

**TOWN OF GOLDEN BEACH, FLORIDA**

**RESOLUTION NO. 2898.23**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, AUTHORIZING AND APPROVING THE PAYMENT OF \$4,000.00 TO THE WOMEN'S BREAST AND HEART INITIATIVE FOR THE 12<sup>TH</sup> ANNUAL BREAST CANCER GOLF TOURNAMENT; PROVIDING FOR IMPLEMENTATION; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Women's Breast and Heart Initiative is a non-profit outreach organization dedicated to educating women about the importance of breast and heart health; and

**WHEREAS**, the mission of the Women's Breast Health Initiative is to save lives by connecting under-served women with the early detection necessary to fight breast cancer and heart disease; and

**WHEREAS**, the Town Council finds that a contribution in the amount of \$4,000.00 to the Women's Breast Health Initiative is in the best interest of the Town.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF GOLDEN BEACH, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals Adopted.** That each of the above-stated recitals is hereby adopted and confirmed.

**Section 2. Authorization.** That the payment of \$4,000.00 to the Women's Breast and Heart Initiative is hereby authorized and approved.

**Section 3. Implementation.** That the Mayor and Town Manager are authorized to take any and all action which is necessary to implement this Resolution.

**Section 4. Effective Date.** That this Resolution shall become effective immediately

upon approval of the Town Council.

Sponsored by the **Town Administration**.

The Motion to adopt the foregoing Resolution was offered by Councilmember Lusskin, seconded by Councilmember Mendal and on roll call the following vote ensued:

Mayor Glenn Singer	<u>Aye</u>
Vice Mayor Kenneth Bernstein	<u>Aye</u>
Councilmember Judy Lusskin	<u>Aye</u>
Councilmember Jaime Mendal	<u>Aye</u>
Councilmember Bernard Einstein	<u>Aye</u>

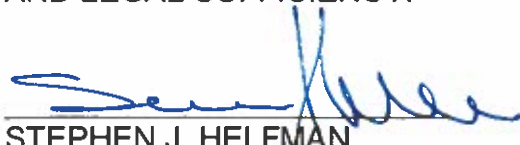
**PASSED AND ADOPTED** by the Town Council of the Town of Golden Beach, Florida, this 26<sup>th</sup> day of September, 2023.

  
\_\_\_\_\_  
MAYOR GLENN SINGER

ATTEST:

  
\_\_\_\_\_  
LISSETTE PEREZ  
TOWN CLERK

APPROVED AS TO FORM  
AND LEGAL SUFFICIENCY:

  
\_\_\_\_\_  
STEPHEN J. HELFMAN  
TOWN ATTORNEY



## TOWN OF GOLDEN BEACH

One Golden Beach Drive  
Golden Beach, FL 33160

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### MEMORANDUM

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**Date:** September 26, 2023

**To:** Honorable Mayor Glenn Singer &  
Town Council Members

**From:** Alexander Diaz,   
Town Manager

**Subject:** **Resolution No. 2898.23- Authorizing and Approving the  
payment of \$4,000.00 to the Women's Breast and Heart  
Initiative for the 12<sup>th</sup> Annual Breast Cancer Golf Tournament**

Item Number:

6

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#### **Recommendation:**

It is recommended that the Town Council adopt the attached Resolution No. 2898.23 as presented.

#### **Background:**

This resolution approves a donation to the Women's Breast & Heart Initiative.

The Women's Breast and Heart Initiative is an outreach organization dedicated to educating women about the importance of breast and heart health while providing them with the resources to beat these diseases. The organization's mission is to save lives by connecting under-served women with the early detection necessary to fight breast cancer and heart disease.

The Twelfth Annual Breast Cancer Golf Tournament will be held on Friday, October, 6<sup>th</sup> at the Miami Lakes Golf Club in Miami Lakes. Our Sponsorship reflects the Town's commitment in the fight to find a cure.

#### **Fiscal Impact:**

If approved by Council the amount authorized will be \$4,000.00.

2023

# b fore pink

12<sup>th</sup> Annual breast cancer golf tournament

Please Join Us

FRIDAY  
October 6, 2023

Your participation could help save a life.



