

Why You Should Partner with NBCCEDP Programs



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The Centers for Disease Control and Prevention's National Breast and Cervical Cancer Early Detection Program (NBCCEDP) provides consumer education, free and low-cost breast and cervical cancer screenings, and diagnostic services to low-income, uninsured, and underserved women. For the past 20 years, NBCCEDP has served more than 3.7 million women and provided more than 9.2 million screening examinations through grants provided to programs in all 50 states, the District of Columbia, five U.S. territories, and 12 American Indian and Alaskan Native tribal organizations.¹

Why does our program need partners?

Federal funding alone cannot fully sustain the life-saving services we offer at the program services level—partner support is needed. As an NBCCEDP program, we are required to match every \$3 of federal funds we receive with \$1 of non-federal resources (monetary or in-kind). In addition, more women are in need of NBCCEDP services than in years past, meaning our program needs resources now, more than ever before.

How can you benefit from a partnership with us?

Your support can help our program provide consumer education, as well as free and low-cost breast and cervical cancer-related services to women in need. In addition to helping keep women healthy, your organization also benefits from:

- Positively impacting corporate reputation by raising visibility as a caring member of the community. Breast and cervical cancer affect everyone, so a connection to this cause will be meaningful to your employees and constituents.
- Knowing your support will directly benefit women in your state or community. This is a clear indication of corporate citizenship.
- Linking to a credible and highly respected breast and cervical cancer program.
- Increasing valuable marketing, promotion, public relations, and networking opportunities. By collaborating with our program, your organization can show its goodwill through connecting your brand with a good cause, word-of-mouth exposure to new audiences, materials sharing, and press coverage of local events.
- Differentiation from competitors who have not demonstrated corporate responsibility.

Collectively, these benefits also can help your organization achieve its goals and objectives, such as driving sales or attracting members.

If your organization is already involved with women's issues or cancer, take this opportunity to leverage current efforts and investments by further connecting to the cause to increase chances for impact and return on investment.

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What can partners do to help?

Partners—including local businesses, corporations, health care providers, faith-based organizations, community-based organizations, and many others—can provide a range of in-kind and monetary support to help women access critically needed breast and cervical cancer-related services. Examples of partner contributions include consumer education, provider education, direct funding, printing, translation, recruitment, fundraising, meeting facility provision, and advocacy.

Our program has a range of unique needs and can benefit from strong partnerships of any size or scale. No contribution is too small.



References

- 1 Centers for Disease Control and Prevention, National Breast and Cervical Cancer Early Detection Program. *Minimum Data Elements*. April 2010.