

Welcome To the 2023 Volunteer Information Session!

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Staff:

Susan Stearns, Chief Executive Officer Ann Berryman, Chief Strategy Officer Thalia Williams, Director of Programs Jenny Jasinski, Program Coordinator Linda Aronsohn, Major Events Coordinator Jessica Lightheart, Marketing & Graphic Designer Kris Codron, Office Administrator Hachim Baguignan, Development Associate







Mission: To Educate, Empower, and Support all communities affected by Breast Cancer.

- Founded in 2010 by Dr. Allen and Cassie Gabriel, two Vancouver-based physicians.
- Provides education / outreach, screening, psychological, emotional and financial assistance needs of breast cancer patients.
- Pink Lemonade Project exists to increase early detection rate, drive down the death rate, and help improve the quality of life.



Breast Cancer Facts:

- I in 7 women will be diagnosed with BC in their lifetime in the Northwest; Men get breast cancer too.
- Genetics 10% of all cases.
- Recurrence 30% second diagnosis.
- Metastatic Breast Cancer 20-30% of all patients diagnosed early are likely to get MBC in their lifetime.
- The diagnosis rates and mortality (death) rates vary by race and ethnicity.







2020 1,084 people served / \$298,000 raised

2021 1,754 people served / \$667,000 raised

2022 **2,572** people served / \$949,000 raised



Educate



PLP has a curated list of books to help parents discuss a new breast cancer diagnosis with children of all ages and caregivers.



Breast cancer-specific educational programs for the entire breast cancer community.



A quarterly communitybuilding event for those living with metastatic breast cancer.



Empower

treatment access™program

Powered by Toni Mountain Fund

Visa gift cards in \$100 increments for breast cancer patients in need of assistance to pay for transportation, food, and lodging during treatment.

pinkpracticalities™

We've got you covered

Financial assistance for items such as utilities, lymphedema sleeves, neuropathy treatment, and quality-of-life items not covered by health insurance.



Provides gifts and financial assistance to individuals and families during the holidays.



Support

pinkpeers™

One-on-one mentoring for support during the breast cancer journey.



linking those affected by breast cancer with one another

Community-building activities and events offered virtually, in person, and hybrid.



Support



We are partnering with local health providers to provide screening services to meet the needs of underrepresented communities and help expand access to breast cancer screening.

revive retreats

Weekend retreats led by oncologist social workers to provide guidance and counseling to patients with breast cancer.









Pink Lemonade Project Committees

PLP has numerous committees which need community volunteers - **fundraising, communications, events planning, program committee.**Some knowledge or a personal experience of breast cancer may be required for some programs.

Programs / Services

Upcoming - Pink Mentors - training is on June 3^{rd,} 2023.



Fundraising



Saturday, May 20, 2023 at ilani Casino Resort

A night to showcase our vital programs, share stories of local individuals affected by breast cancer and celebrate the achievements of the past year—please join us!

Pink Glow Gala – A Party With a Purpose!

The Gala is our top fundraising event each year - a benefit for women, men and families impacted by breast cancer.





Girlfriend's - Sunday, October 8th

Held by Why Racing Events, Girlfriend's is an annual event of which Pink Lemonade is the main beneficiary of this event. There is a walk / run for everyone. It is a fun morning of women and men coming together to celebrate the survivors of breast cancer, honor those who have fought the battle and raise funds for our work.













Community Education Events / Third-Party Fundraisers

Community Events during the spring, summer, and fall to raise awareness and to help raise funds to fight breast cancer.

Pink Lemonade Project has a need for volunteers to staff our booth at education events and third-party fundraisers.





Administration – Office Support

Pink Lemonade Project has a need for assistance in the office.





Communication with Volunteers

- Monthly e-Newsletter to volunteers.
- Sign-up Genius Link on the Pink Lemonade Project website and social media platforms with current volunteer opportunities.
- Pink Lemonade Project website calendar.
- Weekly email during BCAM.



How to use sign-up Genius



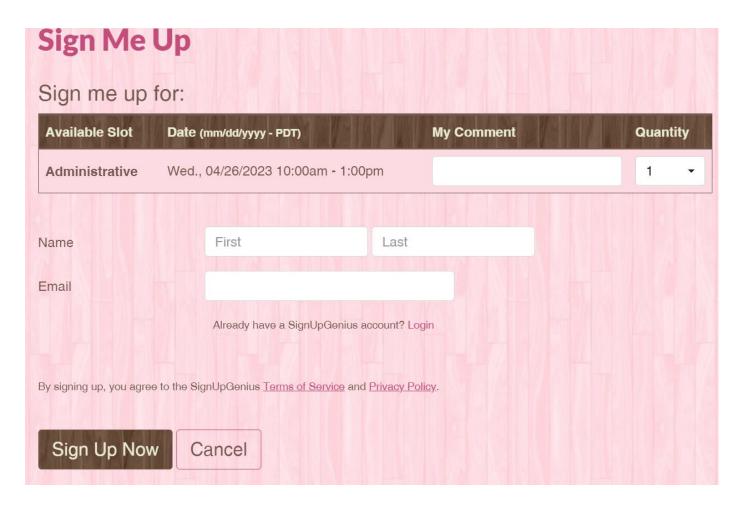
 Click on the link,in the email regarding volunteer opportunities.



Available Slot Time 10:00am-Administrative Sign Up 1:00pm Help with writing letters to donors 4 slots available **Administrative** Sign Up Help with organizing the storage 2 slots available 2:00pm-**Fundraising Event** Sign Up 4:00pm Help hand flyers and give information about pink lemonade project. 2 slots available

 Select the volunteer activity and the time you will be available.





- Fill out your name and email address. You will get an email confirmation.
- Then, you're all set, we'll see you at the event!



We serve more people because of your generosity, time, and expertise along our journey.







Questions on Volunteering?

Thank you!

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