



## ANNUAL REPORT 2021

*Educate, empower, and support those affected by  
breast cancer in SW Washington and all of Oregon*



## Growing & Gaining Momentum

Friends,

In reflecting on the last year, I share my heartfelt gratitude to you—our donors, healthcare partners, volunteers, board members, and staff at Pink Lemonade Project. In 2021, your support enabled us to remain strong during the second year of the pandemic—expanded our programs and services to those affected by breast cancer, and increased our geographic service area to include all of Oregon and Southwest Washington.

Although the beloved retreats remained on hiatus, we continued to offer our many valuable programs and support that assist those with a breast cancer diagnosis and beyond with needed emotional, psychological, financial and community support. We integrated two important programs from the now-closed Susan G. Komen Oregon and SW Washington—the Treatment Access Program and the Metastatic Breast Cancer Dinner Series—bringing the total number of programs offered to nine. Needs skyrocketed by 55 percent over 2020, and thus, we served 1,754 patients and families alike. In addition, we developed new partnerships with area healthcare systems and other community-based organizations to collaborate on ways to best support breast cancer patients.

Your vote of confidence in us and in our work also led to record fundraising in 2021. Our revenue grew to \$666,932, a 126 percent increase from 2020. Our loyal donors remained by our side, and we garnered new relationships with businesses, foundations and individuals, creating many new friends and family who are passionate about our work. This fiscal year, we went to great lengths to improve our expense management. Now our financials accurately represent our donors' support and investment in our programs.

You reminded us about the importance of community and the value it brings to both those we serve and those who are involved in our mission. We are grateful for your outpouring of generosity, time and talent to educate, empower and support those affected by breast cancer.

With gratitude,

Susan Stearns, Chief Executive Officer

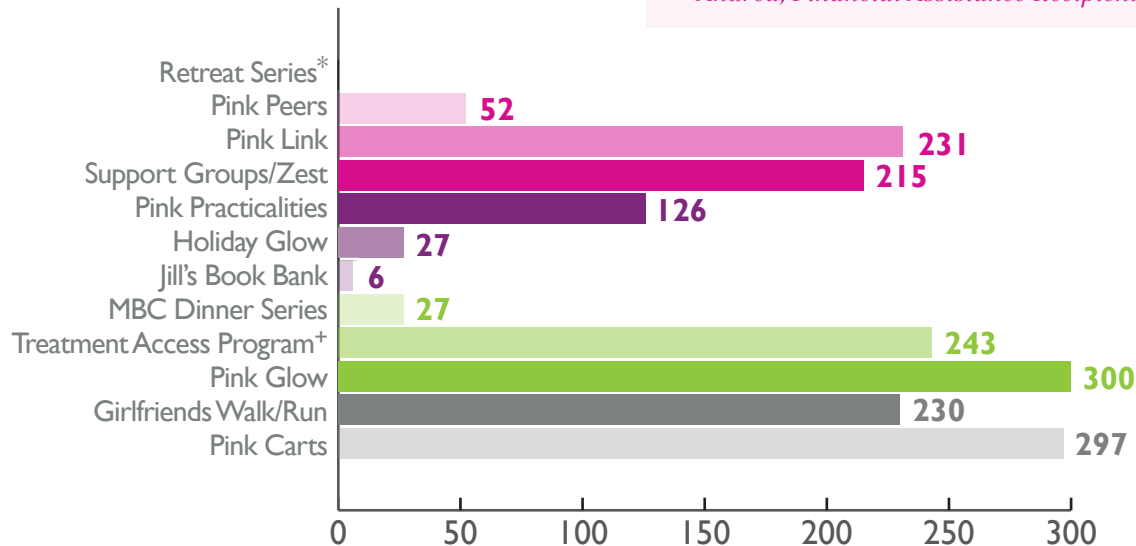
.....

## Participants Served by Program

We served **1,754 people and families** affected by breast cancer from January-December 2021.

