

QVC Presents “FFANY Shoes on Sale” Quick Facts

1



The Work of Scientists funded by “FFANY Shoes on Sale”: **spans** across the nation; **creates** a worldwide network of research talent; **fosters greater collaboration** in studies; **expands** the data banks key to all research and **addresses inequities** in access to care, especially in underserved, rural areas.

2



FFANY “first-step” funding nurtures the **spark** of an idea and is the hardest type of funding for organizations to raise (*high failure rate but brings about greatest advances*)

3



In **24** years, over **2 million** pairs of shoes have translated into over **\$55 million** donated to breast cancer research.

4




FFANY funds prove viability and are powerful to attract Public and Private Dollars – conservative estimates show **FFANY** funds multiply at least **5x**, so **\$55 million = \$275 million more** at work in breast cancer research.

5



“FFANY Shoes on Sale” is the largest fundraising event of the footwear industry and started as a shoe sale in a tent in **Central Park in 1994**.

6



FFANY funding focuses on **Prevention, Detection, Treatment** and **stopping recurrence of Breast Cancer**.