

Moving Forward

Supporting Bay Area Breast Cancer Nonprofits

To Celebrate Life Breast Cancer Foundation
Annual Report 2016



21st Annual Stepping Out Gala
STEPPING INTO THE FUTURE
September 24, 2016



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

A Message from our Board President



As To Celebrate Life begins its next 20 years and beyond, we reflect back on what got us to this place — a successful nonprofit raising funds to help breast cancer survivors who might not otherwise be able to help themselves financially.

And as we move forward, we turn our eyes to the future of our organization and the question becomes, how can we impact more women and men who are facing the challenges of a breast cancer diagnosis? The answer is, what got us here won't get us there. We see the need to help so many more and our sights are now set on them. Under the direction of our Board of Directors, we are exploring new possibilities of outreach and fund development that will help us achieve this goal.

We also must remember and acknowledge that this is not possible without the continued support of our loyal and generous supporters, doctor escorts and the commitment and love of our numerous volunteers who work many hours to make our vision possible.

Through my own experience with breast cancer and learning of the experiences of other breast cancer survivors less fortunate, I am honored to be a part of this wonderful organization and to serve as Board President of To Celebrate Life. The impact we have made on Bay Area breast cancer survivors is heartfelt and priceless.

As we continue to move forward, please remember...

No one should face breast cancer alone.

And with your help, no one will.

With sincere gratitude,

Kristen Bennett
Board President

2016 Board of Directors

Judie Belmont	Linda Dowsett	David Martin
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How your dollars help ... Grantees making a difference

Women's Cancer Resource Center

Faith Fancher Breast Cancer Emergency Fund — A 2016 Grantee

What if you've been diagnosed with breast cancer and you can't work or pay your rent? How do you get to your chemo treatments if your tires are bald?



Dolores Moorehead
Multicultural Client
Services Manager

These are typical worries facing the clients served by the Women's Cancer Resource Center.

Founded in 1986 by a small group of women with cancer, WCRC funds direct

services to underserved cancer patients in Alameda and Contra Costa counties. These include an information referral helpline, patient navigators who accompany people to medical appointments, emergency financial assistance, support groups, wellness programs, community and language-specific assistance, free psychological counseling and in-home support.

"People think everyone wants a handout, but that's so not true," says Dolores Moorehead, Multicultural Client Services Manager. Dolores has been with WCRC almost 15 years. As a patient navigator, she guides

clients through the medical system, which can be daunting, especially for those who aren't fluent in English.

She also matches volunteers with patients and helps them formulate the questions to ask during the appointment. The volunteer takes notes and then reviews them with the client to make sure she understood. Oftentimes, she'll say yes when she really didn't.

The WCRC staff includes two people who speak Spanish which is so important here in the Bay Area. Says Dolores: "Many of our Spanish-speaking clients have limited English and need help with insurance and paperwork."

"To see women who have been diagnosed with breast cancer move through their fears and become empowered confirms my reason for doing such heartfelt work."

The best part of this work for Dolores? “Being able to provide support to these wonderful and courageous women. To see women who have been diagnosed with breast cancer move through their fears and become empowered confirms my reason for doing such heartfelt work.”

Faith Fancher Breast Cancer Emergency Fund

In 2003, Channel 2 Anchorwoman Faith Fancher was diagnosed with breast cancer and her journey was documented on television. After she passed away, the Faith Fancher Fund was established at WCRC with a donation from Channel 2 to provide emergency financial assistance to underserved people with breast cancer. Last year, thanks to a grant from To Celebrate Life, 143 women received help through the Fund.



Penni Hudis
Interim Executive
Director

“Even without a serious illness like cancer, for so many low-income individuals it is hard to keep up with the high cost of living in the Bay Area. WCRC’s grant from To Celebrate Life is a lifeline. It provides essential emergency funding to cover expenses like food, rent, transportation and insurance co-pays that become an even greater burden during cancer treatment,” says Penni Hudis, Interim Executive Director.

“If we didn’t have the To Celebrate Life grant we wouldn’t be able to sustain our emergency funding,” says Dolores. “When we get the letter, I can take a deep breath knowing we can help people on the waiting list. Without the grant, that wouldn’t be possible.”

To Celebrate Life is happy to support the good work of Women’s Cancer Resources Center.

“Even without a serious illness like cancer, for so many low-income individuals it is hard to keep up with the high cost of living in the Bay Area. Women’s Cancer Resource Center’s grant from To Celebrate Life is a lifeline.”

