Join the LI2DAY Movement
What’s Raised Here Stays Here!

Learn about LI2DAY and the local initiative to raise awareness and funds to fight cancer.

LI2DAY was originally founded in 2004 responding to the critical need for funding of community-based organizations that provide assistance to Long Islanders with breast cancer. **In 2014, LI2DAY expanded its mission to include funding for all cancers.** Funds raised go to local grassroots breast cancer and other women’s cancer organizations, breast cancer research and the LI2Day Scholarship Fund. LI2Day is a volunteer-based organization with a constituency of active and enthusiastic participants. The organization is committed to Long Islanders who are fighting breast cancer. **LI2DAY has raised over $7MILLION DOLLARS** to assist Long Islanders with medical expenses, transportation, prosthetics, wigs, physical therapy, child care, direct financial payments, programs for exercise and nutrition, retreats, counseling, research and education.

Meet Ginny Salerno, Founder & Executive Director

In 2002, Ginny returned from a national breast cancer walk and was inspired to bring a multi-day walk to Long Island where 100% of the funds raised by walkers would stay on Long Island to be distributed by grassroots breast cancer service & support organizations. With sheer determination, family, friends and the support from local politicians and businesses, the inaugural LI2Day Breast Cancer Walk took place in Suffolk County in June of 2004. Now into its 16th year, local grassroots organizations from South Nassau and Manhasset to Montauk Point are receiving funds to fight breast cancer and other cancers.

**Honors and Awards**

- **June 19, 2007**
  - Long Island Press, Fortune 52 Women’s Achievement
- **September 18, 2007**
  - Cancer Services Program Partner of Distinction
- **October 14, 2007**
  - Newsday’s Winner NY Islanders/TD Bank Hometown Hero
- **December 2008**
  - Times of Smithtown Woman of the Year in Health
  - May 14, 2009
  - Long Island Business News Top 50 Most Influential Women
- **November 18, 2009**
  - Zonta Woman of the Year
- **October 2012**
  - NY Woman of Distinction
- **2012 NY State Senatorial Award**
- **Articles on Ginny:**
  - Long Island Press Fortune 52
  - May 14, 2009
  - Vol. 5 Issue 24
  - Wellness Magazine October/November 2007
  - Walk This Way
- **2007 Zonta Woman of the Year**
- **2007 NY Women of Distinction**

**A Personal Note:** Ginny is a native Long Islander, Ginny received her Bachelor of Arts degree in Psychology from Adelphi University and a Master of Science in Education from Queens College. She and her husband, Michael of 47 years are proud parents of 3 sons and grandparents to 3 grandsons and a granddaughter. Ginny is an avid runner completing 20 marathons, 75 half-marathons and another 50 triathlons, a Tri Man (half Iron Man) and completed several 75-mile bike rides and one “century.” In addition to her teaching, family commitments and her rigorous exercise regimen, Ginny enjoys painting, sewing and gardening.

What’s Raised Here Stays Here

**THREE EVENTS ONE PURPOSE**

- **May 17, 2020**
  - Sunken Meadow State Park Kings Park, NY
- **June 14, 2020**
  - Smith Point County Park Shirley, NY
- **September 12, 2020**
  - Theodore Roosevelt Park Oyster Bay, NY

RAISE FUNDS TO FIGHT CANCER ON LONG ISLAND
#jointhemovement • www.li2daywalk.org
JOIN THE MOVEMENT that helps Long Islanders fighting cancer! For 16 years, LI2DAY, has funded programs at local organizations that assisted over 264,863 Long Islanders, awarded over $256,000 in scholarships to 120 high school seniors, and over $306,000 for breast cancer research grant to Cold Spring Harbor Laboratory. LI2DAY’s expanded mission in 2014 allows funding for programs that assist all cancers through our beneficiary organizations whose by-laws and funding permit them to do so. Programs encompass multi-cultural, socioeconomic and age-specific populations and have grown to include counseling services for children and teens affected by their parent/guardian’s cancer, camps for kids and their siblings with cancer, hospital baskets for children fighting cancer and hospice programs.

SCHOLARSHIP FUNDS AVAILABLE

The LI2DAY Scholarship is supported by the LI2DAY annual walk and is designed to provide a one-time award of $2,500 to five Long Island high school seniors who have been or has a parent or guardian who has been affected by breast cancer or other women’s cancers.

The Maria A. Sciara Scholarship is a one-time award of $2,500 to three high school seniors who have been affected by cancer or reside with a parent or guardian who has been affected by cancer (other than breast cancer/other women’s cancers) or if the student had cancer. This scholarship is administered by LI2DAY.

Scholarship Applications are now being accepted until April 1, 2020. Scholarship Recipients will be announced after May 15th.

2020 Beneficiary Organizations Funds Received to Date

Adelphi NY Statewide Breast Cancer Hotline & Support Program—$464,700
Babylon Breast Cancer Coalition—$556,400
Brentwood Bay Shore Breast Cancer Coalition—$334,800
Cure Mommy’s Breast Cancer — $329,900
Firefighters Cancer Support Network—NEW!
Islip Breast Cancer Coalition — $380,800
Lucia’s Angels—$296,300
Manhasset Women’s Coalition Against Breast Cancer — $398,700
Mount Sinai South Nassau Communities Hospital — $286,400
North Shore Neighbors Breast Cancer Coalition — $585,700
Strength for Life — $117,300
The Thomas Scully Foundation — $76,500

2020 Special Grant Program Funds Received to Date

Cancer Services Program of Eastern Suffolk—$269,100
Cold Spring Harbor Laboratory — $305,800
Hope For Histiocytosis —$2000

