



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

in the LOOP

News from To Celebrate Life Breast Cancer Foundation

SUMMER 2016

No one should face breast cancer alone.

From The Board President



To Celebrate Life Grants \$300,000 in April, 2016 — pushing us over the \$4.55 million mark since our inception in 1996. Absolutely incredible!

We were thrilled to award \$300,000 to 16 grantees, a \$25,000 increase over last year, and the highest amount ever granted in one year. All this was possible thanks to our wonderful sponsors and their generous

gifts. Grant funds were also generated from the 2015 Stepping Out gala, an exciting month of community events in October, along with our annual appeal and other contributions. We are extremely grateful for all of this support and we thank you from the bottom of our hearts!

Additionally, we have had an anonymous supporter come forward with a \$50,000 gift to be used to match new or increased Stepping Out sponsorships this year. Amazing generosity. We are blessed.

Now we're looking forward to our 21st Annual Gala, Stepping Out to Celebrate Life, on September 24th at the Marin Center Exhibit Hall. As you may know, every year all models in our fashion show are breast cancer survivors — both women and men.

Since our first Stepping Out fashion show in 1996, nearly 700 models have walked down the runway to celebrate life after breast cancer while raising funds to support people struggling with overwhelming health and financial emergencies.

We hope you will join us for another exciting celebration of life.

Warmly,

Jane Pallas, President
Board of Directors

We raise money and give it away...

to Bay Area nonprofits that provide services for underserved people in the Bay Area dealing with breast cancer.

No one should face breast cancer alone.

RESERVE YOUR TICKETS
ONLINE TODAY!

STEPPING INTO THE
FUTURE

21ST ANNUAL STEPPING OUT GALA
MARIN CENTER EXHIBIT HALL
SEPTEMBER 24, 2016

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Foundation Awards \$300,000 to 16 Bay Area Organizations

To Celebrate Life Breast Cancer Foundation awarded \$300,000 to 16 Bay Area nonprofits which help underserved women and men with breast health issues. They provide emergency, direct and patient navigation services, financial assistance, complementary therapies, diagnostics and emotional support programs. These awards bring the total granted since the Foundation's inception in 1996 to over \$4.55 million.

Grant awards were presented on March 28 at an inspiring reception held at Servino Ristorante in Tiburon. Funds were generated from the 2015 Stepping Out gala as well as Foundation sponsors, community events and individual contributions. The Grants Review Committee is made up of community health and medical leaders, breast cancer survivors, Foundation supporters and past and present Foundation directors. Read about our [2016 grant recipients](#).

2016 GRANT RECIPIENTS

Alameda Health System Foundation – Oakland
Bay Area Cancer Connections – Palo Alto
Breast Cancer Emergency Fund – San Francisco
San Mateo/Santa Clara
Ceres Community Project – Sebastopol/San Rafael/Alameda
Charlotte Maxwell Complementary Clinic – Oakland
HERS Breast Cancer Foundation – Fremont/Palo Alto
Pleasanton
Institute for Health & Healing – Greenbrae

Latina Breast Cancer Agency – San Francisco
Marin Center for Independent Living – San Rafael
Marin General Hospital Foundation – Greenbrae
Pilipino Senior Resource Center – San Francisco
San Francisco General Hospital Foundation – San Francisco
Shanti Project – San Francisco
Sunflower Wellness – San Francisco/Marin
Sutter Pacific Medical Foundation – Santa Rosa
Women's Cancer Resource Center – Oakland



2016 Grantees – Top row from left: Kate Weigel, Institute for Health and Healing; Cassandra Falby, Women's Cancer Resource Center; Alison Gause, Marin General Hospital Foundation; Regan Fedric, Sunflower Wellness; Devereaux Smith, Charlotte Maxwell Complementary Clinic; Jin Kim, Alameda Health System Foundation; Cathryn Couch, Ceres Community Project; Colleen Kleier, Bay Area Cancer Connections
Front row from left: Mireya Segura, Latina Breast Cancer Agency; Sandra Nathan, Breast Cancer Emergency Fund; Judith Harkins, Shanti Project; Cindi Cantril, Sutter Pacific Medical Foundation Cancer Support Services; Vera Packard, HERS Breast Cancer Foundation; Kathleen Woodcock, Marin Center For Independent Living; Cecile Gregorio Ascalon, Pilipino Senior Resource Center; Fern Orenstein, San Francisco General Hospital Foundation — **Photo:** Patty Spinks



2016 Grants – Helping Underserved Breast Cancer Patients



“We are always heartened to see how many of our closest community partners are supported by your organization. You have been able to ease the considerable burden of cancer, especially among the underserved, because you know that a cancer diagnosis is a life altering crisis for anyone it touches. For those who also contend with poverty, disadvantage, and even outright discrimination, it can easily be too much to bear.”