Meet Jane

A Women’s Cancer Resource Center Client

Jane’s life was turned upside down in June 2016 when she was diagnosed with breast cancer. A routine mammogram detected a lump, and a biopsy confirmed it. At the time, Jane was working as a nanny, but a mastectomy followed by reconstruction and several more surgeries meant she couldn’t continue with her child care duties.

Still, there was rent to pay and utility bills to be met. Jane, who lives alone, worried that her landlord would want her to move. Her patient advocate at the Carol Ann Read Breast Health Center suggested she contact the Women’s Cancer Resource Center.

“They were very helpful,” says Jane. “They told me about different support groups in the area and helped me apply for financial aid.”

To help defray her living expenses, Jane received \$600 through WCRC’s Faith Fancher Breast Cancer Emergency Fund, supported by a To Celebrate Life grant. WCRC also connected Jane with Season of Sharing which provided funding so she could stay current with her rent and utilities.

With no income and no family to turn to, Jane doesn’t know how she would have managed without the funding she received. “It’s a blessing, that’s for sure,” she says with gratitude.

What would Jane tell a friend about WCRC? “I’d say they’re very nice and they have all the answers. They’re a resource center — they can tell you who to hook up with to get help.”



Jane
Women’s Cancer
Resource Center client



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

To Celebrate Life awards \$300,000 in 2016 to 16 Bay Area grantees

In March 2016, To Celebrate Life Breast Cancer Foundation granted \$300,000 to 16 Bay Area nonprofit organizations. These funds assisted underserved women and men with breast health issues by providing emergency and direct services, financial support, complementary holistic therapies and diagnostic services. Navigational services provided patient advocacy for benefits and treatment, and emotional support programs during and after treatment.

Alameda Health System Foundation

Transportation Fund for Breast Cancer Patients
Oakland

Bay Area Cancer Connections

The Gabriella Patser Program
Palo Alto

Breast Cancer Emergency Fund

Emergency Financial Assistance
San Francisco, San Mateo, Santa Clara

Ceres Community Project

Healing Meals for Breast Cancer Patients
Sebastopol, San Rafael, Alameda

Charlotte Maxwell Complementary Clinic

Addressing Unmet Needs of Low Income Women with Breast Cancer
Oakland

HERS Breast Cancer Foundation

Lymphedema Project
Fremont, Palo Alto, Pleasanton

Institute For Health & Healing

Holistic Support for Breast Cancer Patients
Greenbrae

Latina Breast Cancer Agency

Mujeres Cuidando Mujeres/ Women Caring for Women Patient Navigation
San Francisco

Marin Center for Independent Living

Mary Mathews Breast Cancer Advocacy Project
San Rafael

Marin General Hospital Foundation

Strength ABC Program and Diagnostic Fund for Un/Under-insured Patients
Greenbrae

Pilipino Senior Resource Center

Kapwa Kalinga "Care for Each Other" Navigation and Emergency Services
San Francisco

San Francisco General Hospital Foundation

Lymphedema Education and Referral Program (LERP)
San Francisco

Shanti Project

Margot Murphy Breast Cancer Program
San Francisco

Sunflower Wellness

Beyond Breast Cancer
Marin, San Francisco

Sutter Pacific Medical Foundation

Cancer Support Services
Santa Rosa

Women's Cancer Resource Center

Emergency Financial Assistance Faith Fancher Breast Cancer Emergency Fund
Oakland

Latina Breast Cancer Agency

Mujeres Cuidando Mujeres (Women Caring for Women) — A 2016 Grantee

Sometimes you find your career path in a most unexpected way. This was the case with Olivia Fé, Founder and Executive Director of Latina Breast Cancer Agency (LBCA). In 1999, Olivia was diagnosed with breast cancer. "It threw me for a loop," she says.



Olivia Fé
Founder and
Executive Director

The following year, Olivia met Margaret Cruz who had a foundation dedicated to providing information about cancer to Spanish speaking women. Olivia joined forces with Margaret, helping with communications and writing grants.

While going through her own treatment, Olivia started thinking about the women in Margaret's program. "Many had no insurance. What were their thoughts, I wondered. Where do they go when they've been told they have cancer?" Olivia was inspired to start the Door to Door Breast Self-Exam program to bring critical information about prevention and early detection to this underserved community in San Francisco County.

In 2001, after Margaret decided to retire, one of her funders encouraged Olivia to start a nonprofit. That's when Latina Breast Cancer Agency was born.

