

pink lemonade project®



ANNUAL REPORT 2022

Educating, empowering, and supporting all communities affected by breast cancer in SW Washington and Oregon



Growing & Gaining Momentum

Last year was another year of tremendous growth and evolution for Pink Lemonade Project.

In 2022, your support enabled us to take the time to strengthen, better integrate, and offer new and longtime programs and services to individuals affected by breast cancer across 42 counties in SW Washington and Oregon.

We reinstated our hallmark retreats. We also invested in screenings with un/underserved individuals in direct partnership with healthcare organizations to expand screenings for the first time. We launched the region's only Spanish-speaking support group. We expanded other valuable programs to raise awareness about breast health and breast cancer across communities and continued to provide vital financial assistance, mentors, and emotional, psychological, and community support.

At the conclusion of 2022, we served 2,572 individuals and families, an increase of 47% over 2021. In addition, we grew new partnerships and collaborated with many area healthcare systems and other community-based organizations to learn about other needs of breast cancer patients, and how best to support them.

Your vote of confidence in us and in our work also led to record fundraising in 2022. Our revenue grew to \$949,473, a 42% increase from 2021. You, our loyal donors, remained by our side, as we developed new relationships and added many new friends and family who are passionate about our mission. I hope this annual report gives you a better understanding of our financials and represents your investment in our work.

Compassion, community, and collaboration have been important values in our collective commitment to ultimately save more lives and promote better quality of life.

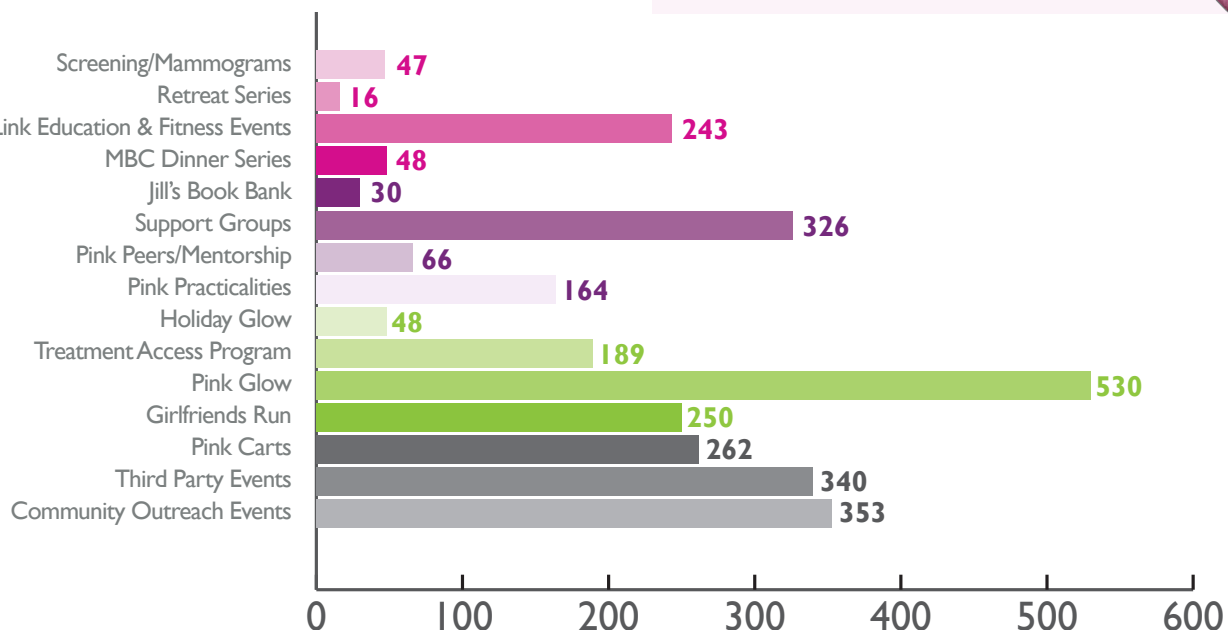
I share my heartfelt gratitude to you—our donors, healthcare partners, community partners, volunteers, board members, and staff for your outpouring of generosity, time, and talent to educate, empower, and support more people affected by breast cancer.

With gratitude,

Susan Stearns, Chief Executive Officer

Participants Served by Program/Event

We served **2,572 people and families** affected by breast cancer from January-December 2022.



"I am grateful to connect and share with other Spanish speaking people affected by breast cancer. We have developed strong bonds because we understand each other."

