

# #Making Lemonade

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

## *PLP expands to offer MBC Dinner Series & Treatment Access Program*

With the closure of Susan G. Komen Oregon & SW Washington on March 31, many in our breast cancer community were concerned about continuation of some key local Komen programs that serve critical segments of the breast cancer community. In January, Pink Lemonade Project was approached by the local Komen affiliate and asked to take the reins of two valued programs.

*“When we heard that these Komen programs might end, I wanted Pink Lemonade Project to expand to continue these vital programs so breast cancer patients would not have any disruption in access to care and support,”* said Dr. Allen Gabriel, Pink Lemonade Project’s co-founder.

Our board is pleased to announce that Pink Lemonade Project will now be the new home for the Metastatic Breast Cancer (MBC) Dinner Series and the Treatment Access Program (TAP).

*“These two programs align well with the other Pink Lemonade Project programs and support services for those affected by breast cancer,”* said Dean Stenehjelm, Pink Lemonade Project Board Member and Chair of the Program Committee.

*“As the local Komen affiliate announced its closure, Pink Lemonade Project’s board understood the importance of maintaining these programs for the patients who have extra needs during a cancer journey.”*

The MBC Dinner Series is a quarterly dinner event and connections for those with an advanced diagnosis. TAP is a critical resource for breast cancer patients who need help with gas cards, lodging, and food for those who are eligible. In a partnership with 211info, the program will continue to serve all of Oregon and SW Washington.

With TAP, Pink Lemonade Project is also the new home for the Toni Mountain Fund for Treatment Access. Toni is a long-time survivor and breast health champion who retired from Susan G. Komen Oregon & SW Washington. The fund, established in 2014 to commemorate Mountain’s retirement, is a donor-designated fund to raise money to sustain this vital program.

We look forward to working in partnership with Toni Mountain and many other new friends and colleagues to continue these critical, direct patient service programs developed by Susan G. Komen Oregon & SW Washington.



*Toni Mountain,  
breast health champion*



### *Pink Lemonade Project Board of Directors*

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# It's Our 10th Birthday!



**Virtual Auction—Free to Register!**

Opens: May 12 at 10 a.m. | Closes: May 17 at 6 p.m.

**Live Stream Event—Free to Attend!**

May 15 at 6:30 p.m. | Pre-show begins at 6:00 p.m.

**Register:** [pinklemonadeproject.org/pinkglow](http://pinklemonadeproject.org/pinkglow)

**We had to wait a year, but our tenth anniversary birthday celebration is almost here!**

So. Much. Fun to have a birthday party....especially when it is our big fundraiser to support Pink Lemonade's full menu of programs and support. This is when we all come together (*virtually this year for sure*) to celebrate our breast health community and how we can help. Birthday parties are for gifts, and this year your gifts will go right to work to make a big difference.

For the last decade, we have brought support in many ways. We have taken breast cancer patients on retreats, brought social workers into every step of our programming and touches on patients' lives, provided needed financial support, and brought books to assist families with explaining a new cancer diagnosis to children of all ages.

We hope you can join us for Pink Glow 2021, THE virtual party with a purpose, to honor and support our community, supporters, sponsors, donors, and especially, our participants and those in our lives affected by breast cancer.



**Purchase a party box** to "Party with a Purpose" right along side us! A complete list of the contents is available at [pinklemonadeproject.org/pinkglow](http://pinklemonadeproject.org/pinkglow). Only 50 boxes are available at \$100 each.



**Purchase raffle tickets** for the opportunity to win two amazing items!

A gorgeous custom made 2.5 carat Pink Tourmaline Pendant in white gold with 0.5 carat Diamond Halo hand-crafted for Pink Lemonade Project by Rand Jewelers! **Only 100 tickets available for \$50 each!**



**A Five Night Choose Your Destination Package for Two People!** Your choice of San Francisco at the Handlery Union Square with a Redwoods and Wine Country Escape or New Orleans at The Nopsi with a Cocktails and Jazz Tour or Boston at the The Commonwealth Hotel with a North End Food Tour. **Only 50 Tickets Available for \$100 each!**

**Purchase party boxes, tickets + bid on auction items at:**  
[pinklemonadeproject.org/pinkglow](http://pinklemonadeproject.org/pinkglow)

Thank You to Our Pink Glow Sponsors! .....

