit where 100% of every penny raised would go DIRECTLY to breast cancer research. In that impassioned letter Norma wrote:

"You may be thinking, what could our little non-profit do; we can't compete with the likes of the Komen Foundation. Well, I am not proposing we do that. The Komen Foundation is wonderful and does great work. But even if we raise only \$30,000 in our first year, that is \$30,000 that would go directly to funding better treatment options and hopefully a cure. In researching foundations, I also discovered that the average grant issued from the Breast Cancer Research Foundation is \$100,000. We could have done that!! Can you imagine the feeling of presenting a researcher with a check for \$100,000? Think about it, because that is what will happen."

The rest is history. Norma's vision became Logan's Promise. Norma went on to complete a business plan and pitched the idea to a core group of supporters at a launch on February 2, 2006. The Foundation was born.

So, what does **Pfizer** have to do with the success of TBBCF? TBBCF relies on sponsors to underwrite business expenses, donors to make the 100% promise a reality and core volunteers to manage the process. Pfizer supports all aspects!

Pfizer is the TBBCF top corporate sponsor, providing \$61,500 in funding in five years.

Support from employee donors, along with Pfizer matching gift program, translates to nearly \$330K or 20% of the \$1.4M total raised in the past four years.

Norma's core founding group was made up of 70% Pfizer colleagues and the remaining 30% were family and friends. Many of those Pfizer volunteers still hold major foundation and walk roles.

A volunteer website team made up of Pfizer employees and consultants built and maintained tbbcf.org on nights and weekends from 2006 through 2009. Value of the donated efforts is estimated at \$300K.

Pfizer has provided storage space and walk day logistical support since 2006 at an estimated savings of \$40K.

Pfizer, we salute you with a special thank you!