



Curt & Shonda Schilling Melanoma Foundation

North Valley Medical Plaza . 3811 East Bell Road, Suite 106 . Phoenix AZ 85032 . Phone: 602.424.7190

SHADE Foundation of America's mission is to *eradicate* melanoma through the *education* of children and the community in the *prevention* and *detection* of skin cancer and the *promotion* of sun safety. SHADE Foundation of America was founded in 2002 by Shonda Schilling. Shonda very publically overcame malignant melanoma and established SHADE after overwhelming responses from others afflicted by skin cancer.

Skin cancer is reaching epidemic levels. Considering that one in five children is destined to battle skin cancer in their future and with 11,000 deaths due to skin cancer each year, it is crucial that efforts are made to quell these numbers. SHADE Foundation of America believes that educating children on how to be proactive towards skin cancer is an effective course of action in preventing a disease that one million people each year will be diagnosed with just in the United States.

SHADE Foundation of America is a core member of the National Council on Skin Cancer Prevention (NCSCP). This opportunity situates SHADE in the esteemed company of the four other core members of the NCSCP, which are: Skin Cancer Foundation, American Academy of Dermatology, Melanoma Research Foundation, and The American Cancer Society. SHADE contributes the unique mission of prevention through advocacy and education of children.

SHADE reaches out to children through nationwide programs. SHADE's close partnership with the EPA has propelled the SunWise with SHADE National Poster Contest to measurable success. SunWise is a free program for grades K-8 that consists of a toolkit containing cross curricular activities that allow teachers to integrate sun safety into their traditional teaching. This creates simultaneous opportunities for teachers and students to absorb vital, preventative knowledge of sun safety without distracting from their required subjects. SHADE reinforces the message conveyed in SunWise by welcoming schools to participate in a nationwide poster contest. After being taught the 8 SunWise messages, students may draw and submit an original poster demonstrating their knowledge of sun safe habits that they have acquired and retained. Over 82,000 students have participated since its inception in 2003. Over 7,500 posters from 38 states were submitted in 2008. Posters are judged on a state level and national level. Children are encouraged to go online to vote for their favorite poster, which again puts the message of sun safety in front of them. The poster deemed to possess the clearest, most creative, and most original conveyance of understanding of the sun safety messages is the national winner.

During the summer months, SHADE takes a proactive approach and mobilizes the "Limit the Sun, Not the Fun" program. This program provides children with free, sun safe activities to occupy them between the hours of 10am and 2pm when the sun's UV rays are most intense. Such activities include free movies at local theatres, free bowling, and skating time at local ice rinks. In the past 2 years over 25,000 children and their families participated in the "Limit the Sun, Not the Fun" program. This program is also anticipated to expand as SHADE continues to forge new partnerships. SHADE also administers programs to erect shade coverings over school playgrounds and children's organizations.

A 501(c)3 non-profit organization

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SHADE is not unfamiliar with the legislative process. SHADE has worked with Governor Janet Napolitano (AZ) to pass legislation declaring Arizona as the first state in the nation to legislate mandatory SunWise education in schools.

Dedicated athletes commit to be part of SHADE's marathon teams to "Outrun Skin Cancer" and disperse awareness in the Boston, New York, Chicago, and P.F. Chang's Rock 'N' Roll Arizona marathons.

With the ominous issues of the economy and health care at the forefront of many agendas, it is imperative that attention is given to preventative health practices that will ultimately save lives and money. The indirect costs associated with the treatment of melanoma are particularly high, at an estimated cost of \$2.9 billion in annual lost productivity alone (source: AAD Report *The Burden of Skin Disease 2004*). SHADE's award winning Skin Cancer Self Exam DVD (the only one of its kind) encourages adults to be proactive about their health. Aimed at the general public, the DVD provides easy instructions on how to conduct a skin self exam and urges people to see their dermatologist yearly. Currently, skin cancer is the fastest growing cancer (diagnoses) and affects more people than prostate, breast, colorectal, and cervical cancers combined.

Skin cancer is 95% preventable when proper precautions are taken and 95% curable if detected and treated early. Positive as these statistics are, they mean little if people are not aware how to prevent and detect skin cancer. Eradicating skin cancer would mean saving lives and money. In 2004, the estimated direct cost associated with the treatment of melanoma was \$291 million (source: AAD Report *The Burden of Skin Disease 2004*). With targeted, persistent efforts we can alleviate the human and monetary costs of skin cancer.



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