



To Celebrate Life Breast Cancer Foundation
Annual Report 2011

your dollars + our stewardship = proven results



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

No one should face breast cancer alone.

A Message from our Board President

With so many non profits asking for your help you may be wondering, why support To Celebrate Life? The theme of this annual report says it best: **your dollars + our stewardship = proven results.**

As we look towards our 17th year, having returned to an all-volunteer status, we can ensure that your generosity and support of To Celebrate Life Breast Cancer Foundation is the right decision. **Your dollars**, along with funds raised from our 2011 events, enable carefully screened nonprofit organizations to provide direct services to women and men living with breast cancer.

Each year we receive grant requests for hundreds of thousands of dollars. As you'll see in the **+ our stewardship** section of this report, the Foundation's Grants Committee thoroughly evaluates each applicant. And, grantees are closely monitored, including annual site visits, so you can be certain that your contributions are helping people with real needs (see stories on pages 2-3). A description of our 2011 grantees is featured on pages 4-5, **= proven results.**

Of course, this is only possible with the support of our loyal sponsors and donors, our dedicated volunteers and the tremendous talent pool that provides thousands of hours of valuable in-kind service.

Thank you, all of you, for partnering with us to make a difference in the lives of those living with breast cancer. No one should face breast cancer alone. With your help, no one will.

With gratitude,
Jane G. Pallas *Board President*

2011 Board of Directors

Chris Brettingen	Jane Pallas
Jeanne Capurro	Yvonne Robinson
Cheryl Ewing, MD	Judith Snead
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your dollars

Your generosity has helped hundreds of individuals struggling with breast cancer. Meet Silvia, Elizabeth and Carol.

Silvia

As a young uninsured woman, Silvia qualified to receive a free mammogram and biopsy through Breast Cancer Connections' Early Detection Program (a To Celebrate Life grantee). When her test results came back positive for breast cancer, BCC staff helped Silvia enroll in a treatment program. "They helped me emotionally and explained what my diagnosis meant. I felt much more knowledgeable when speaking to my doctor," Silvia says.

A single mother with two young boys, ages 6 and 9, Silvia was concerned about explaining her diagnosis to her children. When her hair started to fall out her son was very surprised and told her to cover her head at all times. So she checked out a special book at BCC. "The book helped me explain to him that this was part of my treatment but that my hair was going to grow back." Now both kids are much more accepting and she feels comfortable dropping them off or picking them up from school.

Silvia is the first in her family to be diagnosed with breast cancer and is helping to educate her family. "I've shared a lot of information with my sisters who are back in Mexico. I tell them that they need to check their breasts and to never ignore any lumps." Silvia, a Santa Clara County resident, is grateful to the Gabriella Patser Program. "After leaving BCC, I felt a lot more secure knowing that I wasn't alone."





Elizabeth

In February, 2011, Elizabeth and her mom decided on a mother/daughter outing: they would go for a mammogram. Elizabeth, a clinical psychologist, was 41 and this would be her first test. Much to their surprise, she was the one who got the dreaded phone call. After a biopsy she was told that the cancer was excessive but not invasive, and that a lumpectomy would not be sufficient. Although she was scheduled for a single mastectomy she opted for a double, because “I didn’t want to go through this again,” she explains.

After surgery, Elizabeth was referred to the Institute for Health and Healing, a To Celebrate Life grantee, for lymph node drainage therapy. “I had all these drains in me and was feeling very vulnerable, but the session was very relaxing with nice lighting and

music,” she says. Elizabeth believes that the therapy made a significant difference in her recovery. Her lymphatic issues have resolved and she has returned to work. “Thank you for your organization, it really did wonders.”

“Without these precious resources, I would surely have gotten to the point of sheer desperation.”

Carol

Since beginning treatment for triple negative breast cancer in April, 2011, Carol has received help from a number of “guardian angels.” Without these precious resources, she says, “I would surely have gotten to the point of sheer desperation.” Diane Brandon of the Marin Breast Cancer Resource and Recovery Center, a Foundation grantee, referred her to a Guided Imagery practitioner. Carol finds these sessions the most healing. “In them, I visualize my future, free from cancer,” she says. The To Celebrate Life grant also allowed her to benefit from massage therapy, and seminars that taught “how we can work to heal the cells in our bodies, making me believe that I could spiritually help cure my cancer.”

A fine artist and graphic designer, Carol credits the chemotherapy for stimulating her creativity. She has

continued taking computer courses throughout her treatment, and created a book about the people in her memoir writing class. Her current project is an animation about cancer, chemotherapy and radiation.