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Dr. Toni Storm



Lemonade Sponsors:

Raffle Sponsor:

Mary Frances & Dennis Duggan

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Cakes Donated by:



Moms & Dads Want a New Recycling Cart!

Moms and dads are the best. Their special days this year are May 9 and June 20 and we can't think of a more wonderful gift than their own beautiful pink recycling cart. It's a gift that they will enjoy for years to come, as well as one that will make your curb appeal go up while showing support for breast cancer awareness.

Thanks to the generosity of Waste Connections, we receive the entire \$100 that you invest in this snazzy cart. No need to gift wrap! It will be delivered right to mom or dad's door. Buy one today at [pinklemonadeproject.org/how-we-are-funded/pink-carts](http://pinklemonadeproject.org/how-we-are-funded/pink-carts).

This opportunity is currently only available to residents of Clark County, Washington, who subscribe to Waste Connections' services. We hope to expand in the future.



Leave a Legacy That Will Improve Lives

Did you know that there are several options for providing an ongoing investment in the Pink Lemonade Project? Contact Susan Stearns at [susan@pinklemonadeproject.org](mailto:susan@pinklemonadeproject.org) or 360.952.3814 ext 2 to learn more.

- Planned giving options include bequests (including stock transfers), annuities, and/or trusts.
- Monthly, or recurring, gifts can be set up easily on our new website.
- Donate to the Toni Mountain Fund for Treatment Access, now residing at PLP, and support the Treatment Access Program which helps remove barriers to care for eligible patients.
- For those in Clark County, you can order a pink cart and show your support for breast cancer awareness. We still hope to expand our pink cart program soon!

Visit [pinklemonadeproject.org/how-we-are-funded/donat/](http://pinklemonadeproject.org/how-we-are-funded/donat/) for more information and make a donation today!

Your support allows us to continue our programs that remove barriers to care for those with challenges to get to their cancer appointments, or to offer virtual events that provide a community of support

Thank You to Our Sustaining Sponsors:





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Join Us for  
**Pink Glow 2021**  
• Live Stream May 15, 2021  
• Silent Auction May 12-17

## Thank You to: *Natrelle*

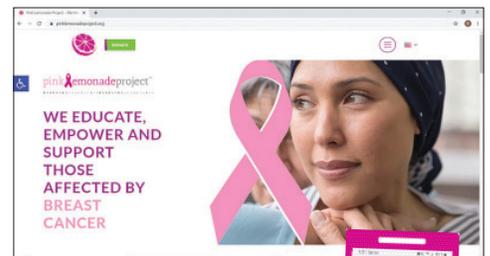
We would like to make a shout out to a special supporter of Pink Lemonade Project that helped us right at the outset of the pandemic: NATRELLE®, a trademark of Allergan Aesthetics, an AbbVie company. NATRELLE® has been a Pink Glow sponsor in the past, but when we needed help reformatting to a virtual program format, NATRELLE® stepped up.

Throughout 2020, NATRELLE® ultimately invested \$50,000 towards Pink Lemonade Project’s Virtually Pink educational and community-building programs. NATRELLE® is committed to helping those with breast cancer feel their best. Thank you to Kourtney Cavallio, Executive Director of NATRELLE® Marketing and to NATRELLE® for the support that allowed us to maintain and expand our program offerings and to help more individuals facing a breast cancer diagnosis during an especially challenging time.

## Our Website: New & Improved

One of the most important ways we can communicate with you is through an effective website—one that answers your questions 24/7, providing information that is both timely and easy to digest. That’s why we are proud to announce that we have launched a new website and we hope you love it. [Drop in and take a look at pinklemonadeproject.org](http://pinklemonadeproject.org).

Some of the new and improved features include: a better mobile experience; improved donation options including monthly giving, and more; HIPAA compliance for sensitive information; and improved accessibility that enables the reader to increase font size, etc.; and a tool to translate the entire site into Russian, Spanish or other language.



The site maintains our robust calendar of events and ongoing list of opportunities for you to connect with others affected by breast cancer who share your interests and hopes. **Take a look at our line-up in the coming months at [pinklemonadeproject.org/program-events](http://pinklemonadeproject.org/program-events).** All of these are free of charge, so give ‘em a try! Our community is all a part of helping you get your groove back!