

Message From Marli Foundation, Inc

Assertively Changing the Future
of
Ovarian Cancer



MESSAGE FROM MARLI FOUNDATION, INC.

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www.messagefrommarli.org



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Ovarian Cancer Fact Sheet

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Who Gets Ovarian Cancer?

All women are at risk for ovarian cancer, but some are at higher risk.

- Women with a family or personal history of ovarian, breast or colon cancer.
- Post-menopausal women.
- Women who have never been pregnant or given birth.

What Should You Look For?

Ovarian cancer has symptoms. Take action and see your doctor, preferably a gynecologist, if the following symptoms are unseal for you and occur almost daily for more than a few weeks:

- Bloating
- Pelvic or abdominal pain
- Difficulty eating or feeling full quickly
- Urinary symptoms (urgency or frequency)

What Can You Do To Detect It?

Until a screening test is found:

- Have a vaginal/rectal pelvic exam every year. If a family member has cancer, dicuss regular monitoring with your doctor.
- If you have symptoms, ask for a transvaginal ultrasound and a CA-125 blood test.
- If ovarian cancer is suspected, consult a gynecologic oncologist.

Ovarian cancer is the deadliest gynecological cancer.

The Importance of Early Detection

- *Since the 1970s, 80% of women are being diagnosed in the later and deadlier stages (stage III and IV) in which 5 year survivability is 18%.*
- Ovarian cancer is one of the 5 leading causes of cancer death in American women.
- A woman's lifetime risk of getting ovarian cancer is 1 in 72.
- According to the American Cancer Society, 15,460 women will die from ovarian cancer in 2011.
- According to the American Cancer Society, 21,900 women will be diagnosed with ovarian cancer in 2011.
- If diagnosed earlier (stage I and II), survivability increases to 85%.
- **A PAP TEST DOES NOT DETECT OVARIAN CANCER. IT TESTS FOR CERVICAL CANCER.**

Introduction

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Dear Message From Marli Supporter,

As a family who has had our lives thoroughly turned upside down by Ovarian cancer we would like to share the importance of our message. After Marli was diagnosed, facing our new reality would test our strength as a family. Once we educated ourselves about the disease we learned that we had a tough road ahead of us.

We found ourselves power vacationing to enjoy Marli. She had lung surgery two weeks prior to our vacation in August of 2010 to Europe because her cancer had recurred in her right lung. We knew that she would begin the difficult journey once again with endless chemo treatments. As caregivers, we knew it would be our journey as well. We only had 6 months to rejoice in her cancer-free time until we would be back in the “doom and gloom” we had been in when she was first diagnosed.

It was during this vacation, on a train ride from Geneva to Interlaken, that we asked each other, Marc 45, Melanie 16, Mason 13, and Mia 5, right then, “How can we turn this into a positive?” The Message From Marli Foundation was born on the premise that we did not want others to have to live Marli’s journey or ours as a family caring for her and watching her pain. We were going to be a proactive organization voicing the importance of early detection regarding ovarian cancer to a multi-generational demographic of women.

We would create change in the current ovarian cancer world! Join us on our movement for change.

Sincerely,
The Wolff Family

OUR MISSION

Founded in 2010, Message from Marli is a non-profit organization raising awareness of ovarian cancer among women of all ages and advocating for early detection of the disease. The Foundation implements educational tools to promote awareness, recognition of ovarian cancer symptoms and early diagnosis to save lives.

By helping women become aware of ovarian cancer symptoms, it is our mission that we will be able to make a difference and help them receive early diagnosis before it affects another life.





What is Miles For Marli?

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Miles for Marli is a fundraising event that can be held in any city to help raise awareness of ovarian cancer across the nation. It is a relay walk, consisting of different teams or individuals competing to see who will raise the most money. For every dollar the teams collect for Message From Marli, Inc. a person from each team will walk a lap around the track until another teammate replaces them. Every student participating will receive community service hours. Miles for Marli can be held at a high school, park, a city-center, anywhere!



NHS Cross-Promotion

The National Honor Society is a prestigious student leadership organization that will take Miles for Marli global.

Marli's daughter Melanie is currently the President of her National Honor Society at Ronald Reagan Senior High School and an Ivy League candidate. After Melanie submitted Miles for Marli as a service project to the National Honor Society headquarters they featured Melanie, the foundation, and Miles for Marli in their September "Leadership" magazine issue which will circulate globally. This targeted demographic will make this a multi-generational movement and change the ovarian cancer world!

What are the Real Numbers **NHS** Demographic and Geographic Outreach?

