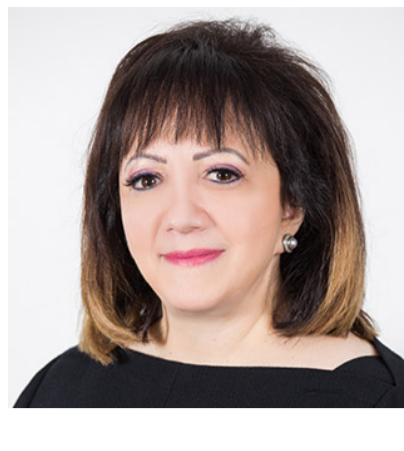


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April 2021 | Founder's Message



I am pleased to let you know that we have simplified and improved the AiRS Foundation application process to apply for financial aid for reconstructive surgery. Through a partnership with Kaleidoscope, a cloud-based platform, we have created an easy-to-use and effective digital application. This platform uses the most up-to-date technology that works through an online portal to manage the grant application directly from the AiRS website. If someone has a problem filling out the form, technical support is available from Kaleidoscope via chat, email and telephone.

The partnership with Kaleidoscope has also streamlined the management of grant awards and statistical reporting.

AiRS' Director of Patient Services, Tamara Sieger, led the process to make the application for assistance much more user-friendly and efficient for patients. The feedback we have received so far has been very positive, particularly about how easy the application is to fill out and submit. Kaleidoscope is also HIPPA compliant, which allows for improved security of protected health information. It's a win-win for both AiRS and the women we serve."

Applicants who do not have internet access will continue to have alternative methods to apply to the AiRS Foundation by phone or mail.

AiRS encourages anyone who may qualify for assistance for breast reconstruction to visit the AiRS Foundation website to apply: <https://airsfoundation.org/apply-for-grant/>

[Donate Now](#)

Thoughts from an AiRS Medical Professional Partner



Fares Samra M.D.
Samra Plastic Surgery, Holmdel, NJ.
samraplasticsurgery.com
Dr. Fares Samra offers the latest in reconstructive breast surgery including DIEP flap breast reconstruction, lower extremity/thigh-based tissue transfer, advanced breast implant techniques, and fat grafting. He is one of the select surgeons in the U.S. performing breast neurotization with Resensation, an advanced surgical technique designed to restore sensation after mastectomy.

Why do you feel reconstruction after mastectomy is an important procedure for some women, and how do you think it impacts their lives?

While it's important to remember that breast reconstruction is elective and not the right choice for everyone, I think that for the vast majority of women it is an incredibly important part of closing the chapter on their journey with breast cancer. A successful reconstruction can remove the constant reminder of the hardship that our breast cancer patients go through and can allow them to move on with their lives. I also like to think of it as a silver lining to the diagnosis of breast cancer, one that allows a great deal of empowerment to my patients who want to improve the aesthetics of the breasts in some way.

What would you want to tell people to encourage their awareness and giving to help make reconstruction available for more women?

I think it's so important for women to know all their options when it comes to breast reconstruction. Whether it's an oncoplastic reduction for those going through breast conservation, or the various options of autologous or implant-based reconstruction after mastectomy, it's our role as reconstructive surgeons to educate our patients on the pros and cons of each option. Too many women are not informed of all of their options, resulting in suboptimal outcomes. It's critical that breast cancer survivors seek out a reconstructive surgeon who can discuss and offer them all forms of reconstruction so that they can pick what is best for them.

I'm honored to parter with an incredible organization like AiRS. Their work is critical in providing the education and resources necessary to our survivors seeking reconstruction. Their efforts not only help to educate women on their options, but to support them in making these reconstructive goals a reality.

Patient Spotlight



Sharlene Milne
Sharlene describes herself as a PINK WARRIOR and has been fighting her battle since 2015. After her breast cancer diagnosis, she opted for a double mastectomy and reconstruction. After some complications, Sharlene reached out to the AiRS Foundation for help.
"Without the financial support and other services provided by the AiRS Foundation, I do not know how we would have been able to take the next part of the journey to heal my body; to have the implants removed, repair any damage, and no further invasive surgery. I now choose to remain flat and allow my body to heal.

To the person reading this, it is not about my journey or my struggles, but about the amazing, incredible effort the AiRS Foundation does to enable women dealing with the BEAST they call breast cancer, to have support not only with financial assistance, but they also provide an advocate to support you through your journey, something I did not have which lead me on a fight for my life.
Today, I honor the AiRS Foundation. Thank you for all you do in the fight against breast cancer."

Corporate Sponsor: Sientra FULL CIRCLE



What is the mission of your foundation's giving strategy?

The Sientra FULL CIRCLE™ philanthropic initiative was borne out of the desire and acknowledgment that a full commitment to the cause goes beyond offering Sientra products and services. Through the FULL CIRCLE program, Sientra has created an avenue to more broadly and deeply fulfill our commitment to supporting the breast cancer patient and the breast cancer community. By giving back via FULL CIRCLE, we are committed to supporting organizations who themselves are committed to making a meaningful difference.

How does AiRS fit into your organization's purpose and what was the key reason the AiRS Foundation was selected as a 2020 Sientra FULL CIRCLE grant recipient?

For the 2020 year, we were honored to award fourteen deserving organizations, like AiRS, who demonstrated their commitment to building a brighter future with their breast cancer programs and initiatives. The AiRS grant proposal demonstrated a high focus on education as well as financial assistance. This specifically addresses two pillar needs within the breast cancer community, particularly for women facing their options and life post-mastectomy. We felt confident that the AiRS Foundation would utilize the 2020 grant in a highly impactful way for women and families affected by breast cancer.

What do you want people to know about Sientra's commitment to women facing reconstruction after mastectomy?

A recent study showed that less than 30% of women are aware of their breast reconstruction options. Through our FULL CIRCLE philanthropic initiative, Sientra proudly supports nonprofits in the breast cancer community dedicated to a breadth of breast cancer patient and community needs. For women facing reconstruction, this translates to enabling organizations like AiRS to provide patient outreach and advocacy, education regarding their options, and valued resources and services to support their patient journey.

Make a Difference Today!

You can help the AiRS Foundation further our mission: To be a resource and a support system for the women who have had mastectomies as a result of breast cancer or BRCA+ genetic mutations, educating them on reconstruction options, and ultimately assisting them with the cost of reconstructive surgery.

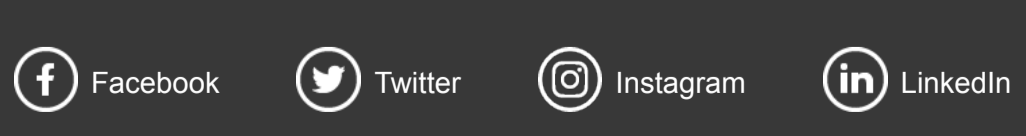
- Make a donation
- See if your employer matches your contribution
- Host a Facebook Fundraiser
- Shop Amazon Smile
- Host a fundraising event (from bake sales to golf tournaments)

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Like and Follow the AiRS Foundation on Social Media



OUR MISSION

AiRS Foundation is a non-profit organization dedicated to providing breast reconstruction, after mastectomy, to women who cannot afford this procedure.

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