To Celebrate Life Breast Cancer Foundation

Annual Report 2011

your dollars + our stewardship = proven results
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
Jeanne Capurro
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Judith Hallman
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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.”

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.

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

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.
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
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.

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.

“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

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.
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 Dalley 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 Stil
  J&E Property Management, Inc.

$2,500 +
Jon Adams
  Genentech, Inc.
  Harbor Point Tennis and Swim Club
  Dan Merril
  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 Kalski and Linda Nelson
  Kate Spade, LLC
  Teke Kelley
  Michele Kennedy
  Jan and Mark Laret
  KC and Steve Lauck
  Patti and Craig Litman
  Marin Acura
  Elaine McCarthy
  Nancy and Keith Mietz, Mietz Winery
  The Morrison & Foerster Foundation
  Virginia Mylenki and James Pidgeon
  Kathryn Niggeman
  David and Arbella Parrot
  Marian Rowe
  Mary Schuh
  Simon Snellgrove
  Terry and Zoe Sternberg
  Janice and Allen Sunderland
  Miranda Wagner and Chuck Louderback
  Stephen Young

$500 +
Kent and Patti Anderson
  Jody Arens
  Carol and Marte Bassi
  Ellen Bradley
  Susan and Andrew Brown
  Brenda Buckerfield
  Frank and Diane Doodha
  Jeffrey Johnson and Terry Freni-Johnson
  Paul and Cassie Gaenger
  Gemma Gallavich and Ted Cutler
  Dr. Roger and Mary Greenberg
  Judith Hallman
  Eileen Hansen and Jay Graham
  Drs. Bobbie Head and Brian Lewis
  Joan Howley
  Lily Hu
  James Stokes and Willa Jefferson-Stokes
  Susan Lowe
  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
  Anthony and Laura Nethercutt
  Maio Nishkian
  North Bay FC Wave
  Jane G. Pallas
  John and Sydney Randazzo
  Misty 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.
  Lisa Bernardi
  Linda Blum
  Dorothy Burk
  Anne and Gerry Butler
  Sue and Joe Carlonagno
  Jennifer Chou
  Michael and Deborah Dean
  Teri Dowling and Mal Litwiller
  Fairfax Lamp & Hardware Company
  Mary Foust
  Margot and David Geithem
  Linda and Andy Gordon
  Nini Lion
  Panorama Pizza Corp.
  Marcevich, O’Shea & Coghlan Insurance, Inc.
  Randal Howell
  Barbara and Richard McAuliffe
  The McGraw-Hill Companies
  Jeanne Moe
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  Mike and Martha North
  Lynn and Richard Payne
  Raub Brock Capital Management, LP
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  Union Bank Foundation
  Mary and David Ware
  Larry and Carol Weissenberg
  Nancy and Scott William

“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

To Celebrate Life Breast Cancer Foundation deeply appreciates contributions and donations at every level. For a full listing of our donors, please visit www.tocelebratelife.org.
We are guided by our survivor spirit and our passion to touch the hearts of those who need our help.

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

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