- The National Honor Society (www.nhs.us) is the largest and most prestigious student leadership organization existing since 1921.
- NHS exists in all 50 states and 40 countries overseas.
- There are 23,000 chapters globally of which 80% are led by female teachers.
- Current membership within their 23,000 chapters is estimated at 1.2 million by NHS corporate headquarters.
- Since its inception in 1921, millions of Americans are former members. Some famous former members include:

Actors: Alan Alda, Meryl Streep, Jon Voight

Politicians: Bill Bradley, William Cohen

Athletes: Troy Aikman, Dan Jansen, Cal Ripkin Jr.

Musicians: Gloria Estefan, Van Cliburn, Maria Fortuna



Ronald Reagan/Doral Senior High principal Dr. Jacques Bentolila met NHS President Melanie Wolff and NHS Student Adviser Ms. Elsa Almaguer at Melanie's induction ceremony.



Marathoners for Marli

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We are a social runners club that will participate in road races throughout the year raising pledges for the Message From Marli Foundation. Get in shape while helping promote ovarian cancer awareness and overall health. Message From Marli will have booths at the pre-race health expos as well as a party tent at the race for after-race parties!



Message From Marli is an official
ING participating charity.

Health Expos



January 29, 2012

ING Miami Marathon and Half Marathon

www.ingmiamimarathon.com



March 4, 2012

13.1® Miami Beach

www.131miamibeach.com



March 11, 2012

First Watch Sarasota Half Marathon and Relay

www.sarasotahalfmarathon.com



March 18, 2012

Publix Georgia Marathon and Half Marathon

www.georgiamarathon.com



March 24, 2012

13.1® New York

www.131newyork.com



May 6, 2012

New Jersey Marathon

www.njmarathon.org



June 9, 2012

13.1® Chicago

www.131chicago.com

To become an official member
and "A TEAL TURTLE" call MFM
Tortoise (runners coach) Louis
Cimino at (305) 978-4720

Visit
www.marathonersformarli.org
for more information.

Benefits include:

- Free Race Entry
(*MUST REGISTER WITH MFM
DIRECTLY!*)
- Free Pre-race day Pasta Parties
- Free After-race day party at
MFM Tent
- Free MFM Running Shirt
- Other MFM PERKS!

Where does the money go?

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Informational website that gets updated weekly. The website is proactive in nature and encourages women to advocate for their own healthcare through education.

Literature that is placed at strategic female locations (University of Miami Sylvester Cancer Center Chemo ward, multiple health spas, beauty salons, coffee shops...etc.).



Locks of Love

Assist a variety of national cancer charities and women organizations. We have supported www.wai.org (Women in Aviation) and www.relayforlife.org (Sponsor and Table for local walks).

Informational seminars that we give at large corporations (Fortune 500 Companies) in conjunction with human resource departments, at schools, clubs, and at any other group setting.



Marc Wolff giving a presentation to Medtronic (NYSE: MDT) salespeople and management regarding Ovarian Cancer and the Message From Marli Foundation. The response was moving to everyone.



Establishing cross promotional web-links and Facebook links with women organizations and other target rich demographics. For example: www.ladiesletsfishing.com, www.midtown.com, and www.nhs.us.

Investing in a global public relations strategy that includes attending conferences and events around the globe, joint marketing efforts with other organizations, and creating an inspirational and interesting story that www.messagefrommarli.org has become.



Advisory Board member David Lister, Katrina Taylor, Jason Taylor and Marc Wolff at the Midtown Athletic Club/Spin-a-thon check presentation.



Press





Who are the leaders of the organization?

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Marc Wolff
President/CEO

Marc resides in Miami Springs, Florida with his wife Marlene and their three children Melanie, Mason, and Mia. Marc was born May 14, 1965 in Miami, Florida and has been a lifelong resident of Miami.

He graduated from Miami Springs Senior High School in 1983 and then attended Florida International University on a Soccer Scholarship. He was a member of the 1984 National Championship Soccer Team at FIU and the 1985 National Championship Runner-up FIU Team. He played soccer professionally with a variety of soccer clubs internationally (Port Morant United/Jamaica) and nationally (Miami Sharks and Fort Lauderdale Strikers/ASL Soccer League). He got an undergraduate degree in 1990 at Florida International University in Liberal Studies.

Not a stranger to start-ups, his business career includes senior executive positions at international paper companies. His last stint he served as President/CEO for 10 years.



Marlene Wolff
Public Speaking

Marlene has been married to Marc Wolff for 20 years this past December 29th, 2010. She has three children: Melanie, Mason, and Mia. She always wanted to be an educator and began her career at an inner-city school named Comstock Elementary.

