

Note from the CEO

Looking Forward to 2023



In reflecting on the last year, I share my heartfelt gratitude to you—our donors, healthcare partners, volunteers, board of directors and expanded staff at Pink Lemonade Project.

Together, we educated, empowered and supported more breast cancer communities with our heralded programs and services and new ones alike across our expanded service territory—42 counties of SW Washington and Oregon.

Your vote of confidence in us and in our work also led to record fundraising which then allows us to serve even more communities of individuals and families affected by breast cancer.

In 2022, we continued our programs in both in-person and virtual formats and set a new record for the number of people we served. We offered a new screening pilot program for people desperate to get a mammogram or diagnostic testing; launched a new, well-attended support group for the Latina community; expanded outreach and education in the Native American and Ukrainian communities, all increasing access for those who needed us most.

In December, I attended the San Antonio Breast Cancer Symposium where thousands of clinicians and researchers came from across the globe to present cutting-edge work about new drugs and new solutions to cure this disease.

Looking forward to 2023, we will continue to challenge ourselves to serve more breast cancer patients where and when they need us. Whether it be outreach and education programs, retreats, screening, financial assistance, mentorship, support groups, outdoor activities, or dinner/education events for people living with Metastatic Breast Cancer.

This year may just be the brightest one yet for Pink Lemonade Project, and especially for those we serve, and with all of you by our side!

With gratitude,

A handwritten signature in blue ink that reads "Susan Stearns". The signature is fluid and cursive.

Susan Stearns, Chief Executive Officer

