



Curt & Shonda Schilling Melanoma Foundation

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

Mission: 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.

Established: 2002 after president and founder Shonda Schilling's very public battle with malignant melanoma

Goals:

By 2012 reduce the incidence of skin cancer by:

- Creating 10 million hours of SHADE (100% accomplished)
- Educating 100,000 children in sun safety (75% accomplished)
- 306 million awareness impressions, one for every American

Impact:

- 150+ SHADE covers providing more than 20 million hours of SHADE
- 82,000+ student participants from 43 states in National Poster Contest
- 100+ trees planted
- 25,000 + children have participated to date in "Limit the Sun, Not the Fun"

Programs:

- "Limit the Sun, Not the Fun" – provides free, sun safe indoor activities for children during summer months
- National Poster Contest – in coordination with the EPA's SunWise program
 - national contest for children to demonstrate their knowledge of sun safety
- "SHADE Cover" – will provide 12 complete shade covers to schools this year, creating over 12,000 hours of SHADE

Awareness:

- Skin cancer self exam DVD and 100 Questions and Answers About Melanoma and Other Skin Cancers book
- Public service announcements to provide sun safety awareness to children and the community
- To date, have distributed nearly 2 million sunscreen packets to schools, non profits, and the general public

Notable Achievements:

- Congressional Families Award
- Helios Award
- 2 Gold Triangle Awards
- Passed legislation with Gov Janet Napolitano (AZ) to make Arizona the first SunWise state

Major Associations: Core member of National Council on Skin Cancer Prevention, United States Environmental Protection Agency

A 501(c)3 non-profit organization

Dedicated to eradicating melanoma through the education of children and the community in the prevention and detection of skin cancer and the promotion of sun safety.

www.shadefoundation.org