Carol looks forward to the next adventure in helping her through treatment – Jin Shin Jyutsu.



Silvia, Elizabeth, Carol and hundreds more, thank everyone who generously donated their time, talent, and financial assistance. Your dedication and support of To Celebrate Life truly made a difference in their lives, more than you will ever know.

+ our stewardship

Making sure your donation makes a big difference.

To Celebrate Life Breast Cancer Foundation raises money then grants funds to carefully screened nonprofit organizations that provide services to women and men living with the many challenges of breast cancer.

How does the Foundation know which organizations warrant help?

Based on needs assessments developed by various government and breast cancer advocacy groups, we evaluate the most urgent needs within the nine Bay Area counties that we serve.

How do you know your donations are being used responsibly?

Applicants are required to provide financials, documentation of nonprofit status, specific impact of grant money, etc., for our use in determining whether they qualify for a grant.

Our Grants Committee, consisting of community leaders, breast cancer survivors, a breast surgeon and radiation oncologist as well as board members, reviews all applications. Grants are only awarded to programs that provide support services directly to people in need. The funds are restricted to the areas that have been identified in the needs assessment.

Continuous monitoring and reporting ensure that the funds are being used appropriately. With our careful selection process and meticulous follow up, you can be certain that your contributions are helping people with real needs, throughout the communities we serve.

Our 2011 grantees and the counties they served

In April 2011, To Celebrate Life Breast Cancer Foundation granted \$190,000 to 17 Bay Area non-profit organizations. These funds assisted women and men with breast health issues by providing financial support for the underserved, early detection screening and diagnostics, and emotional support programs.

Alta Bates Summit Foundation

Access to Breast Health Services for the Uninsured
Alameda

Breast Cancer Connections

Gabriella Patser Program
To Celebrate Life Breast Cancer Foundation – Harbor Point Fund
Marin

Breast Cancer Emergency Fund

Emergency Financial Assistance
San Francisco & San Mateo

The Ceres Community Project

Healing Meals for Healthy Communities – Breast Cancer Support
Sonoma

Charlotte Maxwell Complementary Clinic

Funding for Unmet Needs of Low Income Women with Advanced Breast Cancer
Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano

Circulo De Vida Cancer Support and Resource Center

Women's Support Program
San Francisco, referrals from East Bay & San Mateo

Hospice By The Bay

Breast Cancer Care Fund
Marin

Institute For Health & Healing

Holistic Support for Breast Cancer Patients
Marin

Latina Breast Cancer Agency

Mujeres Cuidando Mujeres/Women Caring For Women
San Francisco & San Mateo

Lyon-Martin Health Services

Breast Health Program
San Francisco

Marin General Hospital/ Marin Cancer Institute

Breast Health Program
Marin, Napa & Sonoma

Marin Center for Independent Living

Breast Cancer Benefits and Advocacy Project
Marin

Meals Of Marin

Food Project for Patients Battling Breast Cancer
Marin

Santa Rosa Community Health Centers

Early Detection of Breast Cancer in Uninsured Women
To Celebrate Life Breast Cancer Foundation – Harbor Point Fund
Sonoma

Shanti

LifeLines Breast Cancer Program
San Francisco

Sutter Pacific Women's Health Center

Integrative Health and Healing Services
Sonoma

Women's Cancer Resource Center

East Bay Breast Cancer Emergency Fund
Alameda & Contra Costa

= proven results

Your dollars + our stewardship are an important part of the success equation. Here, we highlight two of our 2011 grantees who have demonstrated that the work they do is so important to our community.

Ceres Community Project

Nutrition is vitally important to everyone, but especially those with cancer. Ceres provides a moment of normalcy to families battling cancer by providing nutritious and artfully prepared meals, and delivering them to individuals and families in Sonoma and Marin counties. These nourishing meals can be lifesavers, especially to those in the midst of treatment when the thought of preparing food for themselves and their families is overwhelming.

Ceres not only provides meals delivered by their loving volunteer Delivery Angels, but they also share knowledge about healthy eating, and give clients the tools to stay well nourished during and after treatment. For those who live alone, the companionship of these angels is most welcome.



Teen Chefs prepare the meals

What really sets Ceres apart is their team of teen volunteer chefs who prepare the meals. The Ceres Teen Leadership program educates nearly 200 young people, who donate thousands of hours of their time each year. Through the program, teens' skill levels grow and their responsibilities increase. They not only learn to prepare meals for those dealing with illness, they learn the importance of giving, and this will guide them as adults to continue philanthropic goals.

We salute Ceres and their teen volunteers.

