

Thank you for saying

YES!

To Celebrate Life Breast Cancer Foundation
Annual Report 2012



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

No one should face breast cancer alone.

A Message from our Board President

“JUST SAY YES!” — The theme of 2012. This positive response enabled our volunteers to master jobs with enthusiasm and expertise. To Celebrate Life is fortunate to have many such volunteers with abundant talents who share these gifts with the Foundation and each other.

“JUST SAY YES!” has also applied to the many donors and sponsors who support not only at Foundation levels, but for specific events. This includes the generous in-kind donors, giving services and items that are used in our event live and silent auctions.

And finally, to our Board of Directors, who say **“YES!”** often as they come together each month, and work to ensure success and keep this Foundation within the regulations of the State of California and our 501c(3) nonprofit status — without you we are nothing.

Through all of these efforts in 2012, we helped 1,967 individuals and identified 29 new breast cancer diagnoses. Additionally, we were able to grant \$237,513 to 19 San Francisco Bay Area nonprofits that will serve thousands of people with breast health issues in 2013.

Every single person who said, **“YES”**, is a vital and cherished part of the To Celebrate Life family. Without each and every one of you, there could not be a continuing Grants program — our reason for existence.

We recognize and thank you for your service, your dedication, and your passion to ensure that no one should face breast cancer alone.

We are most grateful!

Jane G. Pallas *Board President*

2012 Board of Directors

Judie Belmont
Jeanne Capurro
Cheryl Ewing, MD
Victoria Granucci
Judy Hallman

Willa Jefferson-Stokes
Jane Pallas
Yvonne Robinson
Kim Wimer

Your **SUPPORT** enables our Grantees to say **“YES!”**

SF General Hospital Foundation
Bayview Breast Health Project

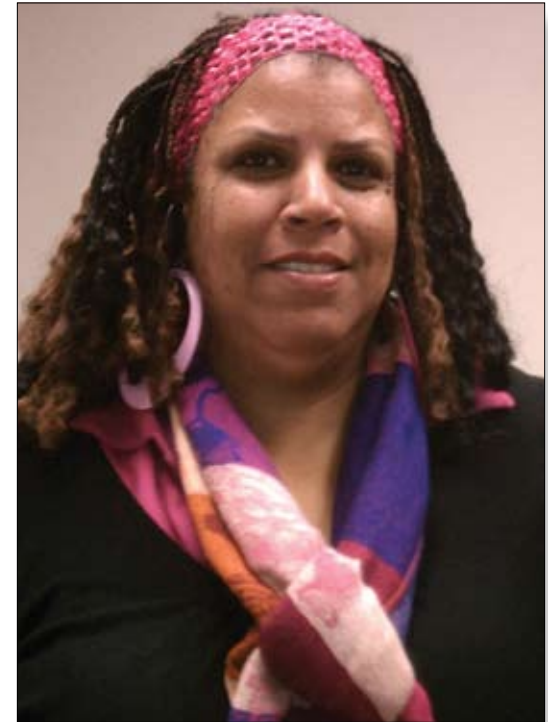
Veronica Shepard

As director of this important program since 2007, Veronica’s mission is to help the women of Bayview Hunters Point get informed about their breast health. “Many of them are struggling to survive, so health care is a low priority,” Veronica explains.

The Bayview Breast Health Project administers direct patient support services and navigation to underserved individuals. These services include breast screening, mammograms and follow-up care. A monthly Mammography Day at the Southeast Community Clinic is a main feature of the program. But the challenge is getting women to attend.

It’s about building trust

Since she grew up in the community and went to school with many of the women she serves, there’s a trust factor already in place. “It takes a lot of groundwork, building relationships. Building trust through mammography was a win-win,” she says. Prior to Veronica coming on board, the no-show rate on Mammography Day was huge.



Veronica has changed that by calling people, asking if they are available to come in for a mammogram, and making appointments.

“That’s the model I operate under,” she says, “talking to people, asking how are you doing...you need a mammogram. Then I make reminder calls. We provide them with healthy food, gifts, tea and coffee.”

We do a survey, and talk about their other health issues.” As a result, the no-show rate has dropped by more than half.

If a client’s mammogram is positive, she is followed up with additional imaging. If she is diagnosed with breast cancer, she is connected with other navigators.

“The grant from To Celebrate Life allows me to do what I love to do – reach out and touch women’s lives so they feel more valued than they often experience. It’s more than just breasts. It’s about leaving an imprint in a woman’s mind and in her heart that her health is important and that someone really cares.”

“This is life changing work,” says Veronica.

“The grant from To Celebrate Life allows me to do what I love to do – reach out and touch women’s lives so they feel more valued than they often experience.”

Veronica Shepard
Director, SF General Hospital Foundation
Bayview Breast Health Project



“They treated me so well. It was the first time I had a mammogram where I didn’t feel like a piece of meat.”

