

#MakingLemonade

A quarterly publication to educate, empower & support those affected by breast cancer, brought to you by pinklemonadeproject

Resilience Despite a Pandemic

2020 has thrown all kinds of obstacles in our way, but Pink Lemonade Project's board and staff have been driven to continue providing much needed services and encouragement to those facing breast cancer. All spring and summer, we here at Pink Lemonade Project have adapting our program offerings and expanding our efforts to support breast cancer patients and their families. Here's a short list!

pink practicalities *Providing Needed Financial Support*

In the silver lining category, Pink Lemonade Project is very proud to report that during the pandemic, we have been able to expand Pink Practicalities, our financial aid program to meet the increased need. First launched in 2019, Pink Practicalities was established to provide assistance to patients in treatment or recovery who need extra help covering food, transportation, lymphedema treatment or other items not covered by health insurance. Thanks to two generous grants from The Firstenberg Foundation and the Community Foundation of Southwest Washington, we were able to expand the program, provide more assistance to help those in active treatment and recovery during the pandemic and to those directly affected by Covid-19. Since March, we have been able to provide additional financial assistance to 60 individuals and families.

As cancer survivors, we know how hard treatment can be under the best of circumstances and this year has made it even trickier. We encourage patients to ask their social workers and/or nurse navigators to learn more about the Pink Practicalities application process. We are here for you and yours.

Donors are welcome to make a donation to this specific program by just mentioning Pink Practicalities with their contribution.

We Hit the Ball Out of the Park for Give More 24!

GIVE MORE 24! Amplify

At the top of the list, we like to extend a tremendous thanks to those who supported Pink Lemonade Project in the Give More 24 campaign! You all came out big...really big!...and we are so thankful. Thanks to you, we amplified, all right! We raised \$32,728 and more than TRIPLED our goal by midnight on September 24th.

A huge additional thanks to our challenge and match sponsors—McCord's Vancouver Toyota, Chappelle's Towing, Drs. Cassie and Allen Gabriel, Dr. Toni Storm, Dr. Magdalna Solti, Don and Sherry Stose, Cathie Padgett, Mary Frances Duggan, Nom Nom Restaurant & Grill, the Community Foundation of Southwest Washington, and to the many other individual donors. We are so grateful!



Pink Brigade Guys with Bob Rasaphangthong of Nom Nom preparing their special Pink Drink in honor of Pink Lemonade Project.

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Dear Friend,

This year has unfolded from unprecedented to unimaginable. The pandemic has tested each of our ability to adapt and deal with uncertainty. Yet, we have reflected on the resilience we developed during our own personal breast cancer journeys and how those of us who have and are facing breast cancer share some skills that help during this time. **While life is still challenging, our connections to each other—like those of the Pink Lemonade Project community and those affected by breast cancer—are everlasting.**

With Breast Cancer Awareness Month upon us, Pink Lemonade Project is prepared to recognize the previvors, patients, survivors, and their supporters whom we work to serve. This year's October will look different, with many celebrations being done virtually, but our commitment to helping individuals live a vibrant life following a breast cancer diagnosis has not changed.

This year marks our 10th anniversary and an amazing decade of benefit to women, men, children, and families affected by breast cancer. We have taken them on retreats, mentored them, brought social workers' expertise to their journeys, and provided needed financial aid and books to assist a family with explaining a new cancer diagnosis to children of all ages. And, we are just getting started.

None of this would be possible without the generosity of our donors. We appreciate your consideration of a donation to invest in our mission during Breast Cancer Awareness Month. Thank you.

Sincerely,



Chief Executive Officer
Pink Lemonade Project



Just as many lemons make a pitcher of lemonade,
many donations support our vital programs!

\$10 could buy books for Jill's Book Bank to talk to children about a new diagnosis or \$25 could contribute to the purchase of craft supplies for a Virtually Pink art event. Donations of any size help individuals fighting breast cancer.



Lace 'em up, dress 'em up, and GO! The 14th Annual Girlfriends Run is Going Virtual!

We are fortunate to have a partnership with the local event company, WHY Racing, to help raise money and awareness for breast cancer. This year's event will be held virtually from October 11-18 and offers a Half Marathon, 10K & 6K. Designed specifically for women and men to do something good for themselves, good for the community and to help raise awareness about breast cancer, this race is not to be missed! **Why Racing is marking the course in downtown Vancouver for those who want to use it.**

Sign up your kids as they can run the 6K for free. Online registration is open through midnight on October 18th.

Pink Lemonade Project has recruited 25 men for the Pink Brigade Guys and 25 women for the Glam Gals who are willing to run and/or walk and fundraise for Pink Lemonade Project. Each runner or walker pledges to raise \$500, or more, for Pink Lemonade Project, and will receive FREE race registration and swag.