*"It was not about Mommy being sick, it was about my babies and making memories with them. It was everything."*

—Andrea, Financial Assistance Recipient



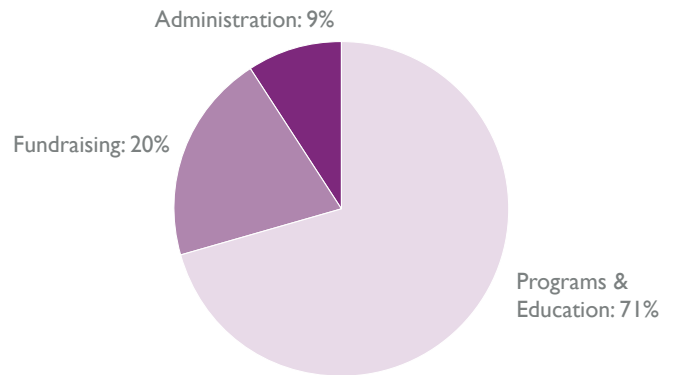
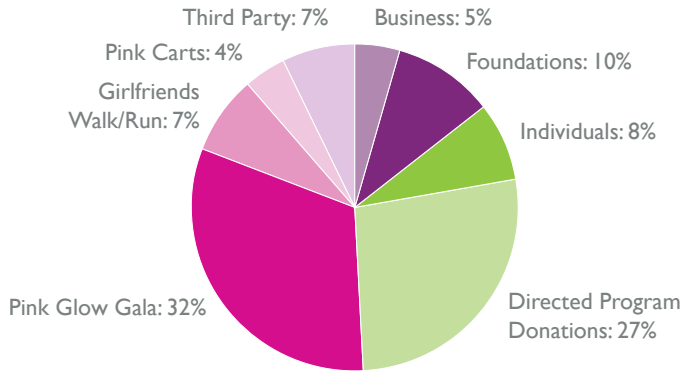
\*Retreat Series remains on hiatus due to pandemic.

†12-month program, with Quarter 1 under management of Susan G. Komen Oregon and SW Washington affiliate office.



*"I'm Latina and bilingual. In my community, so many women don't get mammograms. I know early detection can save lives."*  
*—Lucy, Board Member/Breast Cancer Survivor*

## 🎀 2021 Income & Expenses



### Total Income \$666,934

Unrestricted Business Contributions	\$31,200
Unrestricted Foundation Contributions	\$65,925
Unrestricted Individual Contributions	\$52,696
Directed Program Donations	\$178,362
Pink Glow Gala Revenue	\$212,197
Girlfriends Walk/Run Revenue	\$51,032
Pink Carts Income	\$27,706
Third-Party Fundraisers	\$47,725
Earned Income	\$91

### Total Expenses \$666,735

Programs & Education	\$472,593
Fundraising	\$135,264
Administration	\$58,878

## 🎀 Educating, Empowering & Supporting

While we miss our retreats, we've made lemonade out of lemons. We are serving more individuals and we are delighted to have integrated two new programs: Treatment Access Program and Metastatic Breast Cancer Dinner Series. Combined with our existing programs, listed below, we have strengthened our mission to educate, empower and support those affected by breast cancer:

- Pink Peers
- Revive Retreats
- Support Groups
- Zest
- Pink Practicalities
- Treatment Access Program
- Holiday Glow
- Pink Link
- Jill's Book Bank
- Metastatic Breast Cancer Dinner Series

We continue to educate others about our mission and the issue of breast health/breast cancer through events like **Pink Glow Annual Gala**, **Girlfriends Walk/Run**, **Give More 24!** and the countless third party fundraisers and numerous events during Breast Cancer Awareness Month.

We are truly thankful to all the local organizations who help spread the word about Pink Lemonade Project, as well as to our healthcare partners who are helping our patients during these challenging times.

## Board of Directors

Don Stose, Chair  
Susan Pagel, Vice Chair  
Marie Andrus, Secretary/Treasurer

Lucy Beltran  
Jeanne Firstenburg  
Rebecca Kahn, MD  
Benita Presley  
Becky Price, RN  
Lorelei Schooler  
Dean Stenehjem  
Sonja Trytko

Allen Gabriel, MD Emeritus  
Cassie Gabriel, MD Emeritus

## Pink Lemonade Project Team

### Staff:

Susan Stearns,  
Chief Executive Officer

Lisa Ring,  
Marketing & Development  
Associate

Rachel Apodaca,  
Program Designer

Mary Sullivan,  
Grant Coordinator

Linda Aronsohn,  
Events

Jessica Lightheart,  
Graphic Design &  
Social Media

### Consultants:

Ann Berryman,  
Development & Marketing

Cindy Fletcher,  
Programs

*"I appreciate Pink Lemonade Project for raising awareness about breast cancer occurring in men. And, they have a unique focus on connecting men with other men who have had breast cancer."*

*—Sean & Fiona, Awareness & Education Programs*



## Thank You!

Over 1,100 people invested in life-saving programs and services to people affected by breast cancer last year. We appreciate each and everyone of you for your incredible support. Know that we will create a comprehensive donor listing on our website in the near future.



Maureen and Paul  
Rosenbaum