“Every day I do something that To Celebrate Life Breast Cancer Foundation has made possible. Every day, you help me make a difference.”

*Diane Brandon
Cancer Resource Specialist
Marin Cancer Institute*

Cancer Resource and Recovery Center

Marin General Hospital/Marin Cancer Institute provides patients with a wide variety of treatment and care. One small corner of their complex provides one huge impact in helping cancer patients and their families — the Cancer Resource and Recovery Center. This unique space in the atrium of the Institute serves as a hub of information and support. It is a library, a gathering spot, a research center, a navigation service, and so much more.



Our grant enables them to provide personalized nurse navigation services, recovery programs, scholarships for special needs and support groups. No matter what the question or need, the Cancer Resource and Recovery Center is ready to help. Each care team consists of a multidisciplinary group of physicians, nurses, technicians and volunteers, all dedicated to the prevention, education and treatment of breast cancer.

Headed by Diane Brandon (pictured above), Cancer Resource and Recovery Center has eased the way for countless breast cancer survivors.

our vision...

no one should face breast cancer alone.

Your financial support helps make that happen.

Our main source of income continues to be sponsorships and Foundation events. However, in 2011, income from community events, including retail openings and October breast cancer awareness events, increased by 43% — due in large part to a generous donation from The Dailey Method, a national chain of ballet barre exercise studios.

Overall, individual donations increased by 13%. And the Harbor Point Charitable Foundation, a long-time sponsor, generously increased its contribution by 20%.

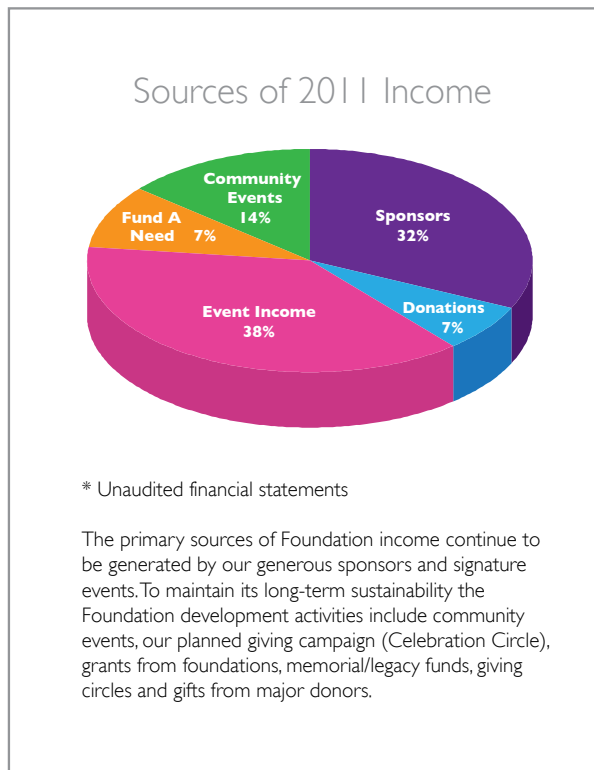
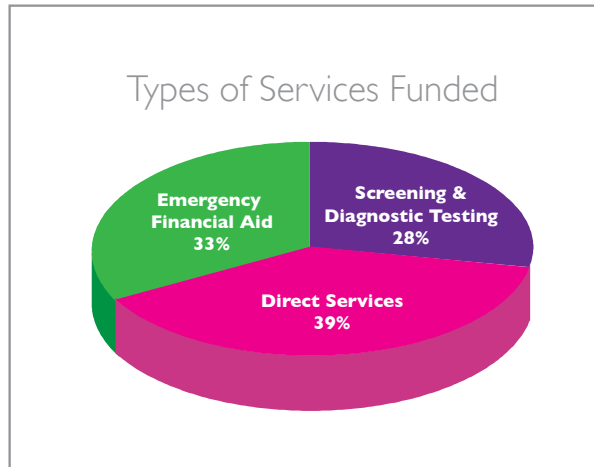
Planned Gifts

A growing source of income for the Foundation is our Celebration Circle, an estate gifting program. A major donation from the Blanche Thebom Trust to be spread over 5 years added to the 2011 income sources. Plus, we added to our Memorial Fund Program with the establishment of *A Legacy for Linda*. This fund, started by Patti Pedroli in honor of her sister, Linda Swensen Burdusis, provides for navigational services which help patients find their way through the complex medical service areas.

Fund A Need Donations

Fund A Need, a popular fundraising feature at Stepping Out and Tee It Up, provides funds for direct services and support, diagnostic testing, emergency financial aid and navigational services. Although our Fund A Need income decreased in 2011, we hope to reverse that trend in 2012.

