

#Making Lemonade

A quarterly publication to educate, empower & support those affected by breast cancer, brought to you by [pinklemonadeproject](http://pinklemonadeproject.com)

Welcome to 2021! Typically, this time of the year, we are busy planning for our donor appreciation event, and well, this year we are moving it to this newsletter.

2020 took us all by surprise. Thank you to the incredible past and 2020 support of our donors, we are able to maintain, and in some cases even expand our programs. We proved that we could be nimble, and Zoom events actually made us more accessible, so we could stay focused on our supporting the breast cancer community.

We are Always Connected

Our board of directors has made it a high priority to reflect a diversified presence in our programming. It's important to us that we are welcoming to all of our communities!

Here's a glimpse at what happened at a December Jill's Book Bank reading:

In December, we hosted our book reading and ugly holiday sweater contest event.

We had Dr. Cassie Gabriel (*founder of Pink Lemonade Project*) read "The Invisible String" in English, followed by Lucy Beltran (*new board member, program committee member, and survivor*) read it in Spanish, and Hanna Grishkevich (*program committee member*) read it in Russian. We even had a bunch of children join the reading.

The book is a sweet story about how people who love each other are always connected by a very special string made of love. Seemed fitting for a pandemic, too.

Spreading the Holiday Glow!

In its third year, Holiday Glow is a special holiday financial aid program with a special gift giving flair. This year, Pink Lemonade Project awarded 28 individuals and families with our 2020 Holiday Glow awards. Some individuals received cash assistance to help with purchasing gifts for their family members, and some got gifts for themselves and their families.

Special shout out, to the fantastic team at Allen Gabriel, MD who sold pink boobie socks all during Breast Cancer Awareness Month in order to raise funds so we could run Holiday Glow this year.

Board members and program committee members teamed up as elves to help Santa make the deliveries. Pink Lemonade Project made some individuals with breast cancer and some families very happy with a boost of holiday glow!



Pink Lemonade Project Board of Directors

Lisa Nisenfeld, Chair — Don Stose, Vice Chair — Marie Andrus, Secretary/Treasurer
Lucy Beltran, Jeanne Firstenburg, Sean McNamee, Susan Pagel, Benita Presley, Becky Price, Lee Rafferty,
Adrienne San Nicolas, Lorelei Schooler, Dean Stenehjem, Allen Gabriel, MD Emeritus, Cassie Gabriel, MD Emeritus

Pink Practicalities Expands in 2020

For 2020, the Pink Lemonade Project board set a goal to expand Pink Practicalities, our financial aid and assistance program. Then as the pandemic unfolded, Pink Lemonade Project secured two significant grants to help expand this program.

pinkpracticalities
.....
We've got you covered

Thanks to many generous donors and two grants from The Firstenburg Foundation and the Community Foundation of Southwest Washington, Pink Lemonade Project was able to provide 100 awards to individuals who were going through breast cancer treatment and recovery and many who were affected harder by COVID-19.

We also reached out to more health systems around the region so they knew we had resources to fill financial gaps. Both the patients and the area social workers and breast nurse navigators were appreciative of our team's efforts to review the requests and turnaround the decisions rapidly to meet the need.

"Thank you so much! I just have to tell you that your organization has been a lifesaver this year. The ease of your application process and the prompt response has been amazing and such a relief to so many of our patients. Grateful for your program, your donors, and you!"
—Local area social worker

"Exactly one month after my 37th birthday, I was diagnosed with stage IV breast cancer. I was numb and used to cry non-stop. Then, one of my nurses introduced me to Pink Lemonade Project. Hearing other people's stories have changed the dynamics from constant sadness to hope. I was introduced to great mentors and I received a Pink Practicalities grant, as well, that I am forever grateful for." —Breast cancer patient

"Thank you so much for this message. I shared the news with (Patient A) today and she was so tearful she couldn't speak! She was so touched by your kindness and the kindness of the entire committee. She said this news completely made her day, and it did for me too! Thank you for spreading such JOY and KINDNESS in our world!"
—Local area social worker



Turn Your Street Pink

As you know, Pink Lemonade Project has a long and strong partnership with Waste Connections. Throughout the year, donors in Clark County can buy a pink recycling bin and Waste Connections arranges the drop off of the new pink cart, and picks up the previous blue bin, and 100% of the proceeds goes to help Pink Lemonade Project's programs and services. During 2020, nearly 300 individuals made a \$100 donation and raised \$29,400 for Pink Lemonade Project through our pink cart program.

Stay tuned, as we are working with Waste Connections to expand this option for donors outside of the Clark County service area—that means YOU, Portland!



WASTE CONNECTIONS INC.
Connect with the Future®

Thank You to Our
Sustaining Donors:



Honoring & Memorializing an Extraordinary Person Who Has Touched Your Life

When making a donation to Pink Lemonade Project, we offer the option for a donor to make his/her donation in honor of another person or in memory of another person. Our donors recognize family members, friends, physicians, and/or other loved ones with these special tributes. Throughout 2020, we received the following names who deserve recognition for their journey with breast cancer, or their support and care for someone with this diagnosis. We wanted to share all those who were recognized during 2020 in this way.