Devereaux Smith, Executive Director
Charlotte Maxwell Complementary Clinic — a 2016 Grantee



“Many of us are fortunate to live without worry about housing, food, bills or transportation. For others in our community, these are daily stressors. So often they live feeling overwhelmed by their life circumstances. These challenges are further complicated by a breast cancer diagnosis. The funds received from To Celebrate Life allow our clients to breathe. If only for a moment, they have the opportunity to pause and be present in their lives. Our clients can think about how they might want to address their cancer treatment, manage family concerns and plan for their futures. Much of what we do at Women’s Cancer Resource Center is invest possibility. These funds are an investment in hope and possibility for women with cancer.”

Cassandra Falby, Program Director
Women’s Cancer Resource Center — a 2016 Grantee

21st Annual Stepping Out Gala – September 24th



To Celebrate Life Breast Cancer Foundation has an eye on the future! Join us at our 21st Annual Stepping Out Gala — **STEPPING INTO THE FUTURE** on September 24th at Marin Center Exhibit Hall in San Rafael.

The evening begins with cocktails and bidding on fine dining, wine, jewelry and get-aways at the Silent Auction. Guests will enjoy a 3-course gourmet dinner by Elaine Bell Catering and an exciting Live Auction and Fund A Need. The highlight of the evening is an uplifting fashion show featuring 34 local breast cancer survivor models. The evening continues with dancing to the music of Entourage, underwritten by the Blanche Thebom Trust Fund.

Gala proceeds benefit the Foundation’s Breast Cancer Grants Program supporting underserved people living with breast cancer in the Bay Area.

Don’t miss Marin’s premier gala event!

Tickets - \$250 per person — Purchase your tickets today using our convenient **Online Registration** or **Contact us** at 415-455-5882 for information or questions.

Face of the Foundation – Judy Hallman



Many years ago, Judy said she wanted to do volunteer work when she retired. But when she was diagnosed with breast cancer in 2006, she decided she didn't want to wait that long to give back.

Judy knew Kristen Bennett from her job at Williams-Sonoma headquarters, and in February 2007, Kristen invited her to a Stepping Out planning meeting. "I'm a great observer," says Judy. "I went to learn, watch and listen." And, as it turned out, volunteer.

She had never attended a Stepping Out gala, although a friend of hers had modeled, so she knew about the event but didn't get involved at that time. Judy's first volunteer role was on the Escorts committee. Kristen was the committee lead and Judy learned the ropes from her, eventually taking over.

In 2009, Judy retired from Williams-Sonoma but went back as a consultant in 2011, the year she was invited to join the To Celebrate Life Board of Directors. She served as Treasurer for five years and has expanded her role to Secretary/Treasurer. She also serves as Board Liaison to the Volunteer Committee which she helped organize last year. Judy's background in the corporate world has helped tremendously from a managerial/organizational standpoint. "These are valuable skills, as the Foundation is growing," she says.

"I had the privilege of serving with Judy as Secretary/Treasurer and as a part of the Executive Committee," says former Board President Jeanne Capurro. "She brings intelligence, charm and wit to her role, along with a passion for the mission of To Celebrate Life. Best of all, she is my friend!"



To Celebrate Life Volunteer Committee — From left: Ilene Pearce, Lori Ling, Laurie O'Mara (Co-Lead), Judy Hallman (Board Liaison), Lisa Lucero (Co-Lead), Claudia Gardner, Dianne Sheridan and Kris Geller — Photo: Patty Spinks

To Judy, being on the board is very satisfying. "I'm particularly proud that after 20 years we've taken some time to reinvent ourselves. We had to evaluate what we're about — fundraising. We raise money to give it away," she explains.

What does she like most about volunteering?

"The people," says Judy. "We're dedicated to helping people who are involved in an illness and we'll continue until there's a cure. The passion I see is incredible. And, having our founders around to enjoy the growth of what they started 21 years ago is very gratifying."