With your help, no one will face breast cancer alone!



Here's what your dollars provided in 2011

To Celebrate Life grants totaling \$190,033 benefited over 1,025 clients served by the 17 organizations funded. Here's what your dollars provided:

Over 160 screening and diagnostic tests primarily for symptomatic women and men. This testing identified at least five breast cancers, saving lives and improving quality of life after treatment because of early diagnosis.

Emergency funds for 53 breast cancer patients covered short-term rent or utilities payments, helping stabilize them financially during treatment.

More than 8,500 meals nourished 56 breast cancer patients and their families while they were in treatment.

Over 600 home and hospital visits helped patients through surgery, and especially aided and comforted those with advanced cancer.

Over 1,500 complementary therapy sessions enabled patients in treatment to feel better and tolerate chemotherapy and radiation more comfortably.

Navigational assistance to 325 breast cancer patients, with a focus on help to:

- Maintain or acquire health insurance
- Access government services and assistance
- Identify counseling and group support programs during and after treatment

Celebrating our 2011 major sponsors and donors

\$50,000 +

Harbor Point
Charitable Foundation

\$25,000 +

Blanche Thebom Trust
Brayton Purcell, LLP

\$10,000 +

The Dailey Method, LLC
Kaiser Permanente
Marin Specialty Care
Marin Luxury Cars,
Jaguar/LandRover/Aston Martin
Marin/ Fisker Marin, a
Price Family Dealership
Frank and Lois Noonan
Sutter Pacific Medical Foundation and
Novato Community Hospital
Wareham Development Corp.
Wells Fargo

\$5,000 +

Autodesk
Sue and George Bull
Jeanne and Adolph Capurro
Fenwick Foundation
Gruber Family Foundation
Kazan, McClain, Lyons,
Greenwood & Harley
Dr. Barry and Mary Ann Landfield
Marin General Hospital
Meadow Club Women's
Golf Association
Yvonne and Charles Robinson
Janice and Ed Still,
J&E Property Management, Inc.

\$2,500 +

Jon Adams
Genentech, Inc.
Harbor Point Tennis and Swim Club
Dan Merrill
Gail W. Stern, The David R. Stern
Fund, in memory of
Justine A. Weintraub
UCSF Medical Center
Brian Yeatman

\$1,000 +

Acorn Winery
Acqua Hotel
Bank of Marin
Michelle Camargo
Barbara Connolly
Arthur and Lois Feld
Nicole and Patrick Hardy
Robert Kaliski and Linda Nelson
Kate Spade, LLC
Teke Kelley
Michele Kennedy
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Miranda Wagner and
Chuck Louderback
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\$500 +

Kent and Patti Anderson
Jody Arens
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Ellen Bradley
Susan and Andrew Brown
Brenda Buckerfield
Frank and Diane Doodha
Jeffrey Johnson and
Terry Freni-Johnson
Paul and Cassie Gaenger
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Dr. Roger and Mary Greenberg
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Willa Jefferson-Stokes
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Jim Lowry
Thomas Lumsden
Jonathan Marks, At Home In Marin
Sharon and Mike Marron
Deborah McLeran
Barbara J. Meislin, The Purple Lady
Diane Mina
Shaila and Madhav Misra
Peter and Carol Murphy
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Maio Nishkian
North Bay FC Wave
Jane G. Pallas
John and Sydney Randazzo
Misti Rigby
Susan Ross
Montecito Market Place Associates
Les and Martha Sogol
Polly and Shaugn Stanley
2011 Stepping Out Models
Zooski Ventures, Inc.

\$250 +

Arts Desire LLC
Jennifer and Simon Barker
Bayside Café, Inc.
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Linda Blum
Dorothy Burk
Anne and Gerry Butler
Sue and Joe Carlomagno
Jennifer Chou
Michael and Deborah Dean
Teri Dowling and Mal Litwiller
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Panoramus Pizza Corp.
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Jed and Caitlin Weil Smith
Union Bank Foundation
Mary and David Ware
Larry and Carol Weissenberg
Nancy and Scott William

Media Sponsor

Marin Independent Journal

“Our long-time sponsorship of To Celebrate Life Breast Cancer Foundation reaffirms the vital work of this outstanding Bay Area organization. We are proud to support its commitment to enriching the lives of women and men affected by the disease.”

*Julie Wilder
Community Relations
Autodesk*

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.*



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Ceres Community Project, Breast Cancer Resource and Recovery Center

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