Valeria L.

Valeria L.

During a self breast exam, Valeria felt some knots that concerned her. She knew she needed a mammogram but having lost her job, she couldn’t afford to go for the test. As she talked among her friends, someone told her about Mammography Day at the Southeast Clinic, a To Celebrate Life grantee. Valeria contacted Veronica Shepard, the Director, and she was scheduled for the test.

“They treated me so well,” she recalls. “It was the first time I had a mammogram where I didn’t feel like a piece of meat.” Since she had such a positive experience, Valeria makes it a point to be screened once a year. Fortunately, she has not been diagnosed with breast disease.

“Now I refer other women to Veronica when they need help, she is full of resources. And it’s not just about the mammogram,” says Valeria. “They give a good class on how to do the self breast exam. I thought I was doing it right, but found out I wasn’t. I just thank God every day that I got connected to Veronica, she’s helped me in so many ways.”

Valeria and hundreds more, thank everyone who said “YES!” and 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

No one should face breast cancer alone.

In 2012, To Celebrate Life said “YES!” to 19 Bay Area grantees

In April 2012, To Celebrate Life Breast Cancer Foundation granted \$237,513 to 19 Bay Area non-profit organizations. These funds assisted underserved women and men with breast health issues by providing emergency funds, direct services and diagnostic tests. Navigational services helped patients access government services and emotional support programs during treatment.

Adopt A Family of Marin

Breast Cancer Assistance Project
Marin

Alta Bates Summit Foundation

Breast Health Case Management Services for the Uninsured
Alameda

Breast Cancer Connections

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

Breast Cancer Emergency Fund

Emergency Financial Assistance
San Francisco, Santa Clara & San Mateo

The Ceres Community Project

Healing Meals for Healthy Communities – Breast Cancer Support
Marin & 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 DeVida Cancer Support and Resource Center

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

HERS Breast Cancer Foundation

We Support, You Survive.
East Bay

Hospice By The Bay

Breast Cancer Care Fund
Marin

Institute For Health & Healing

Holistic Support for Breast Cancer Patients
Marin

La Clinica de La Raza, Inc.

Spanish Speaking Women’s Cancer Initiative, a project of the Latino Cancer Collaborative of Contra Costa
Contra Costa

Lyon-Martin Health Services

Breast Health Program
San Francisco

Marin Center for Independent Living

Breast Cancer Benefits and Advocacy Project
Marin

Marin General Hospital Foundation

Breast Ultrasound/Core Biopsy Fund for Uninsured Women
To Celebrate Life/Harbor Point Fund
Marin

Meals Of Marin

Food Project for Patients Battling Breast Cancer
Marin

San Francisco General Hospital Foundation

Bayview Breast Health Project
San Francisco

Shanti

Lifelines Breast Cancer Program
San Francisco

Sutter Pacific Women’s Health Center

Resources Navigation to Latina Women
Sonoma

Women’s Cancer Resource Center

East Bay Breast Cancer Emergency Fund
Alameda & Contra Costa

HERS Breast Cancer Foundation
We Support, You Survive.

Dr. Vera Packard

To Celebrate Life said “YES!” to this worthwhile program which provides free post-mastectomy garments to underserved women affected by breast cancer.



Dr. Vera Packard, HERS Breast Cancer Foundation Executive Director, explains that “a lot of women don’t know that these bras and prostheses are available.” And she points out that even though insurance does cover these products there is still a percentage of the population that doesn’t have insurance and they don’t know where to go.

Based in Fremont, HERS mainly serves clients from

“With the grant from To Celebrate Life we were able to serve 36 women in 2012.”

Dr. Vera Packard, Executive Director
HERS Breast Cancer Foundation
We Support, You Survive.

Alameda County who are referred by breast cancer care navigators in local hospitals. They also work with the Latinas Contra Cancer, Women’s Cancer Resource Center and other agencies that serve the underserved population in the Bay Area.

“After surgery the patients need camisoles and post surgical bras,” says Vera. “As they heal, we provide two bras with pockets for the prostheses. It helps them feel whole again.”

Vera recalls a client who came to her first visit at HERS hiding behind shawls. “With our help she was able to go into the world, including going to the beach, feeling like a normal woman.”

After a mastectomy or lumpectomy some women choose not to do reconstruction. “What we offer gives them a choice,” she says. “They can look nice without going through more surgeries. With the grant from To Celebrate Life we were able to serve 36 women in 2012.”

Dr. Packard was a breast cancer surgeon in her native Brazil. She joined HERS in 2008, and this program was launched the following year. “The bras and prostheses are tools,” she says. “It’s about bringing dignity to a woman’s life and making her feel good about herself.”



“The bra makes you feel better about yourself, and your clothes fit better.”