—Estella | Salem, OR

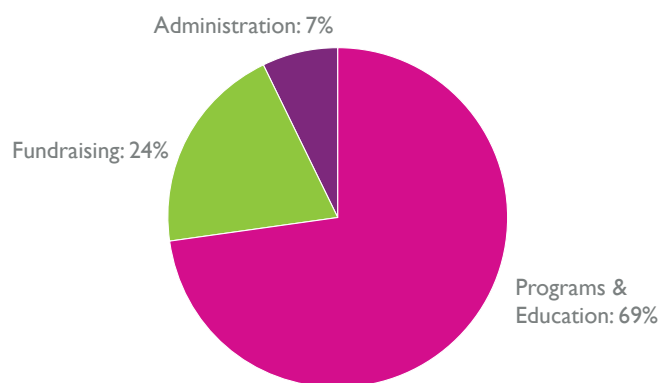
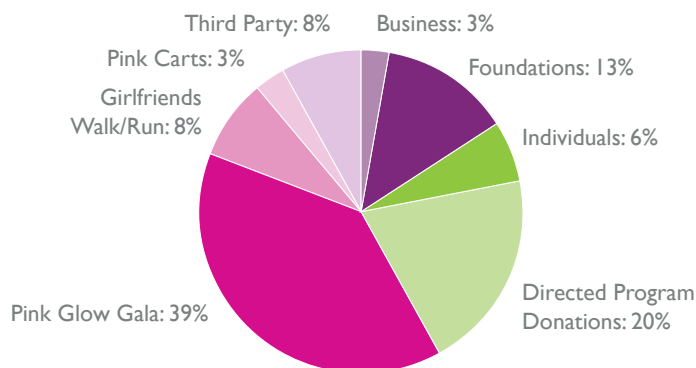




"If sharing my story helps someone do a self-exam, get a mammogram or see a doctor, then that's a good thing."

—Raviance | Gresham, OR

2022 Income & Expenses



Total Income \$949,347

Unrestricted Business Contributions	\$25,755
Unrestricted Foundation Contributions	\$126,100
Unrestricted Individual Contributions	\$56,422
Directed Program Donations	\$189,818
Pink Glow Gala Income	\$372,658
Girlfriends Walk/Run Income	\$78,731
Pink Carts Income	\$26,312
Third-Party Fundraisers	\$72,620
Earned Income	\$931

Total Expenses \$944,631

Programs & Education	\$654,610
Fundraising	\$228,041
Administration	\$61,980

* Starting in 2022, PLP accounting moved to accrual from previous year's cash accounting.

** Thank you to Opsahl Dawson for their generous in-kind gift of financial expertise and creation of our Form 990 Return.

Educating, Empowering & Supporting

We continue to make lemonade out of lemons! Today Pink Lemonade Project serves more individuals and families with our expanded list of programs and through partnering and collaborating with other healthcare and community-based organizations.

- Pink Peer Mentors
- Revive Retreats
- Support Groups: Zest, Limoncello, Grupo de Apoyo – Cáncer de mama
- Pink Practicalities
- Treatment Access Program
- Holiday Glow
- Screening/Mammograms
- Pink Link Education & Fitness Events
- Jill's Book Bank
- Metastatic Breast Cancer Dinner Series

We continue to raise awareness and educate the public about our mission, the importance of breast health, and issues around breast cancer through events like **Pink Glow Annual Gala**, **Girlfriends Walk/Run**, third party fundraisers, and countless educational events during Breast Cancer Awareness Month.

We are truly thankful to all of our donors, local organizations, and healthcare partners who promote the mission and programs of Pink Lemonade Project and who provide support to those affected by breast cancer.

Board of Directors

Sonja Trytko, Chair | Wood Mechanix
Kelly Michael, Vice Chair | Kaiser Permanente NW
Susan Pagel, Secretary | Vancouver Housing Authority
Marie Andrus, Treasurer | Workforce Southwest Washington, retired
Oluchi Onyima, Program Committee Co-Chair | Connect Oregon

Lucy Beltran | Oregon Child Development Coalition
Rebecca Kahn, M.D. | Radia Inc.
Kelly O'Lague | United Way of the Columbia-Willamette
Becky Price, RN | Compass Oncology
Lorelei Schooler | Community Volunteer, retired
Dean Stenehjem, Ed.D | Washington State School for the Blind, retired
Don Stose | Toyota Motor Sales, retired; Mayor, Ridgefield, WA, retired
Doris Towery | Willamette Valley Cancer Foundation
Michael Watkins | Cowlitz Indian Tribe
Alexandra Zimmer, M.D. | Oregon Health and Science University

Board Members Emeritus:

Allen Gabriel, M.D. | AG Aesthetics
Cassie Gabriel, M.D. | Columbia Anesthesia Group
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Staff:

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Thalia Williams,
Director of Programs

Linda Aronsohn,
Major Events Coordinator

Kris Codron,
Office Administrator

Jessica Lighthead,
Graphic Design & Social Media

Jenny Jasinski,
Program Coordinator

Hachim Baguignan,
Development Coordinator

"I take the time to talk with people and feel confident that loggers, construction workers, truck drivers and bikers are more aware about breast cancer. Every action I take needs to be a positive one."

—Eric | Vancouver, WA



Thank You!

Nearly **1,570 donors** invested in our life-saving programs and services for people affected by breast cancer last year. We recognize the following major donors, and truly appreciate each and everyone of you.

