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Fact Sheet

Reach Out for Life is a 501(c)(3) nonprofit. It works with a network of community partners to perform its mission for early detection.

Mission: *Reach Out for Life* is committed to the early detection of breast cancer through education and care for the underserved.

The mission is pursued through the Free Mammography Outreach Program and the Reach Out Public Awareness program.

Free Mammography Outreach Program: Clinic and health department partners qualify women financially before providing them with vouchers for Program services. These medical home bases schedule breast imaging procedures that are provided through partnering imaging centers.

Because the Program does not discriminate in providing equity of breast health care, it frequently helps the underserved who have been denied services through other programs. The goal is to allow every woman access to all the breast health procedures that her individual situation requires. One voucher covers everything that follows from the annual mammogram, including unilateral and bilateral diagnostic mammograms, ultrasounds, MRIs, tomosynthesis, and biopsy. A single voucher also covers follow-up appointments.

Participating imaging partners are reimbursed by *Reach Out for Life*, the Program administrator, at an agreed upon rate.

Reach Out Public Awareness Campaign: Because the populations served are vulnerable, *Reach Out for Life* continually works to spread information about the need for annual mammograms for early detection.

In 2014, the Program identified 3 target populations of particular need: African American and Hispanic women, and the medically underserved geographical area of the Crater District.

The Reach Out Campaign prints materials for distribution that are appropriate for the targeted populations. Representatives of *Reach Out for Life* frequently attend health fairs and public events to establish a presence in the community. They are available to speak to organizations when it is requested.

In 2019, *Reach Out for Life* initiated the Community Partners Project which it administers, to work with Bon Secours Care-a-Van, Casa de la Salud, and Sacred Heart Center, to reach the low-income Hispanic population and provide access to free procedures for early detection of breast cancer without discrimination for any reason.

Funding for the programs is generated by grants, fundraising events, and private donations. All gifts are tax deductible to the full extent allowed by law.