The Dade County System gave her a scholarship for a Masters Program in Urban Education. She really enjoyed those years, which opened her eyes to the difficult world some children have. She has always taken several years off with each child before returning to work. She most recently returned to work to be with both of her children, who are attending Blessed Trinity Catholic School, and to stay busy as she battles her disease.

After 16 months of Marlene Wolff's Stage IV diagnosis in April of 2009, this foundation was created by her husband and her three children to help educate women and medical professionals about the symptoms of the "silent killer."

Marlene serves as a public speaker for the foundation. She has inspirationally spoken at numerous events. She delivers a clear and concise message to all attendees regarding the importance of early detection and the hardships that come with a late diagnosis.



Mason Wolff
Communications Director

Mason recently graduated eighth grade from Blessed Trinity Catholic School with a 4.0 grade point average throughout his entire elementary and middle school education.

In addition, he excelled in

athletics as captain of the basketball, football, and soccer teams. He will be following in his sister Melanie's footsteps and will attend Ronald Reagan/Doral Senior High School and be part of the school's prestigious Cambridge Program.

Mason maintains the Message From Marli Facebook page and Twitter accounts. He is also active in any foundation activities, events, and meetings.



Melanie Wolff
Web Design/Product Design

Melanie was born on February 12, 1994 in Miami, Florida. She was the first child to Marlene and Marc Wolff. She has a younger brother Mason (14 yrs old) and younger sister Mia (6 yrs old). She is currently a Senior attending Ronald Reagan/Doral

Senior High School. She is in the prestigious Cambridge/AICE program which will enable her to graduate high school with at least 30 college credits. In addition, she is the President of the National Honor Society at Ronald Reagan. Her current weighted GPA is 4.88.



Advisory Board

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David is a partner in law firm of Martin, Lister, & Alvarez and is astute at corporate law, and divorce law and has specialized in personal injury. Mr. Lister is AV rated preeminent by Florida Trend Magazine Florida Legal Elite Edition.

David attended Florida International University on a soccer scholarship and graduated with a Bachelor of Science in Criminal Justice. He then attended St. Thomas University and graduated with his Juris Doctor in Law in 1987.

Residing in Weston, Florida, He is married to his wife of 14 years, Denysis and has two daughters, Casey (12 years) and Sydney (14 years).

David Lister



A world famous aviator, Francisco resides in Geneva, Switzerland. Francisco was the youngest European to Captain a Boeing 767 at the age of 29 years. This past summer, at the age of 41, Francisco was the first pilot in aviation history to fly an ultra-lite (700 lbs) aircraft around the world. Today Francisco is a Boeing 757/767 Captain and Instructor with Privatair.

Francisco got his undergraduate and graduate degree in Engineering from Ecole d'ingenieurs de Geneve University. One of the few advisory board members with a non-medical background, he will be a great ambassador and presence for the foundation in Europe.

Francisco has a daughter Celine, 13 years old.

Francisco Agullo



Dr. Emily Messina has received her Doctorate in Public Health at Temple University. She has successfully completed her dissertation, *A Quantitative and Qualitative Analysis on the Effects of Structured Programming in a Forensic Mental Health Treatment Facility*. Dr. Emily Messina currently has an article in press and has presented on recreational programming needs for individuals with mental illness. She has served as an instructor and teaching assistant at Temple University. Emily earned a Bachelors and a Masters Degree from the University of Florida and worked as a recreational therapist in the forensic mental health system before pursuing her PhD.

She resides in Philadelphia, Pennsylvania and is married to Daniel for 5 years.

Dr. Emily Messina



Lourdes was a Clinical Director and Mental Health Psychotherapist for Riverside Health Systems. Her responsibilities consisted of providing individual, group and family therapy to chronically ill patients.

Lourdes obtained a Bachelor of Science in Education from Nova University in May 1991 and a Masters Degree of Science in mental Health from Barry University with an area of concentration in guidance counseling in May 1994. She has held her psychotherapist license since 1999.

Currently she is a full time domestic homemaker to her sons Marley (8 months) and Jacob (4 years). She had been married for 9 years to James Christopher Caudle, District Manager for Medtronic for South East Florida. They reside in Miami Springs, Florida.

Lourdes Saad Caudle

(Lourdes Saad Caudle, M.S., L.M.H.C.)