Education and Navigation

The program, Mujeres Cuidando Mujeres (Women Caring for Women), helps low-income Latinas by providing breast health education and patient navigation in Spanish. Clients who meet the

Your gifts and our stewardship enable our grantees to continue their work supporting underserved Bay Area women and men struggling with breast cancer.

requirements are enrolled in California's Every Woman Counts program and are eligible for free mammograms and clinical breast exams.

The key to LBCA's success has been community partnerships, says Olivia. St. Luke's Hospital in San Francisco was an anchor partner during Door to Door and continues to provide free screening services to this underserved community. LBCA also partners with CPMC, Clinic by the Bay, San Francisco General, Breast Cancer Connections' Gabriella Patser program, and many others.

Latina Breast Cancer Agency serves 500-600 people yearly. "There's a lot of trust between our clients and LBCA," says Olivia. "While there are only three staff people at the agency, it's like a well-oiled machine; we know how to get the information we need."

The best people ever!

The To Celebrate Life grant helps support the salary of the patient navigator. "I love the organization," says Olivia. "They are the best people ever! We truly appreciate the support. We're all like-minded, focused on helping underserved communities access services with dignity. It's been a good partnership."

To Celebrate Life is honored to help the Latina Breast Cancer Agency achieve its mission.

“We’re all like-minded, focused on helping underserved communities access services with dignity. It’s been a good partnership.”

Catherine's Story **A Latina Breast Cancer Agency Client**

She is neither Latina nor uninsured. And she does not have breast cancer. But without diagnostic testing, she wouldn't have known for sure.

After a routine screening mammogram, it was determined that Catherine needed a diagnostic mammogram and ultrasound because her dense breast tissue made it hard to see if there was a malignancy.

Even though she had insurance, her policy didn't cover these procedures, and it would have cost her \$800 out of pocket. The timing couldn't have been worse. Catherine's project-based business was in decline and she couldn't afford this unexpected expense. "I was upset and hesitant to go through with the testing," she says. To make matters worse, she found out about Every Woman Counts, California's program that provides free diagnostic services to underserved women over 40, too late.

Catherine was then referred to Olivia Fé at the Latina Breast Cancer Agency who helped her enroll in the program so any follow up testing would be



Latinina Breast Cancer Agency Health Fair

“There was no cost to me, thanks to these programs. I’m so grateful for your help on behalf of people like me, and those worse off.”

covered. "Olivia was wonderful, really supportive," says Catherine. "It made a huge difference for me not to have to think about paying the \$800. I was so grateful for her help."

Six months later, Catherine was scheduled for a stereotactic breast biopsy at St. Luke's in San Francisco. "There was no cost to me, thanks to these programs," she says with gratitude. "And the result was benign."

To continue the monitoring of her dense breast tissue, another diagnostic mammogram was performed at the end of the year. Because the results looked benign, her medical team decided to forgo the ultrasound. This bill of over \$300 was also covered by Every Woman Counts/Latina Breast Cancer Agency.

Coming up with the money to cover the testing would have been a real hardship for Catherine, "but I would have been nervous not to be attending to my health," she says. "I'm so grateful for your help on behalf of people like me, and those worse off."



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

We raise money and give it away...

2016 Fundraising Overview

To Celebrate Life Breast Cancer Foundation raises money then grants funds to carefully screened nonprofit organizations that provide services to Bay Area women and men faced with challenges and emergencies after a breast cancer diagnosis.

The Foundation's main income source is from our annual Stepping Out gala along with contributions from our dedicated sponsors, partners and supporters.

Community Events

Proceeds from community events benefiting the Foundation made a significant contribution in 2016. Heartfelt thanks to the following businesses and organizations that held fundraising events which will support our 2017 Grants Program:

- Amazon Smile Foundation
- CrossFit North Marin
- Harbor Point Charitable Foundation
- Jonathan Marks Realty
- Marin Tennis League
- Meadow Club Women's Golf Association
- Mill Valley Fire Fighters Association
- Mollie Stone Escarp
- North Bay FC Wave
- See.Margie.Run (Margie Torres Half Marathons)

Fund A Need

Fund A Need (FAN), a favorite annual fundraising feature at Stepping Out, raises money for emergency financial assistance and direct services. All \$100 FAN contributions at the 2016 Stepping Out gala were matched by Harbor Point Charitable Foundation and an anonymous friend of the Foundation.

The 2016 FAN revenue included Sponsor A Model donations. This program enables friends and family to support a Stepping Out breast cancer survivor model's inspirational walk down the runway.

