

THE DEVILS' ADVOCATE

The Red Devils
2002 Honoring 10 Years 2012
Supporting Breast Cancer Families

Spring 2012 Edition

From Tears to Cheers – A 10th Anniversary Salute

A venue where “everybody knows your name.” Conversations are kindled. And the cocktails pack a devilish punch. The neighborhood “Cheers?” Try a chemo ward.

That’s the unlikely birthplace of The Red Devils, a breast cancer nonprofit forged by the friendship between Ginny Worthington Schardt and Jessica Cowling that would transcend boundaries between heaven and earth and benefit nearly 3,000 Maryland breast cancer patients and their families since 2002.

“Ginny was 40 when she was diagnosed in 1999 with breast cancer. She immediately gravitated towards Jessica – the second youngest person in the room – who shared a similar (aggressive) diagnosis,” says husband Christopher Schardt, a General Growth Properties executive who helped found The Red Devils and sits on the board.

“I met Jessica’s mom, Lark Schulze, and her step-dad, Maurice Rottenberg. We

formed a pretty quick bond, unaware of the friendship developing between Ginny and Jessica.”

In 2001 Ginny, Jessica, family and friends decided to form a team for Susan G. Komen Race for the Cure Maryland. Both Jessica and Ginny walked with The Red Devils that year, a walk that would prove to be the genesis for The Red Devils Heart and Sole Stroll.

According to Christopher, “Lark had just read the book *The Red Devil: To Hell with Cancer and Back*. We decided to do the Komen walk, needed a name for our team, which Lark’s friend Harriet Mandell suggested. Henry Mitchell came up with a great concept for a Red Devils Komen t-shirt. Jessica’s best friend Rebecca Berger and Maurice were (part of the core group).”

Henry, who works as a graphic designer and has guided the visual image of The Red Devils, and Rebecca, employed by another nonprofit,



Jessica & Ginny at the Race for the Cure

The Robert Packard Center for ALS, were long-time board members and remain active in organizing the Stroll which morphed last year into The Red Devils 5K Run & Stroll.

Lark, an attorney, says The Red Devils exists because of that amazing core group: “Maurice, our most intrepid champion and great fundraiser until his March 2004 death; my wonderful friends Harriet and Kecia (Wherry) who would not let me say no; Henry, who

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2011 Support Service Milestones:

Thanks to your generous contributions, The Red Devils invested \$201,000 in direct services for 644 breast cancer patients and their families. Because of you, we were able to assist:

- 224 patients with transportation needs
- 167 patients with meals and groceries
- 141 with house cleaning
- 201 with medical and treatment-related expenses
- 114 patients with critical and other one-time needs



Inaugural Stroll graphic



Christopher & Lark, June, 2006. Photo courtesy of the Baltimore Sun.



Joan, Virginia (Ginny) & Kathy Worthington, & Maggie Prado, Ginny Schardt's sisters and mother

From Tears to Cheers, continued

designed all things devilish; Rebecca who put her indelible mark on the first and every other Stroll; Gayle (James), who suggested the services model; Christopher, our rock, who kept us focused; Ginny's mom, also 'Ginny,' who worked with us until her death in 2007, plus the rest of the incredible Worthington clan — all working like beavers for The Red Devils."

In January 2002, Gayle began training for the May Avon 3-Day Breast Cancer Walk and "discovered Lark was also training for this. Her daughter had been diagnosed with Stage IV breast cancer which had spread to her liver, and I had nine friends with breast cancer. Lark invited me to join her Red Devils group. I floated the idea to my Columbia group...which they enthusiastically embraced."

"We rallied around The Red Devils team," says Gayle, "partially because we loved the idea of a larger number of women banded together and because of Jessica's story: losing her job, health insurance, starting a cookie company. We wanted to support both Jessica and Ginny."

Lark and Maurice later approached Gayle with ideas on how to build upon this enthusiasm, pay tribute to Jessica

and Ginny, and help those battling breast cancer. And so began The Red Devils, incorporated in November 2002.

Early service providers included Brian's Catering, TJ Transportation (later merged with SafeRide), Moveable Feast, and Merry Maids.

Brian Groveman, founder of Brian's Catering, says "It was very fulfilling and I enjoyed providing the meals." Brian often made the deliveries himself and frequently didn't bill for his services as "I always valued my contributions to them and their work, which is very groundbreaking and important to the community."

Howard County General Hospital (HCGH), became not only the first of what now are 39 hospital partners, but a major donor.

Says Henry, "Our pitch to potential donors was different. We focused on the non-medical non-research needs of families, instead of just funneling money to a bigger foundation."

