Working Together Supporting Those Who Need Our Help

To Celebrate Life Breast Cancer Foundation Annual Report 2013

























A Message from our Board President

"COLLABORATION" — the action of working together to produce or create something . . . and I would add. . . something necessary, useful and inspiring.

As you read this 2013 Annual Report, we hope that you will be mindful of the high level of **collaboration** achieved from the moment an idea is conceived to the final implementation of our funds going to work throughout the San Francisco Bay Area community – funds that every day help to ensure better quality of life for those facing the challenges of breast cancer, especially in underserved populations.

Collaboration is evidenced in the workings of To Celebrate Life:

- Volunteers create fundraising ideas and events
- Donors show their vote of confidence when they place funds with the Foundation and trust us to disburse them responsibly – the Foundation's ultimate stewardship
- Members of the medical community and Foundation leaders meet annually to review all applications for funding, and make recommendations for final grants awards
- Nonprofit Grantees and the Foundation work together to ensure that all grants awarded are expedited according to the greatest and most immediate needs
- Grantees often work together with other Foundation
 Grantees to ensure patients receive the best services available

These examples are a few of the collaborative efforts it takes to have achieved \$3.75 million granted in 18 years — and fund over 1500 individual emergency and direct services annually.

All selfless acts, whether in time or treasure, are gifts of philanthropy that reinforce this Foundation's vision . . . No One Should Face Breast Cancer Alone.

We thank you all, many times over, for your collaboration!

With gratitude Jeanne Capurro *Board President*

2013 Board of Directors

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Grantees Support Our Community

Ceres Community Project

A 2013 Grantee



Cathryn Couch, Executive Director

In 2006, Cathryn received a fortuitous phone call from a friend asking if she would teach her daughter to cook. Cathryn suggested that the girl, Megan, help

her make meals for a homeless center. They were referred to a woman with stage 4 breast cancer. "The first day we cooked for the family, the dad came to pick up the food... and the look of gratitude on his face said it all," says Cathryn. "At that moment Megan understood it's not just about cooking, but about making a difference in someone's life."

Thus the seeds for the Ceres Community Project were planted. "I had an aha moment," says Cathryn. She envisioned an organization that would provide free, nutrient-rich meals to people who are dealing with cancer and other serious illnesses.

While she'd had a long career in the corporate and nonprofit worlds – including a stint as Director of Communications for the Hunger Project – she'd never had to raise money. "I started writing down the names of

people I thought would be interested," she said. A grant from To Celebrate Life helped launch the program in Sonoma County. Today Ceres serves both Sonoma and Marin.

Healthy food, healthy relationships

The food is prepared in their kitchens by teen chefs. Ceres also provides nutrition education and a community of caring. "Research has shown that the real generators of health are relationships with each other and with healthy food," says Cathryn.

The teen volunteers maintain Ceres' 3/4 acre organic garden, growing much of the food they prepare. Cathryn explains, "this work gives them a sense of belonging, and a chance to be part of something bigger than themselves."

Meals are delivered by a group of about 400 adult volunteers called Delivery Angels. In their first year, Ceres delivered 4,500 meals; this year they expect to serve 88,000. To Celebrate Life is their only funder for breast cancer patients.

We're proud to support the good work of this organization.

"A grant from To Celebrate Life helped launch the program in Sonoma County."

Ceres Client Gives Back

Just two weeks after she signed up to be a volunteer with Ceres Community Project, Nichole was diagnosed with breast cancer. Her plan had been to work in Ceres' production garden in Sebastopol where they grow organic food for the program. "It's so beautiful — when I saw it I had garden envy." Her diagnosis changed everything.

When a scan showed that her chemo treatments weren't working, she opted to have a bi-lateral mastectomy. For a couple of days she found it nearly impossible to keep anything down. That's when she became a Ceres client. "The most relieving aspect," she says, "was knowing there was healthy food in the house for my family and I didn't have to go shopping to make it happen. As a bonus, the meals Ceres delivered were congruent with my values about food."

Nichole believes her quick recovery had a lot to do with the nutritional support she received. Within two

weeks after surgery everything had visibly healed and her immune system was strong. "Even my physician was surprised," she adds.

Now Nichole is back on track as a volunteer. In fact, she has joined the Ceres Community Project Board of Directors. "It feels like a nice reciprocal way to give back to a program that gave me a lot."

