



Save the Date!

Tee It Up
To Celebrate Life
Monday, June 25
 Marin Country Club
 Novato

Rally To Celebrate Life
Monday, September 10
 The Marin Tennis Club
 San Rafael

Esurance Tennis Classic
Sat-Sun, September 22-23
 A significant portion of
 proceeds benefit
 To Celebrate Life
 The Club at Harbor Point
 Mill Valley

Stepping Out
To Celebrate Life
Saturday, September 29
 Marin Center Exhibit Hall
 San Rafael

Committee Meetings
 Thursday, **February 23**
Kickoff!
 Thursday, **April 19**
 Wednesday, **June 27**
 Thursday, **July 26**
 Wednesday, **August 29**
Time: 6:30 - 8:30 PM
Place: Hospice By The Bay
 17 Sir Francis Drake Blvd.
 (2nd Floor)
 Larkspur

Join our Facebook
 community!



New year, NEW look, new tagline and mission

To Celebrate Life started 2012 by giving our logo a makeover. We chose a more contemporary font and vibrant color to better express our brand today. Then we created a tagline that sums up the Foundation's vision: **No one should face breast cancer alone.**

But we didn't stop there. We also updated our mission statement to better reflect what we do on a daily basis.

Together the logo, tagline and mission make a powerful statement about who we are and what we do.

Our Brand:



TO CELEBRATE LIFE
 BREAST CANCER FOUNDATION

No one should face breast cancer alone.

Our Mission:

Raise funds and grant financial assistance to nonprofit organizations that provide services and support to people living with breast cancer.

To accomplish this we:

- Seek sponsorships, donations, and hold fundraising events
- Assess needs and evaluate programs that best address the challenges faced by people undergoing breast cancer diagnosis, treatment and recovery
- Provide grants to Bay Area nonprofits that have demonstrated the ability to achieve their program goal, and evaluate results of funded programs

We are guided by our survivor spirit and our passion to touch the hearts of those who need our help.

Volunteers said YES! at annual Kickoff!

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More than 50 volunteers attended the *Just Say Yes* evening held at The Club at Harbor Point in January. The event was a huge success as guests socialized, sipped and noshed, and signed up to help with all of our events. It was gratifying to see so many Stepping Out models from 2011 return in the give-back spirit. With this enthusiastic participation, our 2012 events are already off to a great start.

"The evening was inspirational. New faces and loyal return volunteers made for an enthusiastic kickoff. Let's carry the energy through to all of our events," says Julie Ballard, Stepping Out Chair.

If you weren't able to attend the Volunteer Kickoff and want to be involved with one of our three exciting events, [sign up here](#).

Face of the Foundation - Sue Carlomagno Co-chair, Communications Committee



Sue's creativity is well known to those who have had the privilege of working with her over the years.

Her first career was as an art teacher in the Boston area, then after moving to San Francisco she launched her own graphic design studio. Sue was also the founder and director of the Youth in Arts Italian Street Painting Festival, held annually in San Rafael. Last year Sue was honored with a Milley Award for creative achievement from the Mill Valley Art Commission.

Like so many of our volunteers, her path started on the Stepping Out runway when she modeled in 2002. She had attended the event before she modeled and was impressed with To Celebrate Life because, "it was actually doing something," she says. "While others were dedicated to finding a cure, this organization was making a difference now. This was much more personal to me." Sue volunteered in 2003 when she and Kathy Niggeman were in charge of finding escorts for the fashion show. They recruited celebrities and local media personalities, as well as doctors, to accompany the models in the formal scenes. Sue also served on the Foundation's board for two years, lending her talents to the Communications Committee which she continues to co-chair along with Kim Wimer and Lanny Udell.

For Sue, the best part of volunteering with To Celebrate Life is, "the people I work with. They're a really good team with passion, dedication and creativity. That makes it fun."

Tee It Up Moves to Marin County

Golfers will tee off in a mixed scramble Golf Tournament on June



25, when Tee It Up takes over the beautiful Marin Country Club in Novato.



There will be lots of fun starting with a morning putting competition, a \$20,000 hole in one contest, and an 18-hole round of golf. A bountiful box lunch will provide the nourishment you need to finish the round. And when the golf winds down, the cocktail party revs up with live music and a chance to bid on fabulous silent auction items. Dinner and awards ceremony will be followed by a rousing live auction and entertainment.