Advisory Board

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Mrs. Crome recently served as a senior vice president at Virginia Mason Medical Center in Seattle, Washington. In this integrated health care system her administrative responsibilities included daily operations, strategic planning and fiscal management of a \$ 300 million budget and 2,500 employees. Patti is currently senior partner and principal of the Rona Consulting Group, a lean management consultancy serving the healthcare industry.

Among her educational achievements are as follows:

MN Nursing Administration University Of Washington, 1988
BSN Nursing Seattle Pacific University, 1983
RN Nursing Charity Hospital School of Nursing, 1976
Patti and her husband Mike currently reside in Seattle, Washington and Phoenix, Arizona.

Patricia J. Crome
(RN, MN, CAN, FACMPE)



Robinson is a current resident of Weston, Florida having moved here with his wife, Jennifer and two daughters Ashley and Peyton, in June 2008.

Robinson graduated from the University of Kentucky with a B.S. in Communications and went on to earn a Masters in Business Administration from the University of Louisville in 2007.

Robinson has spent the last 10 years in the wine and spirits industry and is currently serving as the State Manager for Florida of Brown-Forman Corporation, a global wine and spirits producer with brands reaching over 140 countries today. In addition to Brown-Forman, Robinson is an entrepreneur, operating a Costa Rican Real Estate Venture, Loro Cala Ltda, and is also an angel investor in a number of startups throughout the Southeastern United States.

Robinson Brown IV from the Brown-Forman family



Steve has more than 30 years of direct experience in the club, resort and hospitality industry. His professional career has largely been focused and dedicated toward the management, marketing, financing and repositioning of destination resorts and clubs. His areas of concentration have included club membership growth, club turnarounds, tennis, food and beverage, fitness, aquatics, golf and resort acquisitions. Steve has worked for Midtown Athletic Clubs, in several geographic locations throughout the US over his 18 year career with Midtown. Midtown Athletic Clubs are North America's premier sports resorts. Unlike most fitness centers, Midtown features a small-town atmosphere and provides a special place to connect with family, make friends and get fit. For more information, please visit www.midtown.com.

Prior to his career with Midtown Athletic Clubs, Steve's background was in accounting. He was involved in the takeover and acquisition of several resorts and resort clubs for Club Corp including The Pinehurst Resort & Club, Hilton Shanty Creek Ski and Golf Resort and Schuss Mountain, and The Quail Hollow Resort & Club. He also served as the Club Accountant for Metropolitan Club in the Sears Tower in Chicago, IL, before becoming involved with Midtown. Steve currently serves on the Board of Advisors of the Special Kids Network in Chicago and is a member of the Rotary Club of Weston. Steve received his Bachelor's degree in Business Administration from Loras College in Dubuque, Iowa.

Steve Strumpf



Reference

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Comprehensive Cancer Center

December 9, 2010

Message From Marli Foundation, Inc.
Attn: Marc A. Wolff, President

Dear Marc,

It has been inspirational watching you and your family pull together supporting Marlene and her battle with Ovarian Cancer. Ovarian Cancer is a dreaded illness that when not caught in the earlier stages, poses a long battle of survival for those diagnosed with the illness, just like Marlene who was diagnosed Stage IV in April of 2009.

I have reviewed the MessageFromMarli.org website and was impressed with the information on the site and with the method in which you delivered it. I feel that a foundation like this is necessary to help bring awareness to women throughout the United States about the disease. The idea of putting the MFM cards at various locations where women frequent can only help educate women as well.

I wish you luck with the foundation and I am looking forward to supporting and attending future Message From Marli Foundation, Inc events.

Sincerely,

J. Matt Pearson, MD

Assistant Professor

Division of Gynecologic Oncology

University of Miami/Miller School of Medicine

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Leading the Search for a Cancer Cure



The President Obama Connection

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Many people are unaware that President Obama's mother passed away from ovarian cancer at the age of 52 in 1995 after a late diagnosis of her disease.

■ **September 1, 2009: President Obama Signs Proclamation designating September *National Ovarian Cancer Awareness Month*.**

■ Joining in an effort to remind women that ovarian cancer remains the deadliest of gynecologic cancer and that early detection is the best chance of surviving the disease.

■ By learning more about risk factors and maintaining regular physician consultations, women have their best chance of early detection of ovarian cancer.

■ The CEOs of the three major ovarian cancer groups working with the White House on the President's Proclamation noted that in the more than 30 years since the War on Cancer was declared, ovarian cancer mortality rates have not significantly improved.

■ The President's Proclamation underscores this important effort to help educate women and their physicians, and is a major step in helping us draw national attention to ovarian cancer and our commitment to conquering this disease.

Contact Information

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