

## Note from the CEO

**Breast Cancer Awareness Month begins next week!** October is an important time to raise awareness and educate about the impact of breast cancer in SW Washington and Oregon. You will see pink around our communities in show of solidarity and in honor of people impacted by breast cancer.



We are pleased to release our 2022 Annual Report which highlights our continued exponential growth. Thank you to our board of directors, donors, volunteers, and staff. It takes everyone to meet our **EXPANDED MISSION TO SERVE ALL COMMUNITIES AFFECTED BY BREAST CANCER.**

**Today, 1 in 7 women will develop breast cancer in her lifetime in the Northwest.** Genetics only accounts for 10-15% of all diagnoses and recurrence rate 20-30%. Breast cancer is a leading cause of long-term illness and death among women, especially communities of color. **Early detection and new treatments have helped to increase the survival rate, saving lives, and providing improved quality of life. However, 42,000-48,000 women die from breast cancer each year.**

Our programs and services are needed more than ever as some cancer support services have not returned to many communities. Now is the time to show your commitment to empowering, educating, and supporting people impacted by breast cancer today and in the coming months.

Many businesses and organizations are hosting fundraising events to raise funds for Pink Lemonade Project's work. These events help raise awareness about breast health and breast cancer across the Northwest.

This fall, we are working alongside the Cowlitz Tribe, Confederated Tribes of Grand Ronde, NARA, Northwest Family Services, Northwest Portland Area Indian Health Board, Urban League, Odyssey World International, and many healthcare partners to host more breast cancer screening events that are filling important gaps for indigenous women, houseless women, and others who have added barriers to getting their mammograms or screenings across the region. **If you want to make a difference, make a monthly gift now!**

Please look at and share our Facebook and Instagram educational campaigns with your friends and family to raise awareness and information about breast health, our breast cancer programs and services, and inspiring stories from breast cancer patients, survivors, and those living with Metastatic Breast Cancer whom we serve.

I look forward to seeing you at one or more of our upcoming programs and events this fall. And I hope you will share this newsletter with people who may be impacted by breast cancer. Let's stand together to help communities along their breast cancer journey!

With gratitude,

A handwritten signature in blue ink that reads "Susan Stearns".

Susan Stearns  
Chief Executive Office

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