

Women's Health Initiatives Foundation Sets \$100,000 Goal for Breast Cancer Prevention Research

The Women's Health Initiatives Foundation, a new Kettering, Ohio, based nonprofit, held its first annual fundraiser October 18 and set a \$100,000 goal to raise funds for research to predict and prevent breast cancer. Predicting which women may get breast cancer and intervening is a new approach to conventional prevention.



Kelly Brown, executive director of the Women's Health Initiatives Foundation. (Photos by heartistry by Allison Lyons)

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The new [Women's Health Initiatives Foundation](#) (WHIF) in Kettering began a \$100,000 campaign Oct. 18 to fund research to determine causes of breast cancer and ways to prevent it.

Kelly Brown of West Carrollton, foundation executive director, said about 60 people attended the “Date Night Decadence” fundraiser and silent auction featuring wine, chocolate and coffee at Warehouse 4 Coffee in Vandalia. Sponsors included the [Piqua Medicine Shoppe](#), Motivated Motions training services and Dayton attorney Sean Harmon. Several thousand dollars were raised toward the goal.

“My mother was diagnosed with breast cancer more than five years ago,” said Brown. “Today she is a survivor, but I would have done anything to prevent her from this devastating experience. It’s touching to see how many people in our community want to prevent breast cancer from ravaging the lives of their loved ones as well.”

The new foundation, headquartered at 5450 Far Hills Ave. in Kettering was formed to educate women on optimal health through natural hormone balance, nutrition and lifestyle as well as to [raise money for research on breast cancer prevention](#).

Brown said the foundation will fund research based on innovative testing methods which more accurately and specifically determine a woman’s risk for developing breast cancer. Subsequent research phases will lead to the development of a test-kit which will tell a woman if she is at risk for developing breast cancer.

Predicting which women will get breast cancer and intervening is a new approach to conventional prevention. The foundation is the brain child of Lyn Hogrefe, CEO of [Happy Hormone Cottage](#) of Kettering. She serves as chief visionary and foundation board president.

“We are laser-focused on funding research in the field of predicting which women may be prone to breast cancer and intervening before the disease has a chance to develop,” said Hogrefe. “If we can predict breast cancer, then we can surely prevent it.”

Brown said the foundation will continue its fundraising efforts by seeking grants, donations and hosting other fundraising events. One hundred percent of funds raised will go toward the research, she added.

WHIF plans its second annual fundraiser for September 19, 2015.

For more information, go to <http://www.womenshealthinitiatives.org> or contact Brown at Kelly(at)womenshealthinitiatives.org or call (937) 371-4838.

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The Women's Health Initiatives Foundation aims to educate women about achieving optimal health through natural hormone balance, nutritional supplementation, and healthy lifestyle choices and to raise money for research in the fields of cancer prevention.