Deciding Which Organizations Warrant Help

Based on needs assessments developed by breast cancer advocacy groups, the Foundation evaluates the most urgent needs within the nine Bay Area counties. Applicants are required to provide financials and specific program impact of grant money.

Stewardship of Your Contributions

Our Grants Committee, consisting of community leaders, members of the medical community, Board members and breast cancer survivors, reviews all applications to ensure your contributions are used responsibly. Grants are only awarded to programs that provide direct and emergency support services, with emphasis on underserved populations.

Continuous reporting and mid-year site visits by the Foundation's Board of Directors ensure grant funds are being used appropriately. With our careful selection process and meticulous follow up, you can be certain that your contributions are going where you intended — to help people with critical needs, throughout the communities we serve.



Guests raised their paddles for Fund A Need which provides emergency and direct services through the Foundation's Grants Program. — 2016 Stepping Out Gala

2016 By the numbers

\$300,000 Granted to 16 Bay Area organizations

10,417 Services provided to underserved Bay Area patients struggling with breast cancer

7,158 Direct services including home meal deliveries, food and transportation vouchers, group support programs and lymphedema garments

1,823 Emergency funds to cover rent, utilities, co-pays, prescriptions and dental

1,019 Navigational services for advocacy, treatment, translation, counseling and group support programs

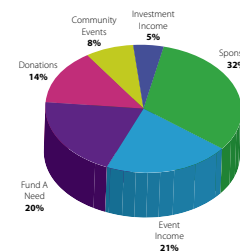
73 Diagnostic services including clinical breast exams, mammograms and ultrasounds

344 Complementary therapy sessions given to help patients tolerate the side effects from chemotherapy and radiation

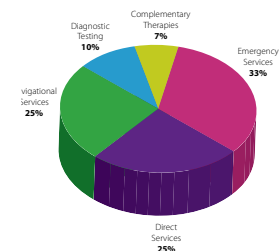
28 New breast cancer diagnoses identified through To Celebrate Life grants

192 To Celebrate Life Volunteers donated thousands of hours to make a difference in the lives of Bay Area people living with breast cancer

2016 Income Sources



2016 Services Funded



Celebrating our 2016 partners and supporters

\$50,000 +

Friend of To Celebrate Life
Harbor Point Charitable
Foundation

\$20,000 +

Jeanne Capurro
Marin Cancer Care
Kathryn Niggeman

\$15,000 +

Kaiser Permanente
Marin General Hospital
Wells Fargo Foundation

\$10,000 +

Meadow Club Women's
Golf Association
Frank and Lois Noonan
Price Family Dealerships
Janice and Eduard Still
Wareham Development Corp.

\$5,000 +

Linda and Drew Dowsett
Fenwick Foundation
Dr. Roger and Mary
Greenberg
The Gruber Family
Foundation
Robert Kaliski and
Linda Nelson
Louderback Law Group
Angela Luchini
The EACH Foundation
Sutter Pacific Medical
Foundation
UCSF – Helen Diller Family
Comprehensive Cancer
Center

\$2,500 +

Julie and Thomas Ballard
Blue Shield of California
Amy and Travis Brackett
George and Suzanne Bull
Marin Community Foundation

Thomas and Joanne Peterson
Family Fund
Betsy and Martin Rosen
The David R. Stern Fund
of the Common Counsel
Foundation in memory of
Justine A. Weintraub

\$1,000 +

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Bank of Marin
Judie and Hal Belmont
Bradley Real Estate
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Jane and Allen Cooper
Carleen Cullen
Kathryn Descalso
Phil and Cheri Diebel
Sally Ann Flood
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Brian Lewis
Bill and Gail Hutchinson
Ray Kaliski and Carla Daro
Leah Kelley
Vicki Hofmeister and
John Kryzanowski
Craig and Patti Littman
Charles Louderback and
Miranda Wagner
Mendy Calegari,
Marin Roto-Rooter
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Purple Lady
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Association
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James Pidgeon
Angela and Mylo Peterson
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Linda Drake
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Julia Wooding and Curt Wise

\$500 +

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Cynthia Baron
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Boo Boero
Anne and Gerry Butler
Marian and John Caldwell
Andrew and Miriam Canepa
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Natalya Lvoff
Marin Tennis League
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\$250 +

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We raise money and give it away to Bay Area nonprofits

Our Vision — No one should face breast cancer alone

Our Mission — Support people facing breast cancer by funding direct and emergency services

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



Grants Reception — March 28, 2016

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