

# FIFTH ANNUAL ROCK & ROLL FUNDRAISER



TO BENEFIT



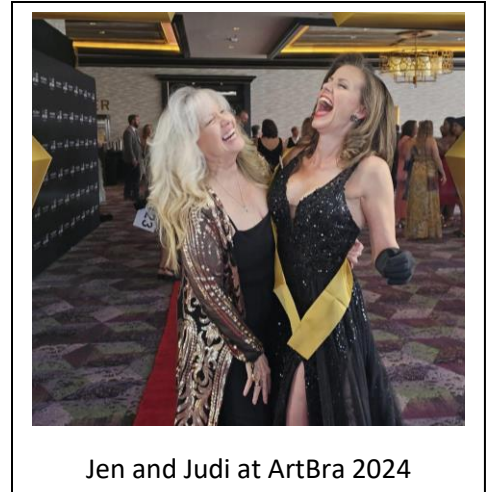
BREAST CANCER  
RESOURCE CENTER

# HISTORY: Who Are We?

The Rock & Roll Fundraiser to support the Breast Cancer Resource Center was born in 2021, as the brainchild of Judi Hopka. Judi envisioned an event where great live music can have a positive impact at the same time serving to make a real difference.

Judi Hopka and Jen Hasseler launched the idea – and a great day of live music with a fantastic cause was born!

A little backstory: In February of 2017, Jen Hasseler was diagnosed with Invasive Ductal Carcinoma - the most common form of breast cancer. Her entire world turned upside down in an instant. She was terrified, confused, and lost. Navigating the world of staging, treatment, insurance coverage, the emotional and physical toll – it was all overwhelming. Jen found The Breast Cancer Resource Center (BCRC), where she was assigned to a Patient Navigator, who is also a breast cancer survivor. BCRC and her navigator helped Jen to find her footing, and her way through the journey of breast cancer, in a way that nobody else could. After a double mastectomy with reconstruction, Jen was declared cancer-free, and began volunteering with BCRC, and modeling each year in their signature fundraiser, ArtBra. In 2021, the breast cancer returned. Once again, Jen turned to BCRC for their unique support and resources. Treatment the second time consisted of surgery to remove the tumor and affected lymph nodes, chemotherapy, radiation and a complete hysterectomy. Jen is once again cancer-free, and now living with a blood disorder and DNA damage caused by chemotherapy. She is more determined than ever to support the Breast Cancer Resource Center – an organization that changed her life. It's very important to Jen and Judi that the BCRC is here for generations to come.



Jen and Judi at ArtBra 2024

## Who is BCRC?

Since 1993, the Breast Cancer Resource Center has helped women overcome obstacles preventing them from accessing breast health services, and to empower those affected by breast cancer with personalized support and compassion unavailable elsewhere. Formed by Sherry Smith and Ann Lawler as a breast cancer support group was ending, BCRC was born. In 2022, for every dollar received, BCRC spent 75.1% on direct mission support, 11.9% on administrative and general costs, and 13% on fundraising.

Full financials are available upon request.

## **IMPACT: What Have We Done?**

In our first four years, our grassroots fundraiser has raised \$60,000 for the Breast Cancer Resource Center. 100% of that money has gone directly to BCRC – not bad for a couple of besties with a love for Rock & Roll and doing good in the world!

This year will be our fifth year, and Breast Cancer Resource Center's 30<sup>th</sup> Anniversary. We are excited to partner with them on this year's event! We are proud to bring together the best live music the Austin area has to offer!

## **INVOLVEMENT: How Can You Help?**

**DONATE!** You can donate funds, and/or donate products and/or services to our silent auction. Our Silent Auction is closely supervised by volunteers, and all sales are paid for the night of the event. You'll receive lots of promotion and exposure!

**SPONSOR!** Our sponsors receive heavy promotion on social media leading up to / at the event, where logos are displayed throughout the event on the big screens at the venue.

### **SPONSORSHIP LEVELS:**

Almost Famous - \$500 – 2 free tickets to the event, and your logo featured on our sponsor banner on our website

Superstar - \$1,500 – 4 free tickets to the event, your logo featured on our sponsor banner on our website

Rockstar - \$2,500 – 6 free tickets to the event, and your logo featured at the top of every page of our website

Mega Rockstar - \$5,000 – VIP table at the event, and your logo prominently featured at the top of every page of our website

**PROMOTE!** Share the event on social media, hang flyers at your business, share that you're getting involved. Spread the word!

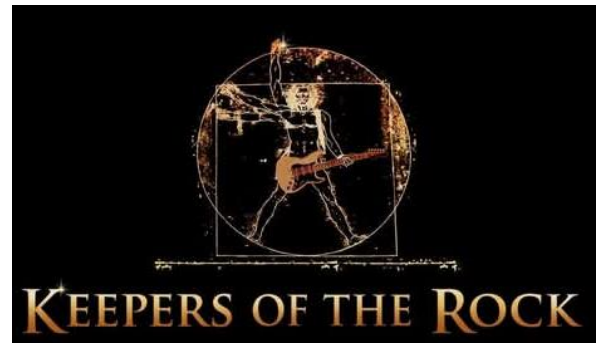
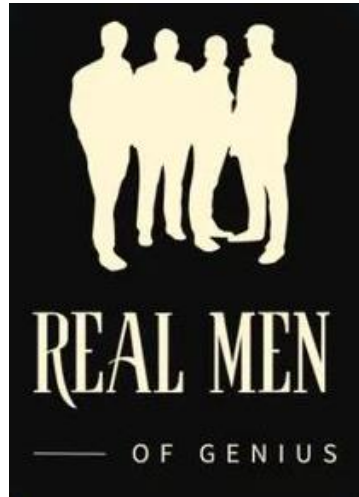
By helping support BCRC, you will ensure the next woman diagnosed with breast cancer will have a place to ask their questions, explore their options, receive personalized support and resources, and connect with fellow survivors and lifers who can relate in a way no one else can. You will receive a tax receipt from the Breast Cancer Resource Center for your donation. Please help to ensure every woman gets the help she needs and consider a contribution towards Jen and Judi's fundraising efforts.

## **LOOKING AHEAD: When is the event?**

This year's event is scheduled for **Sunday, May 18th at Shooters 620 in Austin, Texas**. The event begins at 3:00 p.m. Admission is \$20, and this year promises an exciting, curated mix of the best live music in town! In addition, we will have a fantastic array of Silent and Live Auction items, as always, for those who like to fundraise by shopping!

## OUR MUSIC LINEUP:

This year, as every year, we are blessed with amazing talent!



Thank you for getting involved! Your support makes a direct impact on Central Texas women facing breast cancer.

With Love,

Jen Hasseler and Judi Hopka Brannon  
hasseler.jen@gmail.com  
952.237.7324