Asked about an incident that really touched her, Judy mentioned last year's Stepping Out when our model JoAnn Simpson so bravely walked the runway — oxygen tank in tow. "She brought us together in a way that doesn't happen often. She captured everyone in the audience. At that point you say, this is why I do this."

What is Judy's vision for the Foundation's future?

"I'd like to be part of broadening our message — how do we create a presence outside of Marin? While we focus on nine counties we don't have the awareness. We need to raise more money and create more awareness of what we do," she says. "We're looking at information from the last strategic plan and how to use it in a way that allows us to grow."

Judy enjoys being part of that transition. "It's very energizing to me."

"I'm particularly proud that after 20 years we've taken some time to reinvent ourselves. We had to evaluate what we're about — fundraising. We raise money to give it away."

How Your DOLLARS HELP

PILIPINO SENIOR RESOURCE CENTER — Filipina Breast Cancer Support Services Program — a 2016 Grantee



Cecile Gregorio Ascalon
Executive Director

This year, the Pilipino Senior Resource Center is celebrating its 10th anniversary. The only resource of its kind serving Filipino seniors in San Francisco, it offers an array of social services to more than 800 clients annually, a number that continues to grow.

In 2008, PSRC was granted funds by AVON/San Francisco General Hospital Foundation to provide comprehensive support services to breast cancer patients and survivors, in a “Buong Pusong” (whole heart) approach. Last year the program served 10 to 15 clients, and they are taking on more new cases every month.

Clients range in age from 40 to 80, the most recent was 47 years old when she was diagnosed with Stage 4 breast cancer. Most of these women live alone in San Francisco and some need help with the language. Care navigators who speak Tagalog help set up medical appointments, visit clients and bring them food. Because many women don’t want to worry their family, they don’t talk about their illness. PSRC’s care navigators speak to family members and help put their minds at ease.

Executive Director Cecile Gregorio Ascalon came on board in November 2015. Her own grandmother and younger sister in The Philippines died from breast cancer, so she feels a personal connection to the women in her program.



PSRC’s Buong Pusong Peer Navigation Program connects newly-diagnosed Filipina breast cancer patients with breast cancer survivors for support and guidance

How does the To Celebrate Life grant help?

Like most nonprofits, fundraising is always a challenge for PSRC. “A lot of people have been helped because of the To Celebrate Life grant. I am very thankful because the grant helps us with care navigators, taxi vouchers, escort/companions and emergency food for the client,” says Cecile.

Looking ahead

When asked about her goals for PSRC Cecile responded, “to help Filipinos lead a normal, healthy life, and to be able to make a difference in the lives of women with breast cancer.” Education and providing information about prevention are high on her list. “Breast cancer survivors should have dignity, not be depressed,” she states.

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Cecile Gregorio Ascalon, Executive Director
Pilipino Senior Resource Center

Help To Celebrate Life
continue to
MAKE A DIFFERENCE
in someone’s life.

DONATE TODAY!

Friend of the Foundation Celebrates Her 30th Birthday With a Fundraiser – **Guests Donate Over \$800**

When Katie Pappas turned 30 in May, she threw herself a birthday party. But this was no ordinary party. She didn't want any gifts. Instead, she wanted to honor her mother who had lost her battle with breast cancer.



Katie's mom, Patricia (Trish) Pappas, was a close friend of Susan Schultz who modeled in Stepping Out in 2015. Trish was first diagnosed in 2012 then had a recurrence in 2014.

Katie wanted a big party for her 30th birthday. "Just come have fun with me," she told friends and family. "When you lose a parent you don't want presents," she says. So she asked herself, What can I do to have a great birthday and celebrate Mom?

That's when the idea struck — she would ask her guests to make a donation to her favorite nonprofit — To Celebrate Life Breast Cancer Foundation. She knew about the Foundation through her friend, board member Kristen Bennett.

"When Katie first approached me with her idea, I was touched and honored," says Kristen. "I know how much Katie misses her mother and helping others who are facing breast cancer is one way she is healing her heart."

The party was held at the Homestead Community Center in Mill Valley. More than 90 people attended, some from as far away as Monterey. It was a festive event, with a photo booth, speeches from family and friends and delicious food. And best of all, Katie's guests donated \$820 in memory of Trish Pappas.