Miami Lakes Golf Club  
7601 Miami Lakes Dr  
Miami Lakes, FL 33014

BENEFITING

## THE WOMEN'S BREAST & HEART INITIATIVE

an organization that transforms and saves lives while providing at-risk women, low income populations, and college students with prevention and early detection necessary to beat the odds of breast cancer and heart disease

### CLICK ON YOUR DESIRED SPONSORSHIP LEVEL

- PRESENTING SPONSOR** is a contributor of \$10,000 receiving two corporate foursomes of golf, corporate banner display (provided by Sponsor) at event, logo recognition in tournament advertisement, opportunity to distribute corporate products and advertisement, 1st tee signage, corporate logo displayed on WBHI website with link for one year, 8 V.I.P. Reserved seating at awards ceremony (includes cocktails, dinner, auction, and entertainment) with the opportunity to address the audience.
- DIAMOND SPONSOR** is a contributor of \$5,000 receiving one corporate foursome of golf, logo recognition in tournament advertisement, opportunity to distribute corporate products and advertisement, tee signage, corporate logo displayed on WBHI website with link for one year, and 6 V.I.P. Reserved seating at awards ceremony (includes cocktails, dinner, auction, and entertainment).
- PEARL SPONSOR** is a contributor of \$3,000 receiving one corporate foursome of golf, name recognition in tournament advertisement, opportunity to distribute corporate products and advertisement, tee signage, corporate name displayed on WBHI website with link, and 4 V.I.P. Reserved seating at awards ceremony (includes cocktails, dinner, auction, and entertainment).
- BEVERAGE STATION SPONSOR** is a contributor of \$2,000 receiving one foursome of golf, signage on each beverage station servicing golfers throughout tournament, recognition in tournament advertisement, opportunity to distribute corporate products and advertisement, corporate name displayed on WBHI website for one year, 4 seats at awards ceremony (includes cocktails, dinner, auction, and entertainment).
- CORPORATE FOURSOME** is a contributor of \$1,500 receiving one corporate foursome of golf, logo recognition in tournament advertisement, tee signage, corporate name displayed on WBHI website, opportunity to include promotional items in golfer gift bag, and 4 seats at awards ceremony (includes cocktails, dinner, auction, and entertainment).
- TEE SPONSOR** is a contributor of \$600 receiving one golfer to play in tournament, 1 tee sign, and corporate name displayed on WBHI website for one year.
- IN-KIND SPONSOR** Hats \$2,500, **IN-KIND SPONSOR** Shirt \$5,000

For more information or to become an auction donor, please contact 305.825.4081 or email [info@flbreasthealth.com](mailto:info@flbreasthealth.com)  
Terms and Conditions subject to change.

ALL DONATIONS ARE DEDUCTIBLE AS PERMITTED BY LAW. THE WOMEN'S BREAST & HEART INITIATIVE IS REGISTERED WITH THE STATE UNDER THE SOLICITATION OF CONTRIBUTIONS ACT, 1991. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-435-7532 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE, WBHI REGISTRATION: #CH20708.





# FACT SHEET

The Women's Breast & Heart Initiative



## ABOUT US WHO WE ARE

The Women's Breast & Heart Initiative (WBHI), is a non-profit organization that believes good health in adults starts with active participation in disease prevention and early detection.

Since 2006, WBHI has provided three South Florida counties with interventions proven to increase health literacy, education, and healthcare access to advance disease prevention and early detection.

## OUR MISSION

The Women's Breast & Heart Initiative transforms and saves lives while providing at-risk women, low-income populations, and college students with the resources necessary to beat the odds of breast cancer and heart disease.

Our mission is achieved through a multi-pronged strategy that helps adults take control of their health & live their best lives.

