

**La Femme Africaine, INC (LFA) “The African Woman”
A Nattie’s LLC Foundation**

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2nd Annual La Femme Africaine Atlanta PinkFest®

Saturday, October 20, 2007

7:00 PM – 11:00 PM

Dorothy C. Benson Senior Multipurpose Complex

6500 Vernon Woods Drive

Atlanta, GA 30328

2007 La Femme Africaine PinkFest® Celebration Overview

Introduction

La Femme Africaine Inc. (LFA) is a non-profit corporation based in Georgia, incorporated in June 2006. The corporation is committed to educating and empowering underprivileged and less informed women (predominantly of African descent), on various issues that affect femininity via awareness programs. We are located in Norcross, Georgia and our geographical service areas include Gwinnett, Fulton, DeKalb and Cobb counties. These counties have a high immigrant population.

At present, our primary focus is fostering **Breast Cancer Awareness** and providing resources for care.

PinkFest Theme and Background

The theme for the **2nd Annual La Femme Africaine PinkFest** is “**Reversing the Trend**”. Regrettably, the cancer burden is unequal and it disproportionately affects African American women (which includes all women of African descent), who on average **develop cancer 10 years earlier than white women**.

Source: American Cancer Society: (South Atlantic Division Cancer Facts & Figures 2006)

Generally, researchers claim the following main reasons for this disparity:

- Biological differences in tumor characteristics of white and African American women, with the latter having more aggressive tumors
- Socioeconomic factors including lack of access to healthcare, lack of insurance and lower income
- Psychosocial and cultural variables combined with socioeconomic status

Source: American Cancer Society: (South Atlantic Division Cancer Facts & Figures 2006)

The knowledge of our cancer burden drives our mission delivery programs, and aligns with the American Cancer Society (ACS) priorities for Georgia – three of which are to:

1. **Increase the number of low-income women age 40+ that get breast cancer screening.**
2. **Increase in physical activity, and consumption of more fruits and vegetables for all adults.**
3. **Reduce the number of middle and high school students that currently use tobacco products.**

Together with our ACS local representatives, we have developed a community implementation plan.

Research has shown that many factors contribute to the disparity, and **raising awareness may be a first step in reversing this trend**. The underprivileged immigrant woman is often at a further disadvantage - that of a language, cultural and literary barrier. Programs like ours will help provide them the only opportunity they may ever have to access much needed education and healthcare that could mean the difference between life and death, by stimulating paradigm shifts.

Our organizational mission is to raise funds annually with the **PinkFest** celebration, continue to increase awareness with other programs like the PinkWalk® (3 mile family/run walk), and help mitigate a compelling socio-economic concern directly impacting African women. Our programs constitute one of the first indigenous breast cancer awareness endeavors targeting underprivileged immigrant women of African descent in Atlanta; via “soft” education and entertainment - speaking to them in a language they understand, and with empathy for their diversity and challenges to fit within a different culture.

Strategy and Goals

The **PinkFest** is LFA’s signature annual breast cancer awareness and fundraising event – it is an opportunity to celebrate African women and their commitment to help reverse the trend, in honor of the **National Breast Cancer Awareness** month. It allows the organization to recount prior accomplishments,

and share future plans. This is our chance to further enhance our brand and achieve top of mind awareness with our sponsors, volunteers, media, and the community.

Goals of the **PinkFest** celebration are to:

1. Educate the target audience on current breast cancer realities, statistics and reiterate the benefits of early detection, as we celebrate survivors and honor the memory of our dearly departed.
2. Raise funds and seek continuous support from local businesses, and philanthropists to execute our plans.
3. Generate significant pride in, and understanding of, our organization's short history; affirm LFA's potential longevity for the benefit of volunteers, board of directors, sponsors and the community; and to reinforce and validate our brand.
4. Inspire volunteer and sponsor loyalty.
5. Communicate our organization's capabilities and contributions to our community.
6. Strengthen LFA's foundation pillar and position our organization for continued growth.

The PinkFest strategy will balance celebration activities with resource and cost management. We expect local resources to supplement our budget needs and help us succeed. We are adhering to financial guidelines that serve as a check and balance for a quality celebration that will be managed responsibly and cost effectively.

Activities and Events

Below are activities tentatively planned to help us continue to reverse the trend:

1. **The PinkFest cultural celebration** – a dinner and dance event, with shared messages to promote **Breast Cancer Awareness** and real life **Breast Cancer survivor** testimonies.
2. **Recognition** – acknowledge a woman in our community who has contributed to preventive education, and/or to alleviating the pain and suffering associated with the **Breast Cancer** plague.
3. **Dedications** – celebrate our **Breast Cancer survivors**, and honor the memory of our loved ones.
4. **Fashion Parade** – display of exotic African origin prints, in up to the moment fashion styles, shown off by our diverse, fashion forward volunteer models.
5. **Prizes/Raffles Galore** – featuring donations from our generous sponsors, including authentic African works of Art, restaurant, travel, spa and service gift certificates, and other merchandise.
 - a. **Door busters** – trinket items and literature to honor National **Breast Cancer Awareness** month.

NOTE: Additional background information on La Femme Africaine Inc. including line item budget for the 2nd Annual PinkFest is available upon request.