Nancy J.

Nancy J.

Nancy was diagnosed with breast cancer in 2004. She had gone for a mammogram, and the technician was out of the room for a long time. She began to wonder, is something up? “They said something was there,” recalls Nancy, and she was sent for a biopsy. Nancy had a single mastectomy with no follow-up treatment. She opted not to have reconstruction.

“I’m single, and I don’t have a relationship, so it doesn’t bother me,” she says. Nobody ever mentioned special bras to Nancy. “I stuffed my bra to make it look like I had something,” she says.

But one day, she was walking down the street and passed the office of HERS Breast Cancer Foundation, and curiosity got the best of her. She went in and learned about their *We Support, You Survive* program and was fitted with a bra and prosthesis. “The bra makes you feel better about yourself, and your clothes fit better,” the survivor says. “The only thing you don’t have is cleavage,” she laughs.

Thank you for saying “YES!”

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



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

No one should face breast cancer alone.

Your DONATIONS Our STEWARDSHIP

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

2012 Fundraising Overview

The Foundation's main source of income continues to be sponsorships and our own fundraising events. However, in 2012 income from community events made a significant contribution to our bottom line.

These events included:

- Marin Country Club Celebrity Hostesses for the month of July – al fresco dinner with raffle
- The Dailey Method – a portion of proceeds from October classes were donated to the Foundation
- The Meadow Club Women's Golf Association – supported the Foundation with funds raised at their 2 Jacks and 2 Jills tournament.

A new revenue stream was introduced at Stepping Out in 2012. Our Sponsor a Model program enables friends and family to support a model's inspirational walk down the runway – \$25 one way, \$50 round trip, or any other amount.



Fund A Need Donations

Fund A Need, a popular fundraising feature at Stepping Out and Tee It Up, provides funds for emergency financial aid, direct services and support, navigational services and diagnostic testing. Fund A Need income in 2012, which includes revenue from our Sponsor A Model program, increased 48% over 2011.

Deciding which organizations warrant help

Based on needs assessments developed by breast cancer advocacy groups, we evaluate the most urgent needs within the nine Bay Area counties that we serve. Applicants are required to provide financials, specific impact of grant money, etc., for our use in determining whether they qualify for a grant.

Making sure your donations are used responsibly

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

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 going where you intended – to help people with critical needs, throughout the communities we serve.

Your 2012 dollars provided...

\$237,513 Granted to 19 Bay Area organizations

1,967 Unduplicated, underserved Bay Area patients struggling with breast cancer received support including the following:

92 Screening and diagnostic tests

29 New breast cancer diagnoses identified through To Celebrate Life grants

200 Patients received emergency funds to cover rent, utilities, co-pays, prescriptions and dental helping stabilize them financially during treatment

508 Patients received direct services such as food, transportation, clinical breast exams, group support programs and post-mastectomy garments

7,550 Nutritious meals delivered to breast cancer patients and their families during treatment

208 Complementary therapy sessions helped 52 patients tolerate chemotherapy and radiation

1,115 Patients received navigational assistance to maintain or acquire health insurance, access government services and identify counseling and group support programs during and after treatment

2012 INCOME SOURCES

Sponsors **31%**
 Event Income **30%**
 Fund a Need **15%**
 Community Events **13%**
 Investment Income **6%**
 Donations **5%**



2012 SERVICES FUNDED

Emergency Services **30%**
 Direct Services **29%**
 Navigational Services **23%**
 Diagnostic Testing **13%**
 Complementary Therapies **5%**

Celebrating our 2012 major sponsors and donors

\$45,000 +

Harbor Point
Charitable Foundation

\$10,000 +

Blanche Thebom Trust
Brayton Purcell, LLP
George and Sue Bull
The Dailey Method
Kaiser Permanente
Marin General Hospital
Foundation
Marin Specialty Care
Frank and Lois Noonan
Marin Luxury Cars,
Jaguar/LandRover/Aston
Martin Marin/Fisker Marin, a
Price Family Dealership
Yvonne and Charles Robinson
UCSF Helen Diller Family
Comprehensive Cancer Center
Wareham Development
Wells Fargo Foundation

\$5,000 +

Autodesk
Jeanne and Adolph Capurro
Fenwick Foundation
Gruber Family Foundation
Julie and Kurt Hauser
Meadow Club Women's
Golf Association
Mentor Worldwide LLC
Kathryn Niggeman
Sutter Pacific
Medical Foundation

\$2,500 +

Julie and Thomas Ballard
BayDocs, Inc.
Monene and Dick Bradley
Genentech
Nicolette McIntosh
Marin Country Club
Celebrity Hostesses

Pacific Gas and
Electric Company
Thomas and Joanne Peterson
Jack and Toby Scott
Laura and Chris Seyfarth
Dr. Garrett and Jenny Smith
Gail Stern and George Dirkes
Janice and Eduard Still