Happy 30th Katie, and our heartfelt thanks for your generous donation!



TIDBITS

2016 Stepping Out Models Introduced at **Model Tea**



The 2016 Stepping Out models came together for the first time for an afternoon high tea and "getting to know you." The event was held on May 1, in the beautiful garden of Lisa and Greg Lucero. Models, gala volunteers and Foundation board members enjoyed getting acquainted, and the models got a sneak preview of their upcoming experience from the Stepping Out fashion show co-producers Lisa Lucero and Yvonne Robinson.

Special thank you to Model Tea Co-Chairs Lisa Bernardi and Julianna Blackwell and Lovejoy's Tea Room in San Francisco for donating the delicious tea sandwiches and goodies.



Read Our 2015 Annual Report



Celebrating 20 Years — Supporting Bay Area Breast Cancer Nonprofits

We celebrate reaching a milestone – 20 years supporting Bay Area breast cancer nonprofits that help women and men coping with overwhelming health and financial emergencies.

Read about some of our grantees who are making a difference in the community and meet two people who benefited directly from our grants. We look back and gratefully celebrate our founders, longtime volunteers, sponsors and supporters whose generosity and dedication made this possible.

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Community Outreach Partner – Italian Street Painting Marin



Manning a ticket booth at Italian Street Painting Marin
From left: Veronica DeMartini, Kristen Bennett, Linda Dowsett

A team of energetic To Celebrate Life volunteers had fun working at Italian Street Painting Marin on June 25th and 26th. A square dedicated to the Foundation, entitled *Forget Me Nots*, was created by Ann Hefferman, a street painting artist from Santa Barbara.



"Having worked with Italian Street Painting Marin for the last three years, I am delighted to be able to offer this same experience to our volunteers", said past Board President, Jeanne Capurro. "It was a privilege to share our most cherished asset, our volunteers, to work at the street painting event."

Golf Fore Giving – To Celebrate Life Friends Support Fundraiser

On Monday, August 8, eight friends of To Celebrate Life, including six board members, joined in "Golf Fore Giving" at Peacock Gap Golf Club. After 18 holes of scramble format golf, the worn out but happy golfers retired to the clubhouse for refreshments, silent and live auctions, raffle and Fund A Need.

Sponsored by Harbor Point Charitable Foundation, the event was a fundraiser for the St. Vincent de Paul Free Dining Room in San Rafael, which each year serves more than 250,000 meals to children, senior citizens, people with disabilities and the homeless.



Top row from left: Chris Lehnertz, David Martin Bottom row from left: Linda Dowsett, Jeanne Capurro, Shari Dagg, Jane Pallas, Tracy Hogan, Kristen Bennett

INSIGHTS – From our Medical Community*

UCSF Athena Breast Health Network — Wisdom Study

There is a lot of confusion about when and how often a woman should get a mammogram, and many women are caught in the middle of the conflicting recommendations. To address this confusion, investigators at the University of California's Athena Breast Health Network are conducting a 100,000-woman trial called the Wisdom Study.

Wisdom hopes to provide clarification on which method is safer and more effective for women: annual mammograms or a mammogram schedule based on personal risk. It is designed to test an approach optimizing breast cancer detection for higher-risk women while reducing the unintended consequences of current screening practices for lower-risk women.

The 5-year study will test a new model for breast cancer screening based on individual risk, biology and patient preference. Women between the ages of 40 and 74 with no history of breast cancer or ductal carcinoma in situ (DCIS) are eligible to participate. The Wisdom Study will open by the fall of 2016.

To learn more, visit www.wisdomstudy.org or email wisdom@ucsf.edu.

*This content reflects information from various members of the medical community and should not be used as medical advice, diagnosis or treatment. As always, you should consult with your healthcare provider about your specific health needs, questions or concerns.

Make a Difference With a LASTING GIFT

Join our **Celebration Circle**. 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 years to come. You can also create a Legacy Fund honoring or in memory of a loved one. **Contact us** for further information.

You can help fulfill our vision that **no one should face breast cancer alone**.

Your donations enable our grantees to continue their work supporting underserved patients coping with overwhelming health and financial emergencies after a breast cancer diagnosis.



Help ensure that future breast cancer patients receive the help they need.

 [Join Our Facebook Community](#)

If you have Foundation updates or meeting information to submit for consideration for the next issue, send to: **in the LOOP**

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