



## **Martha H. Kaley**

### ***Infinite Energy - Zero Boundaries***

Ask any of her friends and they will tell you... Martha did everything right. She was trim and fit, exercised religiously, and had an excellent diet; she was the picture of health. Yet she, like millions of other American women, was diagnosed with **breast cancer**.

The diagnosis came as a complete shock to Martha, who has no history of breast cancer in her family. Fortunately, Martha's family does have a history of persistence and ingenuity instilled by her inventor father and industrious mother. These qualities led Martha to found *Friends You Can Count On*, the nation's first research funding organization devoted solely to earlier detection, based in Greensboro, North Carolina.

"I had a cancerous tumor," explains Martha, "that went undiscovered in a mammogram." Three months later, thanks to a scratch from Sherlock, the family's frisky Chocolate Lab, Martha noticed a lump in her breast. During surgery to remove this benign lump, Martha's cautious doctor "did a little exploring" and discovered the cancerous tumor on the chest wall.

During her treatment and recovery, many good friends came forward offering casseroles, care and support. When Martha and her friends also wished to contribute to breast cancer research, they discovered funds had to exceed \$2500 in order to be dedicated to breast cancer, let alone earlier detection. She and her friends' attempt to pool contributions led Martha to the idea of forming *Friends You Can Count On*.

Now Martha is a 24-hour-a-day advocate for earlier detection breast cancer research- new research that will find the earliest possible method to detect breast cancer, before a tumor has ever formed. Martha is certain that the potential for science to succeed is imminent. Exactly how imminent is in our control...that is why funding is so important.

"I know that innovative research combined with new technology is the key to detecting breast cancer," explains Martha. "Our seed grants afford these researchers the opportunity to explore innovative ideas that would remain undeveloped. Seed grants are the springboard for larger and continuing studies in earlier detection. In 2003, the organization was renamed to more accurately reflect its mission. To date, *Friends For An Earlier Breast Cancer Test®* (also known as *Friends...You Can Count On®*) has funded research grants in excess of \$3.0 million - largely through local fundraising events - and continues to extend its campaign nationwide.

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Martha has been recognized locally and nationally for her tremendous efforts on behalf of Friends. In 2001, she was named the *Oxygen Channel's Woman of Strength* for her strength and work with breast cancer and earlier detection awareness. She has won the prestigious *Jonquil's Award* from Duke University Comprehensive Cancer Center and been named one of fourteen (14) North Carolina State "Heroes" by *Our State Magazine*. The *Winston-Salem Journal* named Martha Kaley an "Important Woman in Business" in 2002 and she was named one of 25 *Yoplait Champions*, a national award celebrating Martha as an "ordinary woman doing extraordinary things in her local community to help in the fight against breast cancer." Mayo Clinic has named Earlier.org – Friends for an Earlier Breast Cancer Test one of their "Major Benefactors". Massachusetts General Hospital honored Martha as part of *the one hundred* in June 2011 - an honor bestowed to 100 individuals and groups whose diligence and discoveries, philanthropy and passion have helped advance the fight against cancer. In May 2012, Martha was conferred the Charles Duncan McIver Award, which recognizes individuals who have rendered distinguished public service to the state or nation. The bronze medal bears the likeness of Charles Duncan McIver, the founding president of the institution that is now the University of North Carolina at Greensboro.

She has had the repeated, prestigious honor of serving on the United States Department of Defense Scientific Peer Review Committee beginning in the Spring of 2007. In addition, Martha has served on the Board of Directors for the Wake Forest University Baptist Medical Center Comprehensive Cancer Center and is a member of the Greensboro Sports Council.

Martha and Jim have one son, Mark and a daughter-in-law, Lorin. They are most proud of their two beautiful granddaughters, McLane Martha, born September 2006, and Harper Matilda Pauline, born March 2010. Both are health enthusiasts and love the outdoors, enjoying biking, running, and fly-fishing.

Martha is also a trained pharmacist and has a master's degree in family counseling and early childhood development.

To learn more about ***Earlier.org - Friends for an Earlier Breast Cancer Test®***, visit [www.earlier.org](http://www.earlier.org) or call 336.286.6620.