Past Grant Recipients

Bob Sweeney’s Camp Hope—$1,000
Friends for Life—$74,200
Huntington Breast Cancer Coalition — $166,500
Long Beach Breast Cancer Coalition — $1,000
LI Jewish Community Hospital — $6,000
Long Island Community Hospital (formerly BMHMC) — $446,800
Maria ’Z Hope Foundation — $25,000
Nassau Medical Center — $40,000
Sisters of Greater Long Island — $114,000
South Fork Breast Cancer Coalition — $52,500
Sunrise Day Camp —$2,500
The Maurer Foundation — $176,900
Urban League received $2,500
Walk for Women’s Breast Cancer Coalition — $81,000
West Islip Breast Cancer Coalition for Long Island Inc. — $405,275
Witness Project — $24,000
Women’s Health Partnership —$5,000
Young Survivors — $12,000
There’s millions of reasons to believe in LI2DAY and support our local movement, “What’s Raised Here Stays Here”. Together through our diverse beneficiary organizations from South Nassau and Manhasset to Montauk, we are helping families have a fighting chance against breast cancer and other cancers including children’s cancers.

- **Cancer research grants in the amount of $306,000** have been used to fund cutting-edge research at Cold Spring Harbor Laboratory aimed at developing new diagnostics, preventative strategies, and therapies for breast cancer.

- **Lend A Helping Hand Programs and similar programs have assisted more than 7,456 (23 other cancers) families.** These programs that assist cancer patients and their families with direct financial assistance payments of rent, mortgages, utilities, food cards, childcare, housekeeping, medical co-pays, wigs, mastectomy bras, lymphadema garments and other self-esteem items not covered by insurance, transportation to/from treatment, and more.

- **Multi-cultural Programs have assisted over 1,783 diverse populations of women and families with direct financial support.**

- **Education and Awareness helped more than 50,743 residents** through brochures, health fairs, and wellness programs conducted in high schools, churches, hospitals and wellness centers.

- **10,293 families were reached through outreach initiatives, workshops and one-on-one conversations and health fairs targeting multicultural communities like the Spanish speaking community and Hindu community of either South Asian or Indo-Caribbean descent.** The communities were provided medically accurate, culturally sensitive and linguistically appropriate education about breast health and breast cancer, as well as screening resources to medically-underserved women in the last year alone.

- **Multi-cultural Programs have assisted over 1,783 diverse populations of women and families with direct financial support.**

- **Hospital and Medical Centers apply funds to purchase digital equipment, provide mammograms, and procedures not covered by insurance or for the uninsured - assisting over 46,698 women and men with early detection and services Mount Sinai South Nassau Communities Hospital.**

- **Breast Cancer Counseling/Support for over 57,932 survivors and their families.**

- **Scholarships are awarded yearly to high school seniors who are the children of families affected by breast cancer and other cancers. 120 Long Island high school seniors have received $256,000 in LI2Day Scholarships.**

- **SOS Program provided funding or services for 51 families who have lost a loved one** to breast cancer including financial assistance to offset the cost of funeral expenses, childcare, housecleaning, and food services.

- **Newly Diagnosed Breast Cancer Patient Outreach Programs distributed more than 6,312 gift bags & resource binders containing vital information resources, seatbelt softeners, books, CD, movie passes, etc.**

- **Lucia’s Room at Southampton Hospital is occupied 90% of the year by breast cancer patients and other cancer patients.** The room is designed to provide comfort and caring for cancer patients who are going through difficult surgeries, palliative care and/or end-of-life services.

- **6,556 individuals have participated in wellness programs** including workshops exercise, nutrition, and yoga classes.

- **Mind, body and soul programs** for coping with cancer, reflexology treatments, retreats, empowerment groups, mindful walking groups, cooking is caring, therapeutic painting classes, ballet for recuperation, fix your hormones and days of renewal are programs that have reached 76,439 individuals fighting cancer and the aftermath.

- **600 childhood cancer care packages** delivered to kids in area hospitals.
Everyone can JOIN THE MOVEMENT

Businesses can support LI2DAY—Put together a company team to participate in the 10K Walk on May 17, 2020. $50 per person registration fee and $250 fundraising commitment per person. Leverage your business’ products/services to create a third party fundraiser by hosting an event that will highlight your commitment to community charities. You can ask employees to fundraise $125 on their own and then the business can match the other $125 with a third party fundraiser. This is a great way to show your community support while promoting your business.

Schools can support LI2DAY—This is a great way to teach students of any age about helping others. Elementary Schools, Middle Schools, High Schools, Colleges and Universities can fundraise for LI2DAY through various events. Students can fundraise and donate to LI2DAY. Student Councils, Student Clubs, Sports Teams, PTAs and Booster Clubs can raise awareness and funds for LI2DAY. In addition to scholarships, LI2DAY’s expanded mission now encompasses all cancers which allow funding raised by LI2DAY to be granted to organizations that include children’s cancer support.

Community Organizations can support LI2DAY—Any community organization can get involved by participating in our events or hosting third party fundraisers. Churches, Synagogues, Civic Associations, Chambers of Commerce, Fire Departments, Police Departments, Running Clubs, Town Youth Sports and Clubs can have a tremendous impact on fundraising for LI2DAY.

DONATE TODAY ONLINE

Visit www.li2daywalk.org

Or mail your donation check to:
LI2DAYBCW PO Box 11514 Newark, NJ 07101

Please only mail donations to this address. All other correspondence should go to the main mailing address.