That resonated with HCGH President & CEO Vic Broccolino, who says "Lark and her law firm had done work for me, so I knew (The Red Devils) were on the 'up and up.' I gave them initial support, the names of CEO's of other hospitals, and it was a pleasure...the fact they do so

many things for so many people. I didn't know any other organization at the time providing this type of scope of services, helping with the activities of daily living. Frankly, I was taken by that. Their success validates our (original) decision to support them...and I'll do so as long as I'm at the helm."

Past Red Devils Board President Jeanne Backof, herself a cancer survivor and school chum of Ginny's recalls Ginny telling her "I want to make a difference. I survived cancer for a reason."

Ginny believed for a time she had beaten the disease. But it came back to claim her in 2002 at age 44, just six weeks apart from when it took Jessica, at only 31. While the two women departed the physical plane, their spirits continue to soar with the nonprofit that borrows its name from the cancer-fighting drug, Adriamycin®.

Their reach extends in other ways, too, fueled by the love of family and friends.

According to Rebecca, "Jessica told me 'Henry will have a really tough time with this. Promise me you'll take care of him.'"

After Jessica's passing, sparks flew between Henry and Rebecca

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From Tears to Cheers, continued

resulting in a 2007 marriage and the arrival last year of baby Ben, living proof that in death there is rebirth.

According to Henry, some of The Red Devils' milestones have included growing the board beyond the founding members, surviving 10 years when most organizations don't make it beyond six months and shifting day-to-day operations to a

paid staff of one and a half: executive director Jan Wilson and services manager Tricia Hayden, whose position was funded by The Herbert Bearman Foundation.

"We had a unique mission that caught people's attentions and a network of devoted volunteers and board members that could express our mission," Henry says.

As Christopher sums it, "You dedicate your life

to fighting this and when you lose the fight you can't just put down the guns. We all had such a passion to beat this. We were told it was 'insurmountable,' we'd be lucky to break even. Our first year we raised \$70,000 – shocked everyone – and there was no turning back."



Henry Mitchell & Rebecca Berger, Stroll 2006

Donor's Corner: Diane McComb's First Triathlon

Breast cancer left Diane McComb struggling to walk in the spring of 2010 but last year she took a giant step forward for herself and great leap forward in grassroots fundraising. How? By waving a fist at the disease and completing her first triathlon to benefit two breast cancer nonprofits, The Red Devils and Bosom Buddies.

Diagnosed in February of 2010, McComb finished her last treatment that June and by November, had registered and begun training for the August 2011 Iron Girl Columbia Triathlon in Howard County.

"I'm 'no hero,'" says the 60 year old mother of four and grandmother of five who had two good friends and a sister

-in-law die of the disease.

"I thought a diagnosis of breast cancer meant death. I didn't realize all the advances that had been made in the treatment," said Diane, who used her "1300-plus connections all over the country" to pull in donations to support her triathlon which raised nearly \$3,000 for The Red Devils.



A victorious Diane with her daughter after the triathlon

Mark Your Calendars for Our Anniversary Events

May 9

Hard Yacht for Hooters, The Hard Yacht Café in Dundalk

June 9

Ride to the Cure, League of Maryland Horsemen, Marriottsville

June 10

The Red Devils 5K Run & Stroll, Goucher College, Baltimore

June 30

Amelia's Ace of Hearts Ride, Chesapeake Harley Davidson

September 15

Bike 4 Breast Cancer, DeJon Vineyards, Hydes

September 30

Say Yes to the Dress, Howard County

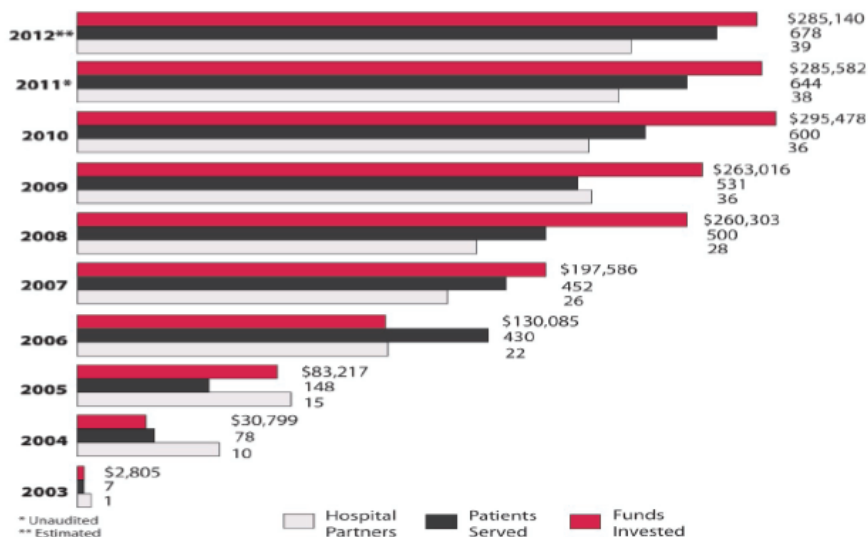
October TBD

Pink Power, Synergy Women's Fitness, Columbia

If you would like to organize a fund-raising event or for more information about scheduled events, visit www.TheRedDevilsMD.org or call 410.323.0135.

