



FOR IMMEDIATE RELEASE

Contact: Ann Berryman, ann@pinklemonadeproject.org, 503-799-4930

Pink Lemonade Project Receives Largest Grant in Its History from the Cowlitz Tribal Foundation to Support Breast Cancer Patients Across Clark County

Vancouver, Washington, November 16, 2022 – Pink Lemonade Project has seen its largest grant yet. The Cowlitz Tribal Foundation Clark County Fund awarded a \$245,500 Capacity-building grant to expand staff and implement new HIPAA software to support a 60% increase in people affected by breast cancer in the Northwest.

The Foundation grant will include monetary support to hire a proven leader with strategic planning, fundraising, and marketing expertise and who will creatively envision an organization for the future. The funds will also secure HIPAA-compliant software to work seamlessly with a network of social workers, community health workers and nurse navigators across healthcare organizations in the region.

“Organizations like the Pink Lemonade Project play a vital role in supporting all individuals and families with a full circle of care following a life-changing breast cancer diagnosis. We are grateful for their community-focused approach to health, and we are excited to be their partner in this three-year project,” said Luke Bridges, Chairman, Cowlitz Tribal Foundation Clark County Fund.

One in seven women will be diagnosed with breast cancer in her lifetime, and it is a leading cause of death. One percent of men in the U.S. will be diagnosed too. The toll exacted on breast cancer patients is tremendous and Pink Lemonade offers a safety net of programs and a community of support available to patients.

“We are grateful for the incredible vote of confidence and grant from the Cowlitz Indian Tribe to grow and evolve as a breast cancer organization for all communities. This growing partnership will allow us to provide hope, programs and services which will improve quality of lives and survivorship for more people here in our communities,” said Susan Stearns, Chief Executive Officer, Pink Lemonade Project.

ABOUT THE COWLITZ TRIBAL FOUNDATION | CLARK COUNTY FUND

The Cowlitz Tribal Foundation Clark County Fund, an extension of the Cowlitz Indian Tribe, is operated by a five-person board. Luke J. Bridges, Cowlitz Tribal Member and Director of Procurement at ilani, is the Chairman of the Fund; the four other members include Cowlitz Tribal Member and CIO of the Cowlitz Indian Tribe, Dan Meyer; Clark County Commissioner, Julie Olsen; Clark County Commissioner, Karen Bowerman; and Executive Director of the Firstenburg Foundation, Jennifer Rhoads. The Cowlitz Tribal Foundation Manager is Timi Russin, member of the Cowlitz Indian Tribe and elected Tribal Councilor.

The Cowlitz Tribal Foundation Clark County Fund donates millions of dollars annually to non-profits located in or serving Clark County and is one of the largest giving funds in the area. To learn more and apply for funding for your non-profit, visit CowlitzIndianTribe.submittable.com

ABOUT PINK LEMONADE PROJECT

Pink Lemonade Project (PLP), founded in 2010 by Drs. Allen and Cassie Gabriel, was created with the mission to educate, empower, and support people affected by breast cancer. Pink Lemonade has experienced a significant evolution and growth since the local Susan G. Komen affiliate was shuttered in 2021.

Last year, Pink Lemonade served 1,754 people, a 55% increase over 2020 and who were impacted by breast cancer in Oregon and SW Washington. Their programs include retreats, screening, financial assistance, metastatic breast cancer dinner series, peer mentors, education program, fitness activities, book bank for families, support groups and resources. Learn more at pinklemonadeproject.org.

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