## MEETING THE NEED. FACING THE CHALLENGE.



### BREAST CANCER

- All women are at risk
- The most common cancer diagnosed in women
- In 2023, more than 300,000 cases will be detected
- More than 43,000 women will die from breast cancer this year



### HEART DISEASE

- All women are at risk
- Leading cause of death in men and women
- 90% of women have one or more risk factors
- More than 400,000 women die from heart disease each year



### BEATING THE ODDS

- 1 in 3 women dies from heart disease
- 2/3 of women who die suddenly of heart disease have no previous symptoms
- 1 in 8 women will be diagnosed with breast cancer
- When detected early, breast cancer has a 98% recovery rate

## EARLY DETECTION & LIFESTYLE CHANGES SAVE LIVES.

The Women's Breast & Heart Initiative, Florida Affiliate  
14125 NW 80th Avenue • Suite 306 • Miami Lakes FL • 33016  
866.315.7711 • 305.825.4081 • [info@flbreasthealth.com](mailto:info@flbreasthealth.com)

[WWW.FLBREASTHEALTH.COM](http://WWW.FLBREASTHEALTH.COM)



# Saving Lives. Inspiring Hope.



## STRATEGY

WBHI mobilizes people and resources in order to break down barriers that would prevent targeted populations from receiving life-saving education, breast & heart screenings, and associated care they need to live longer, happier, healthier, and more productive lives.

Innovative programs developed by WBHI serve participants where they live, work, and attend college.

- **DOOR-TO-DOOR OUTREACH (D2D):** Self-efficacy and health literacy is increased through this evidence-based education and service delivery model. Multilingual volunteers are trained and deployed into targeted neighborhoods to provide educational packages and schedule at-risk women for mammograms and heart screenings. Each month-long campaign culminates with participants receiving these screenings in their neighborhood, followed by care coordination and patient navigation for requisite care.
- **WORKPLACE WELLNESS PROGRAM (WPW):** In collaboration with local employers, WPW provides health education and early detection services including mammograms and heart screenings to low-income employees/associates on-site at their workplace.
- **VIRTUAL ADVOCATE PROGRAM (VAP):** Partnering with post-secondary academic leadership and professors, this innovative digital program educates students about disease prevention & early detection and empowers them to share this information through peer-to-peer social media engagement, setting students on a path to change the trajectory of health.
- **COLLEGE CAMPUS CLUB PROGRAM (CCC):** Student-led groups promote disease-deterrent lifestyles on their own campuses, providing health education and hosting on-campus events including hypertension and cholesterol screenings. Students become poised to lead the next generation of changemakers, gaining leadership, communication, and critical thinking skills.
- **PREVENTATIVE SCREENING PROGRAM (PSP):** Providing a continuum of disease prevention and early detection, participants screened in previous years receive breast and heart screenings through our network of collaborating hospitals and medical partners. Care coordination and patient navigation is provided for requisite care.

## IMPACT

Documented outcomes confirm that WBHI is making a difference in disease prevention and early detection.

- 78% of women served by WBHI say the breast and heart health educational packages they receive are helpful and that they actively utilize the information.
- 65% of women surveyed say they speak with others about breast and heart health as a result of our intervention.
- 4,400+ students have completed and been certified in the Virtual Advocate Program since 2020.

## RECOGNITION

WBHI and its founder's efforts have received national and international recognition, not limited to:

- Yoplait Champion
- L'Oreal Paris Women of Worth
- Top 10 CNN Hero
- Listed as a model with promise in a book titled The American Way to Change authored by Shirley Sagawa
- Twice listed in the Library of Congress
- Energizer Hall of Fame
- Livestrong Global Cancer Summit Delegate
- Speaker at the 2010 Mosaic Conference in Sharjah, U.A.E.
- Bank of America Local Hero
- AARP Purpose Prize Fellow
- Robert Wood Johnson Foundation Community Health Leader

## DRIVING AWARENESS

Introducing the first Florida license plate designed to raise funds for breast cancer and heart disease prevention & early detection.



### We Need Your Help.

We must sell 3,000 pre-sale license plate vouchers to make this license plate a reality. With your pre-sale voucher purchase, \$25 of the cost will help the Women's Breast & Heart Initiative save and transforming lives.



Partner with us in this Drive to Save Lives. Please purchase your pre-sale voucher today for just \$33 at [flbreasthealth.com/licenseplate](http://flbreasthealth.com/licenseplate) or use the QR code.

SUPPORT

The Women's Breast & Heart Initiative, Florida Affiliate  
14125 NW 80th Avenue • Suite 306 • Miami Lakes FL • 33016  
866.315.7711 • 305.825.4081 • [info@flbreasthealth.com](mailto:info@flbreasthealth.com)

[WWW.FLBREASTHEALTH.COM](http://WWW.FLBREASTHEALTH.COM)



Your support makes  
all the difference!

