



Volunteer Ambassador

What is WBCI?

Breast Cancer is overwhelmingly the most common type of cancer that women are diagnosed with. Roughly 1 in 8 women in the United States will be diagnosed with breast cancer each year. Unfortunately, Wyoming ranks 50th in screening for breast cancer, and Wyoming's blue-collar background often means isolation and financial struggles around breast cancer. We are intent on lifting the burden on Wyomingites when it comes to breast cancer.

The Wyoming Breast Cancer Initiative is a nonprofit that serves the entirety of Wyoming. Started in 2016 under the Wyoming Community Foundation, WBCI has flourished in the past ten years. The organization primarily distributes grants to programs and people in need throughout the state. Since 2016, through 9 grant cycles, we have granted out \$1.4 million. Funds raised in Wyoming stay strictly in Wyoming, funding diagnostic tests, breast boutiques, and more. WBCI has funded thousands of mammography screenings, wigs, therapy, and navigation counseling. Of course, none of the fundraising done by WBCI and its donors is possible without the continued effort to educate Wyoming on breast health and access to resources. Events and marketing produced by WBCI is one way the organization is trying to spread its message.

Our Mission: The WBCI aims to *raise awareness* and fund breast cancer programs in Wyoming with an *emphasis on increasing breast health education*, financially assisting breast cancer screenings, facilitating patient navigation, and promoting survivor services through fundraising efforts across the state, proceeds remain in Wyoming to grant into eligible programs.

Role of a Volunteer Ambassador

Ambassadors of the Wyoming Breast Cancer Initiative serve as representatives for the organization on a volunteer basis with the intent of raising awareness of breast health and of the resources funded by WBCI. Volunteer Ambassadors help to raise awareness of WBCI's work by attending events to talk about our work and encourage others to get involved in fundraising activities, giving donations, or considering corporate sponsorship. This is a really important role as it helps us to reach new people, inspire new fundraising activity, and thank our supporters for the work they are doing.

Roles and expectations for WBCI Ambassadors may include the following:

- Attending community events to talk both formally and informally about WBCI's mission and resources
- Recruit donors and fellow ambassadors to help amplify WBCI's impact on the State of Wyoming
- Share and repost WBCI social media content so that our messaging and information can reach new networks online



- Thanking donors, sponsors, and event participants for their continued support of WBCI's mission
- Attending photo opportunities
- Sharing your own experiences with breast cancer and/or WBCI
- Communicate with professionals and organizations in your community to create potential partnerships and sponsorships
- Track feedback and local opinions about WBCI reach, resources, and fundraising events

Who is fit to be a volunteer ambassador?

- 18 years or older
- Has public speaking confidence and experience
- Needs flexible volunteer hour expectations
- Can commit to a year of volunteering
- Has physical and digital community networks and connections
- Has personal experience with breast cancer and/or WBCI
- Can meet once every few months with the ambassador liaison to train and go over work
- Can be well dressed, polite, and enthusiastic
- Can memorize important numbers and statistics related to breast cancer and WBCI's work

What You Can Expect From WBCI

- A personal training session (either in person or over Zoom) with the ambassador liaison
- Multiple speeches and statistical sheets to utilize
- Tips and tricks to connecting with business and community members
- Marketing and social media content to share
- Recurring meet-ups to attend to needs and provide guidance
- Free WBCI swag to wear and share!
- A flexible and easy volunteer schedule (less than two hours a week!)

What Will You Gain from Being a WBCI Ambassador?

- Leadership Experience
- Connecting and networking with your community
- Education on breast cancer and being a nonprofit in Wyoming
- Opportunities to attend fun community events
- A sense of satisfaction and pride for helping to make a valuable difference

**Apply to be a
WBCI Ambassador
Now**