If fundraising \$500+ is beyond your scope, but you want to show your support, sign up to be part of our Pink Running/Walking army. Each participant of the Pink Army will pay their own race entry for the Girlfriends Run and can make any extra donation to Pink Lemonade Project, if desired.



Sign up for more virtual event details or to register at girlfriendsrun.raceroster.com.

October is Breast Cancer Awareness Month

As so many of our survivors know, October is Breast Cancer Awareness Month. Pink Lemonade Project takes on a number of awareness projects during this time and receives an immense amount of support from the community throughout the course of the month. We are thrilled to share the calendar of events below, which includes Pink Link events, third-party fundraisers, and awareness activities. If you are interested in hosting an event or planning an activity, please email admin@pinklemonadeproject.org.

Event Calendar

- 10/1 Pumpkin Decorating/Survivor event at 6:00 to 7:30 pm

10/5 City of Camas Proclamation at 7:00 pm

10/6 Clark County Proclamation event at 10:00 am

10/8 City of Ridgefield Proclamation event at 6:30 pm

10/10 Pink Link Fit outdoor walk at Smith-Bybee Wildlife Area at 9:00 am

10/11 Girlfriends Run (virtual dates 9/11 through 9/18)
Sign up here: girlfriendsrun.raceroster.com/

10/12 City of Vancouver Proclamation event at 6:30 pm
City of Washougal Proclamation event at 7:00 pm

10/14 Dr. Jessica Campbell—Cannabis and Cancer event at 5:00 pm

10/14 City of La Center Proclamation event at 6:00 pm

10/16 McCord's Vancouver Toyota Pink Car event at 11:00 am to 1:00 pm

10/21 City of Portland Proclamation event at 10:35 am

10/22 Girlfriends Run Awards Ceremony at 7:00 pm

10/24 Pink Link Fit event Lacamas Lake, Heritage Park, Camas, WA at 9:00 am

10/27 Sex & Intimacy After Cancer with Virginia Hill, Compass Oncology at 5:00 pm



Third Party Fundraisers—Proceeds will go to Pink Lemonade Project through October

- **Nom Nom Restaurant & Grill:** selling Nom Nom/Pink Lemonade face masks
 - **Pink Patch Program:** La Center and Ridgefield Police Departments
 - **All About Nutrition:** selling Pink Lemonade tea bombs, \$0.50 each, donating to Pink Lemonade Project
 - **American Medical Responders:** company bought awareness t-shirts and selling to employees to raise money for Pink Lemonade Project
 - **Allen Gabriel, MD:** Dr. Gabriel's office is taking a collection for Pink Lemonade Project all of October, and will match all donations up to \$5000.
 - **Moore Than Floors, LLC:** selling awareness hats to customers; limited edition—grab one now!
 - **Bonaventure of Salmon Creek Third Party fundraiser:** Bingo Night on October 22
 - **Chalice Farms:** 15% of proceeds from select items will be donated to Pink Lemonade Project

Thank You to Our Sustaining Donors:





pinklemonadeproject

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Let's Look Forward to 2021!

2020 has been a doozy. Pink Lemonade Project has the perfect answer: A Pink Lemonade Project 2021 Calendar! The calendar highlights Pink Lemonade Project's participation in the 2020 14th Annual Girlfriends Run and features key volunteers, participants, board members, staff, business sponsors, and Pink Lemonade Project's very own co-founder, Dr. Allen Gabriel. Each month's photograph captures the Pink Brigade Guys, Glam Gals, friends of Pink Lemonade Project, and other landmark locations of downtown Vancouver, WA.

All proceeds from the calendar sales will be directed to Pink Lemonade Project and the programs that support those affected by breast cancer. [Visit pinklemonadeproject.org/2021-calendar to order yours today!](http://pinklemonadeproject.org/2021-calendar)

ORDER TODAY!



Pink Carts are the Best!

Here's to those who have sent us photos with their awesome PINK CARTS! Yes, it is a Clark County *thing* (*though we are working with Waste Connections to expand*) that invests in our work. Thank you, Waste Connections!

Each month, we draw a name from those who submit a photo with their pink cart. The winner gets a gift card from Beaches Restaurant & Bar. Thank you, Beaches—Pink Lemonade Project appreciates your delicious support!

At right is our rockstar Pink Lemonade Project friend & supporter, Karen Mills! Karen set out to help us with our goal to "Paint Your Street Pink" by raising funds during her birthday month in June through her social media platform—plus her employer matched the amount raised! Thanks, Karen!



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