If you want to make a special donation in honor of and/or in memory of someone special in your world who is affected by breast cancer or contribute to those who are affected by breast cancer, you may make a gift online at pinklemonadeproject.org, or by checking the box on our remittance envelopes.

In Honor Of...

Vitria Achmad
Mary Affonso
Holly Barnfather
Val Beririssoul
Barbara Blythe
Diana Brydges
Dr. Nora Bucher
Teresa Campbell
Leticia Castro
Susie Cheek
Eva Cobb
Andrea Cook
Kathryn Ann Curry
Deanne Dingley
Pat Ditch
Grandma Doris
Nancy Driscoll
Mary Frances Duggan
Muriel Dvorak Cole
Pat Ebacher
Kay Louise Eckhart
Mary Evenson
Chantel Ewing
Jana Ficker
Lisa Fort
Dr. Allen Gabriel
Lynn Gannon
Susan Gauger
Rich Golze
Natalia Green
Devin Gump
Susan Hicks
Allison Higgins
Cynthia Horenstein
Sandra House
Joyce Jackson

Andrea Jackson
Deborah Jones
Diane Jozwiak
Tory Laitner
Edie Lazzeroni
Katie Madsen
Dera Malarkey
Kamy Miller
Kelley Miller
Kelly Miller
Dr. Kinda Nicholl
Karen Norvell
Lisa O'Malley
Cheryl Reese
Linda Rehak
Marilyn Riley
Berenice Rosales
Sharon Royle
Krista Simor
Archibeque Sisters
Dr. Magdolna Solti
Dr. Toni Storm
Sherry Stose
Adrienne Strehlow
Kari Sullivan
Brandi Taylor
Christina Taylor
Karen Tortorello
Laurie Treosti
Jennifer Tsugawa
Karen Webber
Cameron Welsch
Therese West
Lynda Wilson
Britten Witherspoon Munson
Hope Woody

In Memory Of...

Diane Atkinson
Norma Bennett
Irina Blizzard
Mary Brennan Simmons
Colette Brown
Maggie Bye
Aunty Caroline
Barbara Carroll
Andrea Castro
Christine Donohoe
Mary Ericson
Marsha Feldstein
Carol Floyd
Lois Funderburk Murphy
Dr. Levon Gabriel
Pat Haphey
Debra Holmes
Fawn Jamison
Pat Kenney
Edyth Kerber
Dorthy Kirby
Sherry Longoria
Eileen Lopez
Marcie Mangers
Jamie McMahan
Cheryl McWilliams
Jaime Miller
Laura Moreno
Mary Deidre Olson
Connie Perry
Frances Ramunno Perucca
Deedra Rosemond
Mary Ann Southern
Linda Stager
Aunty Truong
Mary Wiese
Kathleen Wiseman





pinklemonadeproject™

7720 NE Hwy 99 Ste D-342
Vancouver, WA 98665
360.952.3814 | pinklemonadeproject.org

NON PROFIT
US POSTAGE
PAID
ADCO

By the Numbers

Despite the many challenges of the year 2020, Pink Lemonade Project continued to provide the needed support for those affected by breast cancer.

Mentor Matches

▶ 52



Virtually Pink
including
pinklinkfit

▶ 470



compass
oncology

Women's Cancer Support Group

▶ 34



SALMON CREEK
MEDICAL CENTER

Support Group
for Advanced/Metastatic Cancer

▶ 34

Zest

▶ 65

pinkpracticalities

▶ 100

*Holiday
Glow*

pinklemonadeproject

▶ 28

vs
Total contacts in 2019 = 604
Total contacts in 2020 = 791
that's an increase of 31%!

Leave a Legacy That Will Improve Lives

Three years ago, Don and Sherry Stose, long-time Pink Lemonade Project supporters and board member, were meeting with an estate planner, who asked if they had thought about including Pink Lemonade Project in their wills. "We knew right away that it was something we wanted and needed to do," recalls Sherry.

"Pink Lemonade Project has done so much for us, and we wanted to give back so others could get the help that we got from this great organization," said Don.

"I would not be where I am today, physically and emotionally, without the retreats. They turned everything around for me in life-changing ways. Bonds that were created at the retreats are still thriving today," added Sherry.

A legacy, or planned, gift helps sustain the work of Pink Lemonade Project, while also meet your individual financial and estate planning goals. At the same time, planned gifts connect your personal legacy to that of Pink Lemonade Project and provide critical support for our organization's programs and initiatives.

Make your legacy one of compassion with a charitable bequest to Pink Lemonade Project. To learn more and get started, seek the advice of your financial or legal advisor, then contact Susan Stearns at 360-952-3814 or susan@pinklemonadeproject.org.