



*“As artisans and creators, we may labor under the ideal that our work can effect change in our world – that what we do personally and creatively contributes to the betterment of humankind.*

*But what if it were more than an ideal or seemingly elusive goal? What if you were given an opportunity to positively effect change through partnering with an organization that is already pursuing that goal? And all it would take was a click of the shutter...*

*This fall, countless photographers and creators are coming together for one purpose: a cure. On October 11, 2009 – a collection of photographers are donating their time and session fees to The Breast Cancer Research Foundation®. The Breast Cancer Research Foundation® is actively searching for a cure for breast cancer in our lifetime – and your creativity and willingness to help is going to contribute to the cause.*

*You don't have to labor under the ideal anymore – you can make a difference. You can effect change in our world by doing what you do best – by utilizing your creativity, building relationships, and creating images...Images for a Cure.”*

This ideal – this goal – started small in the mind and heart of one photographer who desired to use her talent for good – and do more than just write a check towards a noble goal. Kristen Weaver founded ‘Images for a Cure’ last summer and with the help of talented family and friends, set up a website and began networking with like-minded photographers. Before she knew it, a myriad of photographers appeared out of seemingly nowhere to participate. Within barely a few weeks of the Images for a Cure website going live, hundreds of photographers were pledging their time and talent towards IFaC and The Breast Cancer Research Foundation®. It became clear very quickly that bringing together so many amazingly talented people for one cause was going to make an impact.

Images for a Cure chose The BCRF because all of us have, in some way, been affected by breast cancer. It might have been a friend or family member, but each of us felt strongly that being a part of something bigger than ourselves and linking ourselves with an organization that is actively pursuing a cure for breast cancer was incredibly important. We wanted to hold the event during October in support of Breast Cancer Awareness Month – and little did we know how much awareness this simple act would generate! Kristen’s dream was that photographers who wanted to participate would simply agree to donate all of their session fees on the date of the event directly to BCRF and the search for a cure. Each photographer could advertise as they wanted, make specials or discounts available at their discretion, and could donate above and beyond as they wished.

At the start, Images for a Cure began to spread simply by word of mouth. Once the website went up and a Facebook fan page had been created, photographers began joining and promoting the event on their own blogs and websites. IFaC used our website, blog, and social media (namely Facebook and Twitter) to get the word out. Suddenly, awareness of the event seemed to explode.

Other industry professionals joined in, like makeup artists, wedding professionals and videographers, giving support on a local level by donating services, time and even making monetary donations to the event. Then we

started getting support from national companies like Adorama and OneWed, who continued to spread the word through their blogs, bringing in a huge amount of support and participation. This was a surprise and a delight – IFaC was starting to get noticed by big names in the photography industry! Well-known and respected companies like SmugMug, ShootSac, Collages.net and Sandisk (to name a few) backed our efforts by promoting the event and even donating prizes to participating photographers. Ultimately, IFaC had twenty-two industry sponsors and an amazing participating photographer prize giveaway.

The event itself was a whirlwind. Facebook was a-buzz with photographers talking about their sessions and posting teaser photos (so fun!). Participating photographers were getting to share their stories and personal accounts of meeting or experiencing breast cancer. Families who had first-hand experiences with breast cancer – either having lost someone or currently celebrating a breast cancer survivor – were getting involved and “hiring” our photographers to document special moments for them. Some clients even donated above and beyond the session fee, because of their own convictions about the cause.

Initially, the financial goal set by IFaC founder Kristen Weaver was to raise \$5,000. By the end of the registration period for photographers, Kristen reviewed the statistics to find that 239 Images for a Cure photographers, from 44 states and from 3 countries, had raised \$12,750 for the Breast Cancer Research Foundation®!

When all was said and done, the Images for a Cure event had, indeed, made an impact. At the risk of sounding cliché, it really was the small creative spark of one photographer who lit the creative, passionate, and sensitive fires of hundreds of generous artists who all desired to be a part of finding a cure for breast cancer.

As we reviewed the images, we saw that in the end, all of us have dealt (or will deal) with pain. Some of us may celebrate the joy of survival and our growth on the journey. Others of us will mourn the loss of a beloved friend or family member. All of us will grow – and give – and learn – along the way.

In the end, we are daughters, sisters, husbands and fathers.  
We are roommates, best friends and soul mates.  
We are photographers with a desire to give back.  
We are grateful - for what we're experiencing on the journey.  
We are excited - to be part of something bigger than ourselves.  
And we are hopeful - that with continued research, there will be a cure for breast cancer in our lifetime.

Website: <http://www.imagesforacure.com>

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