

# Brakes for Breasts™

*Your local repair shop needs your support!*

They want to join in the efforts of independent auto repair shops in a grass roots effort that is sweeping the nation. Brakes for Breasts originated in 2011 and in 4 short years has raised just under \$250,000. 100% of every single penny raised goes directly to support research for the Cleveland Clinic Breast Cancer Vaccine Fund.

This fundraiser offers **FREE** brake pads or shoes to the repair shops customers. The customer pays for labor and any other ancillary parts needed for the brake repair (rotors, calipers, hardware, etc.) The repair shop then donates 10% of each brake repair to the research for the Cleveland Clinic Breast Cancer Vaccine Fund.

## How can you help?

**Your repair shop needs a supplier that will provide the brake pads or shoes FREE to them for the month of October, will that be you?**

Won't you join us in a legitimate effort to put the brakes on breast cancer? We have all been affected by this terrible disease in one way or another. Dr. Vincent Tuohy and his Team have been working on this vaccine for 13 years, and are now less than one year away from bedside trials. Brakes for Breasts has been a huge facilitator, with 100% of every single penny going directly to research. No office buildings, no marketing teams, no huge salaries, in fact there are no paid personnel. Everything we have accomplished is by virtue of volunteers.

Laura Frank (repair shop owner) and Leigh Anne Best (repair shop marketer), simply put their heads together one evening and Brakes for Breasts was born. With only one month to plan the first year they got 5 local shops together and raised \$10,000. With more time to plan year to year it has exceeded their wildest dreams. The support of their independent fellow repair shops has been the foundation of success, along with the vendors who have supported them. The participating repair shops pay for their own fundraiser marketing to get the word out to their clients, and they also spread the word of Brakes for Breasts to fellow repair shop owners. In 2014 Arizona had 31 participating shops, that's amazing considering it started all the way on the other coast in Ohio with 5 shops!

**This fundraisers success is based on the fact that it is a win win for everybody involved!** The repair shop you support is committed to an exponential increase in your business for the month of October. Their commitment involves making certain that all the components (rotors, calipers, hardware) of that brake repair are ordered through your facility. If the vehicle needs additional repair (eg: tie rods, ball joints, shocks) they will also order those parts from you! In other words you are going to be their first call the entire month of October! The only exception would be lack of parts availability. (Barring availability issues.)

**Some vendors are hesitant initially, but our experience has shown that once they support their local repair facility the first time, they never look back and have hopped on board every year since in October!**

## Look how we've grown!

- **2011**  
\$10,000 is raised by  
5 Ohio Repair Shops
- **2012**  
\$32,848 is raised  
by 27 repair shops  
across 17 states
- **2013**  
\$66,499 is raised  
by 66 repair shops  
across 27 states
- **2014**  
\$115,236 is raised  
by 142 shops across  
29 states

**LIFETIME TOTAL  
\$224,583**

Words from Dr. Tuohy,  
**"Brakes for Breasts  
 provides my helping  
 hands, enabling  
 the research  
 to continue to  
 further develop the  
 vaccine and also  
 explore potential  
 other applications  
 to ovarian and  
 prostate cancer  
 and perhaps a host  
 of other diseases"**

## Quick Calculation

Assume the cost on a set of brake pads is \$25.00. Based on the 2015 Brakes for Breasts fundraiser, 142 repair shops participated. The average repair shop completed 17 brake jobs during the month of October.

**\$25 x 17 brake jobs is \$425.00.**

In the past some local suppliers have split this cost with the parts jobber, reducing each organizations cost to \$212.50.

We continuously seek national brake vendors to participate and be a National Sponsor of Brakes for Breasts. You may not have noticed, but Brakes for Breasts does not presently allow any sponsorship, as we are holding this exclusive opportunity open to a vendor who will support our repair shops on a national level. This would also be a great opportunity to open new doors in the month of October, and perhaps develop a lifetime relationship with that repair shop.

## Additional Information

Looking for more information about Brakes for Breasts or Dr. Vincent Tuohy of the research for the Cleveland Clinic Breast Cancer Vaccine Fund?

Here are some resources:



[www.brakesforbreasts.org](http://www.brakesforbreasts.org)



[Brakes for Breasts](#)



[#brakesforbreasts](#)



[Brakes for Breasts Channel](#)



[Cleveland Clinic's Giving Page](#)

Download the Brakes for Breasts app to get campaign updates!



Available on [iTunes](#) or [Google Play](#)

Scan to get the app!

As the founders of Brakes for Breasts, Laura Frank and Leigh Anne Best appreciate the consideration you are giving to supporting Brakes for Breasts and your local auto repair facility. If you need more information feel free to contact us at [brakesforbreasts@gmail.com](mailto:brakesforbreasts@gmail.com)

*Brakes  
for  
Breasts™*

[www.brakesforbreasts.org](http://www.brakesforbreasts.org)