

Note from the CEO

Growing & Gaining Momentum

In reflecting on the last year, I share my heartfelt gratitude to you—our donors, healthcare partners, volunteers, board of directors and staff at Pink Lemonade Project. Together, we educated, empowered and supported the breast cancer community with heralded programs and new programs alike (the Treatment Access Program and the Metastatic Breast Cancer Dinner Series from the now closed Susan G. Komen Oregon and SW Washington affiliate) across an expanded service territory—39 counties in Oregon and SW Washington.



Your vote of confidence in us and in our work also led to record fundraising. Our revenue grew by 115%, allowing us to serve more communities of individuals and families affected by breast cancer. And, in this year, we will serve three additional counties in SW Washington.

Despite the on-going pandemic, we made incredible strides. We continued to offer our programs in a virtual format, increasing access for those who needed us most. December especially brought our work to the forefront with the beloved Holiday Glow program, providing gifts and financial assistance to make the holiday season brighter for 26 breast cancer patients and their families.

In the coming months, we will continue to challenge ourselves to serve more breast cancer patients where and when they need us. January, February and March will be chock full of education programs, outdoor activities, and dinner/education events for people living with Metastatic Breast Cancer.

This year may just be the brightest one yet for the Pink Lemonade Project team and with all of you by our side!

With gratitude,

Susan Stearns, Chief Executive Officer



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