

# #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! This time of year would typically find us busily 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 more diversified presence in our programming. It's important to us that we are welcoming to all of our communities!

In December, we hosted a book reading and ugly holiday sweater contest event. We featured a book from Jill's Book Bank, our program aimed to help explain a cancer diagnosis to children, which was made possible from bequest from the estate of Jill Garrow, an elementary school teacher.

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 offer 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 their 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

# Reaching New Heights

**pink**practicalities

*We've got you covered*

For 2020, the Pink Lemonade Project board set a goal to invest more in our programs, and aimed to expand. Over past years, we have had the great fortune of hugely supportive donors and successful fundraising events. So even as the pandemic hit, the Pink Lemonade Project held its course. With the exception of our Revive Retreats, we continued to expand our programs in a new virtual format and fill gaps as needs were identified.

Thanks to the many outstanding individual and business donors to this organization—and large grants from Allergan, The Firstenburg Foundation and the Community Foundation of Southwest Washington, **Pink Lemonade Project was able to serve more individuals during 2020 and had a 31% increase in participation over the previous year.** [See Pink Numbers on page 4 for details.]

We are most proud of the expansion of our financial aid programs. Pink Practicalities provided 100 financial aid and assistance awards this year and distributed nearly \$100,000 to those going through breast cancer treatment and recovery during such a challenging year. And then Holiday Glow helped another 28 individuals and families. [See page 1 for details.]

We could not have continued our important work of serving for those affected by breast cancer without strong financial support and partnerships with Waste Connections, McCord's Vancouver Toyota, Chappelle's Towing, WHY Racing, and so many more individuals and local businesses. **This year, we were able to take events like Give More 24! and the Girlfriends Run to new heights. We met our pink cart sales goal for the year, too, and painted more of Clark County pink, in association with Waste Connection's recycling program.** Since we could not hold Pink Glow last May, these efforts all added up to help us raise critical dollars to sustain Virtually Pink, Pink Practicalities, mentoring, and more.

This generosity from our supporters enabled Pink Lemonade Project to step up and fill gaps that appeared when some other programs went away, and when our healthcare system partners needed to redirect resources toward those with COVID-19. WE ARE GRATEFUL FOR YOUR CONTINUED SUPPORT.

*"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! 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



## 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!

Thank you Waste Connections for your deep partnership, and to all the pink cart purchasers for your support for Pink Lemonade Project and breast cancer awareness.



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.

When making a donation to Pink Lemonade Project, you may select in honor of or in memory of someone while you are completing the transaction on [pinklemonadeproject.org](http://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  
Dorothy 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

*The names above were received from donors, sometimes handwritten and sometimes typed.*

*We have made a best faith effort to spell each name correctly based on the information which was provided to us.*



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*Save the Date:*

**Pink Glow 2021**

Live Stream May 15, 2021

Silent Auction May 12-17



## Pink 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



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](mailto:susan@pinklemonadeproject.org).