

# MEETING HEALTH NEEDS

19 April 2013



## DELTA'S INVOLVEMENT

- In the global fight to find the cure to breast cancer, Delta entered into partnership with Evelyn Lauder's Breast Cancer Research Foundation (BCRF) in 2005
- Delta in support of the mission of BCRF has raised more than 5million dollars through various activities which include the Pink Skies program, taking the Flight for the fight, Pink Lemonade .

To further increase its participation in health needs, Delta established The Signature Partners in 2008 in specific organizations who met two key areas: Youth Wellness and Youth Development. The Signature Partners includes Juvenile Diabetes Foundation, American Red Cross, CARE - A private international relief that gives emergency aid to millions of people each year in more than 60 countries in Africa, Asia, Europe & Latin America and Children's Miracle Network



# DELTA AIR LINES AND THE BREAST CANCER RESEARCH FOUNDATION



## THE BREAST CANCER RESEARCH FOUNDATION (BCRF)

- A non profit organization founded by Evelyn Lauder in the year 1993.
- The foundation is located in New York , NY as the first diagnostic and treatment center under one roof.
- Its mission is to achieve prevention and cure for breast cancer in our lifetime by providing critical funding for innovative clinical and translational research at leading medical centers worldwide, and increasing public awareness about good breast health.
- The organization has raised USD 350 million. 91% of every dollar spent by BCRF is directed towards breast cancer research and awareness programs.



## WHAT THEY ARE DOING

- The ultimate goal of breast cancer research is cure and prevention; Finding the Cure is divided " into these main areas:
- Clinical Innovations**; BCRF aims to pinpoint which patients would benefit most from a specific therapy. An innovative component of these studies is the investigation of drug resistance, as the effectiveness of a drug or another form of intervention (e.g. radiation therapy), not only seems to differ from individual to individual but also seems to decrease in effectiveness in the same person over time
- Staying Healthy**; BCRF investigators are creating new tools that can help with early identification of women at high risk of recurrence or metastasis and new clinical interventions for prevention.
- Clinical trials**; . Clinical trials are voluntary patient studies on new therapies for primary and metastatic breast cancer, new ways of using existing treatments, and even vaccines.
- Path towards Personalized Medicine**; BCRF' s efforts in personalized medicine to examining why one population with common ancestry has higher incidences of breast cancer than another, and finally to clarifying the genetic basis.

## BCRF AND NIGERIA

- BCRF is in partnership with Dr. Mrs. Olufunmilayo Olopade Professor, Department of Medicine. Director, Center for Clinical Cancer Genetics, University of Chicago Medical Center
- With the support of BCRF, a state of the art immunohistochemistry laboratory has been established in the Institute for Medical Research and Training, University of Ibadan Nigeria to support the 1st multi-center breast cancer treatment trial in Africa
- As part of their overall effort, Dr. Olopade's team is developing a clinical protocol to optimize treatment for all patients enrolled in their studies in Nigeria, treated patients will be supported through funds from BCRF.





# DELTA AND THE SUPPORT OF CANCER IN NIGERIA

- Total Body Wellness Foundation (TBWF) – Delta Air Lines sponsored the launch of the NGO and also the book launch of “Chronicles of a Cancer Survivor” on 18 April 2012.
- TBWF is a non profit organization which provides a facility where alternative treatments could be researched and made available to individuals and healthcare professionals.
- Its mission is to instill a connection to the total body wellness, enhancing an enriched quality of life that is stress and cancer free.
- TBWF believes in learning through positive shared experiences; orthodox healing combined with alternative medicine.



# TAKING THE FLIGHT FOR THE FIGHT

## The Pink Plane

- Delta Air Lines in a bid to support the Research Institute on breast cancer once in a year, in October, donates one of its planes, the pink and white liveried Boeing 767-400 in support of this project.



## PINK UNIFORMS

- In support of the Breast Cancer awareness program, Delta flight attendants wear the pink uniforms all through the month of October every year.

## DELTA SKY CLUB

- 10% donation of Delta Sky Club membership is given to the Breast Cancer Foundation.





# Delta and the African Diaspora Market Place

- *Comprehensive Design Services* (Nigeria) is a US and Nigeria-based organization owned by ARCH Mrs. Chinwe Ohajuruka, that provides responsive and responsible design, engineering and project management services for sustainable or green and affordable projects. CDS' most important product, the Passive House Prototype or PHP is designed to help Nigeria achieve her Millennium Development Goals. It provides a vehicle, the Passive House Prototype, for widespread use of renewable energy, provision of affordable housing and enhancing the beauty and livability of the Nigerian built environment. CDS aims to be a “small but mighty organization” – small in size but mighty in creative capacity and impact. Its ultimate goal is to improve the lot of, and raise the standard of living of millions of Nigerians by creating designs for affordable housing, clean water, renewable power and improved sanitation, amongst many others.





As a global airline, Delta sees firsthand the many people and communities around the world that are in dire need of help. And we want to give it. That's why we support many organizations that are focused on improving the health and wellness of others. By giving both our time and money, we hope to impact people's lives around the world.

# DELTA AT A GLANCE

- Delta Air Lines serves more than 160 million customers each year.
- Delta and the Delta connection carriers offer service to 319 destinations in 59 countries on six continents.
- Headquartered in Atlanta, Delta employs nearly 80,000 employees worldwide and operates a mainline fleet of more than 700 aircraft.
- Delta's services includes:
  - SkyMiles** – Delta Frequent Flier program
  - Business Elite** - Award winning full flat bed service
  - Protocol** by Delta – for Delta's Sky Miles Elite members and HVCs.
  - SkyBonus** – Delta Frequent Flier Program for SMEs
  - Departures** by Delta – One day room service, Wi-Fi, pool access, shuttle service to airport in Ibis Hotel for Business Class passengers and HVC
  - Crossover Rewards** – Delta and Starwood partnership that offers offer exclusive benefits to Delta Sky Miles Medallion members and Starwood Preferred Guest elite members
  - Sky Clubs** in airports worldwide
- Delta is investing more than \$3 billion through 2013 in airport facilities and global products, services and technology to enhance the customer's experience in the air and on the ground.





# FLAT BED SERVICE



# THANK YOU