Only 144 golfers can play, so sign up soon! Non-golfers, spouses and guests are invited to join us for cocktails and the evening's events.

Early Bird golf registration until May 15, \$250. From May 16 - June 22, \$275.

Cocktails and dinner only, \$75.

[Register now!](#)

Contact Craig Womack, Tee It Up Chair craig@cpwomack.com

To Celebrate Life Board Adds Two New Members

Victoria Granucci, Ph.D., and Judie Belmont were Stepping Out models in 2008 and 2009, respectively. Last year, they shared leadership of the Stepping Out model committee, and now they bring their talents and dedication to the Foundation's Board of Directors.



Because of her personal experience with breast cancer and the deep connection she made with the Foundation through Stepping Out, Victoria has been an involved volunteer ever since. A clinical psychologist specializing in trauma and chemical dependency, she has been in private practice in Kentfield for over 20 years. She is also clinical director of Serenity Knolls, a residential chemical dependency treatment facility in Forest Knolls, where she has been a staff member for 19 years. "I've never been inclined to volunteer, since I am stingy with my time, but To Celebrate Life Breast Cancer Foundation has changed everything," says Victoria.

When Judie accepted the invitation to be a model for Stepping Out, she had no idea the impact this experience would make on her life. Giving back was never a question for Judie. She volunteered the next year to work on the fashion show and, "I discovered a group of



amazing women who shared the common bond of helping others going through their battle with cancer," says Judie. "I was hooked." A Realtor with Alain Pinel in Greenbrae, Judie lives in San Rafael with her husband, Hal. They have two grown daughters.



Our 2011 GRANTEES **How YOUR DONATIONS Are Helping**

Meals of Marin

From their San Rafael kitchens, [Meals of Marin](#) prepares and delivers appetizing, healthy, home-cooked meals to Marin residents with breast cancer and other life threatening illnesses. The meals are delivered free of charge to those who qualify. Currently, they deliver up to two meals a day to 160 clients. During 2011, MOM served over 100,000 meals, prepared by 500 volunteers, bringing the total of meals served to over 1.1 million since they started cooking, more than 18 years ago. "Each meal is served with a large dose of love, caring, comfort and hope," says executive director Carola Dietrick. "Facing a critical illness is scary, but it doesn't have to be as daunting when you know that you will be cared for and are not all alone."



Your donations benefiting the To Celebrate Life Grants program help make this an enduring success story.

Help make a difference in someone's life

[Donate Today!](#)

Tidbits

Web searching at GoodSearch.com benefits To Celebrate Life!

A search engine that gives back...Powered by Yahoo! GoodSearch makes a donation to the Foundation every time you use it to search the web. Find what you're looking for online and benefit To Celebrate Life! Try it goodsearch.com

Reassuring study on breast cancer genetic mutation

The new research, published in the Journal of Clinical Oncology, eases concern about a 2007 study that suggested just the opposite - that women whose mother or sister had a mutation of the BRCA genes were up to five times more likely to develop breast cancer than other women.

[Read More](#)

Two new medicines show promise

Breast cancer experts are tickled pink by two new medicines that could mark the



biggest advances in more than a decade. The drugs significantly delay the time until women with very advanced cases get worse. [Read More](#)



Too Much Sitting Raises Odds for Cancer: Study

The hours Americans spend sitting may be increasing their risk for cancer, just as the time they spend exercising can reduce the risk, according to new research. "For colon and breast cancer we can now say there is convincing evidence that being physically active reduces your risk of developing those two major cancers," said Christine Friedenreich, a senior research epidemiologist at the Alberta Health Services-Cancer Care in Calgary, Canada. [Read More](#)

Make A Lasting Gift

Join our Celebration Circle and help ensure that **no one faces breast cancer alone**...now, and in the future. By including a planned gift to the Foundation as part of your estate plan you'll help ensure the continuation of To Celebrate Life's work for many years to come. Find out about the special benefits for donors [here](#).

In Memory - Susan Pilcher Weissenberg



After a long and courageous battle with breast cancer, Susan passed away on January 19. She lived and celebrated life to the fullest with a sense of humor and joy. Her warm smile and heartfelt laugh were infectious to everyone around her. Susan was an inspiration and will be deeply missed by her 2008 Stepping Out model sisters.

[Susan Pilcher Weissenberg](#)

If you have Foundation updates or meeting information to submit for consideration for the next issue, send to: [in the LOOP](#)