The Red Devils Bull and Oyster Roast
Saturday, November 3
Start planning now to fill your table.

Ten Years of Patient Impact



“Our population often has limited access to transportation or utilizes public transportation which can be both costly and unreliable. Many patients have commented that without The Red Devils, they would not have been able to successfully complete their course of treatment.”

A Frederick Memorial Hospital Coordinator

Tax Credits for Your 2012 Donations

The Red Devils is one of a select group of Maryland nonprofits chosen by the Maryland Department of Housing and Community Development to offer our individual and business donors Community Investment Tax Credits (CITC) for their 2012 contributions. This year you can earn tax credits equal to 50% of the value of the money or goods you donate. These tax credits are in addition to the deductions on both Federal and State taxes as a result of your charitable contribution.

To be eligible for a reduction in your Maryland tax liability in 2012, your donations to us from March through December, 2012 must total \$500. Our office will keep track of your charitable gifts and send you the necessary documentation. Individuals and

businesses may claim a maximum of \$250,000 in tax credits per year, representing \$500,000 in contributions.

We know your motivation to fund support services for Maryland breast cancer families transcends any tax benefit you may receive. Foremost in your commitment to The Red Devils is the profound and immediate impact your gift has on easing the emotional and financial burdens that too often are obstacles to treatment.

Nonetheless, when the opportunity arose to pass a benefit on to you, we eagerly pursued the CITC program. To the right is an illustration of the potential effect a CITC would have on an individual's contributions totaling \$1,000. The tax rates shown are for illustrative purposes

only. Actual rates will vary based on your income or the legal structure of your business.

To honor our 10th anniversary, we are asking you to select ways you can help harness the POWER OF 10 (see page 5). If you make the pledge to join this campaign with CITC qualifying gifts, you will be doubly rewarded. The net cost of your donation will be 50% less and Maryland breast cancer families will benefit.

Your may make your gifts by adding a donation to your 5K registration, making monthly gifts by check or credit card, attending events, or with a one-time contribution.

For more information, contact Jan Wilson at 410.323.0135 or jan@the-red-devils.org.

Initial Contribution: \$1,000

MD Tax Savings: \$70
(at a 7% tax rate)

Federal Tax Savings: \$167
(at a 39% tax rate)

CITC Awarded: \$500
(based on 50%)

Net Cost of Your Donation: \$263

HONORING 10 YEARS

4,000 FAMILIES SERVED - \$1.8 MILLION INVESTED IN CARE
OUR VISION FOR THE NEXT 10 YEARS - TO ASSIST 100,000 FAMILIES



The Red Devils has been improving the quality of life for families living with breast cancer for 10 years and needs your help to unleash the Power of 10 in 2012.

TOP 10 WAYS YOU CAN HELP

- 10 PERCENT:** Increase your contributions by **10%** each year.
- 10 FRIENDS:** Get **10** friends to like us on Facebook.
- 10 MINUTES:** Spend **10** minutes a day telling someone about us.
- 10 TEAMMATES:** Build a team of **10** for the 5K Run & Stroll.
- 10 BUCKS:** Spend at least **\$10** on Red Devils gear and products.
- 10 EMAILS:** Get **10** people to join our email list.
- 10 TWEETS:** Send **10** tweets a month about us.
- 10 HOURS:** Volunteer **10** hours of your time each year.
- 10 PARTNERS:** Help attract **10** new corporate partners.
- 10 DOLLARS:** Donate **\$10** a month using The Red Devils VISA.

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The Red Devils

2002 Honoring 10 Years 2012

Supporting Breast Cancer Families

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To volunteer, please contact us at:
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Mission:

To fund services that improve the quality of life for breast cancer patients and their families.

What's in a Name?

The Red Devils name was inspired by Katherine Russell Rich, author of *The Red Devil—to Hell with Cancer and Back*, which opens a window into the heart of a woman whose life with cancer is marked with courage, grace, and humor. "The Red Devil" is a nickname for the chemotherapy drug, Adriamycin, often used to treat breast cancer.