\$1,000 +

Jill and Rob Anderson
Bank of Marin
Wendy and Rick Barbara
Judie and Hal Belmont
Andrew Brown
Cynthia and Darin Buscaglia
Davol Inc.
Erin and John Dem
Chris and Bob Feibusch
Lois Feld
Cassie and Paul Gaenger
Laura Goff
Mary and Dr. Roger Greenberg
Nicole and Patrick Hardy
Gail and William D. Hutchinson
Yngvar Hvistendahl, MD
Ross G. Johnson
Robert Kaliski and Linda Nelson
Kimberly Kouri
Kryzanowski Family Fund
KC and Steve Lauck
Patti and Craig Litman
Barbara and Stephen Lombardi
Charles Louderback
Luna Boutique
Deborah Matthews
Virginia Mylenki and
James Pidgeon
Neiman Marcus Group
Matching Gift Program
Heidi Ouren
Samuel and Marilyn Parke
Persole' LLC
Mara Phillips

Precision Salon
Rocky Mountain Creative
Services Inc.
Christina and Duane Sand
Mike Stone
Janice and Allen Sunderland
Peter Vinsel
Stephen Young

\$500 +

Melinda Ariowitsch
Brian and Cindy Ashe
Suzanne Badenhoop and
Guy Lampard
Body Kinetics
Sue and Joseph Carlomagno
Stan Hoffman
Fairfax Lumber & Hardware
Jeff Fenton
Ted Cutler
Diane Gates
Ronald Granucci
Cheryl and Lou Haas
Glenn Haldan
Judith Hallman
Louise Harrison
Bobbie Head, MD and
Brian Lewis
Rebekah Helzel
Teri Hollowell
Mary Louise Jones
Carla and Ray Kaliski
Phyllis Kligman
Marin Acura
Marin Community Clinics
Marin Country Club
Marin Tennis League
Elaine McCarthy
Barbara McShane
Barbara Meislin, The Purple Lady
Dan Merrill and Dana Krystofek
Lynn and Henry Moody
Will Mulcahy
Valinda Rae and Michael Naklicki

Linda Nelson
North Bay FC Wave
Joan and Randy Pacelli
Jane Pallas
R.A.B. Motors
Raub Brock Capital LP
John Capizzi and Glenn Riddell
Cathy Rosekrans
Barbara Rosenblum
Sandy and Rod Seeger
Marin Optometry Inc.
Eric Sheldon
Jerre and Mary Joy Stead
Terry and Zoe Sternberg
The Pasha Group

\$250 +

Kirsten Allison
Debbie and Roger Alstad
Martha and Bruce Auld
Bayside Cafe, Inc.
Meagan and Ben Becker
Sheila and George Bertram
Juliana Blackwell
Mary and James Brock
Dorothy Burk
Jeffrey Burton
Monika and David Butze
Cindi Cantrill
Gail and Alan Charap
Chase Community Giving
Julia Delamater
Veronica DeMartini
Rick Denniston
Frank and Diane Doodha
Charleen and William Duke
Kathy Gallup
Peter Gear
Ellen and Robert Goldman
Michael Gross
Dr. David Gullion and
Linda Hummel
Stella Hearn
Greg Hearn and Carlos Mauritt

Sally Holland
Willa Jefferson-Stokes and
James Stokes
Ann Jenkins
Bill and Dani Kazee
Drs. Lisa Leavitt and
Lloyd Miyawaki
Nini and Gary Lion
Richard and Janet Locke
Jim Lowry
Drs. Jennifer Lucas and
Jennifer Emberly
Thomas Lumsden
Gail and Bruce Mack
Marin Estate Liquidators
Lee Markrack
Jonathan Marks,
At Home in Marin
Helen Marshall
Ramin and Farrah Naimi Akbar
Becky and Charles Oken
Carmen Ortiz
Joanne Paben
Michael and Susan Parnes
John Randazzo
Kathy Richards
Patti and Peter Rosenthal
Susan Ross
Carol Biel
Marjorie Schlenoff
Lisa and Hunter Spencer
Dr. David and Marcia Sperling
Gail and Ron Stark
Jim Wattson
Fran and Tom Yacko
Zooski Ventures, Inc.

Foundation Sponsor

Harbor Point
Charitable Foundation

Media Sponsor

Marin Independent Journal

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.

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.*



Editorial: Lanny Udell, Kim Wimer **Graphic Design:** Kim Wimer
Photography: Marti Cagwin, Kevin Friend, Steven Friend, Gail Ginder,
Anne McGivern, Laurie Reemsnyder, Patty Spinks, Lanny Udell

PO Box 367 • Kentfield CA 94914 • 415.455.5882 • www.tocelebratelife.org



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

No one should face breast cancer alone.