An artist and writer, Nichole finds it helpful to do expressive arts as part of her therapy. Last year she entered an art show — Open Minds, Open Hearts, Open Doors — sponsored by the First United Methodist Church in Santa Rosa. Her entry was a mixed media collage on a door that expressed her connection to nature. The piece was auctioned off and her son bought it back for her.

To Celebrate Life is happy to support The Ceres Community Project and the amazing work they do to provide healthy nutrient-rich food for people in Sonoma and Marin counties who are dealing with breast cancer.





"The most relieving aspect was knowing there was healthy food in the house for my family and I didn't have to go shopping to make it happen."

Nichole W. Ceres Community Project



To Celebrate Life awards \$238,125 in 2013 to 14 Bay Area grantees

In April 2013, To Celebrate Life Breast Cancer Foundation granted \$238,125 to 14 Bay Area nonprofit 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 available services and emotional support programs during treatment.

Alta Bates Summit Foundation

Breast Health Case Management Services for the Uninsured Alameda

Breast Cancer Connections

The Gabriella Patser Program *Marin*

Breast Cancer Emergency Fund

Emergency Financial Assistance San Francisco, Santa Clara & San Mateo

Ceres Community Project

Healing Meals for Healthy Communities – Breast Cancer Support Marin & Sonoma

Charlotte Maxwell Complementary Clinic

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

HERS Breast Cancer Foundation

We Support, You Survive. Lymphedema Project East Bay

Institute For Health & Healing

Holistic Support for Breast Cancer Patients *Marin*

Latinas Contra Cancer

Casa A Casa Screening and Diagnostic Services for Low Income Latinas Contra Costa

Marin Center for Independent Living

Breast Cancer Benefits and Advocacy Project

Marin

Marin General Hospital Foundation

Supplemental Screening and Diagnostic Procedures for Underserved Patients Marin

San Francisco General Hospital Foundation

Bayview Breast Health Project San Francisco

Shanti

Breast Cancer Program San Francisco

Sutter Pacific Medical Foundation

Resources Navigation to Latina Women Sonoma

Women's Cancer Resource Center

East Bay Breast Cancer Emergency Fund Alameda & Contra Costa

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

MCIL — Marin Center For Independent Living

A 2013 Grantee

arin Center For Independent Living traces its roots to 1979 when the independent living movement was just getting underway. Independent Living facilities were opening all over the country, and they were run for and by people with disabilities. Today over 50% of MCIL's staff and board members have disabilities.

In 2005 MCIL introduced their Breast Cancer Benefits and Advocacy Project and received their first grant from To Celebrate Life in the following year. They have been a Foundation grantee ever since.

Eli Gelardin, Executive Director, explains, "Individuals living with breast cancer are entitled to special public benefits. Our staff assists in the application process for these programs. In addition, the Center has an emergency assistance fund for women and men diagnosed with breast cancer."

MCIL's breast cancer program was run by Mary Mathews, until she passed away last fall. Kelly Tyler, who had been mentored by Mary, stepped into the role. "Mary was the cornerstone of the program, being a survivor herself," says Susan Malardino, Deputy Director. "She connected with her clients on a personal level. Using the peer model, she applied her personal experience into her work."

To honor her, the program has been named "The Mary Mathews Breast Cancer Advocacy Project." Like Mary, Kelly is a breast cancer survivor, and both women had been models in Stepping Out. "I feel very honored to be sitting at her desk," Kelly says. "When people are coming to see us they're often not in a great spot. To say that I understand, and really mean it, can make a huge difference for someone."

MCIL serves about 50 to 60 breast cancer clients a year, providing across-the-board services from peer support to benefits planning and financial assistance with rent. They also provide navigation services, connecting people with resources. "We apply our experience and knowledge to help our consumers navigate the world," says Eli.

Your donations — big and small — help us assist Marin Center For Independent Living continue to advocate for people living with breast cancer.



Mary Mathews
2011 Stepping Out To Celebrate Life

Joy's MCIL Story

What does a root canal have to do with breast cancer? In the case of Joy S., everything.

Joy was diagnosed last September after "accidentally" discovering a lump in her breast. "I feel almost stupid lucky," says Joy, who admits that she hadn't been performing self-exams on a regular basis. After many tests, a second, smaller lump was found.

Joy opted for a single mastectomy, but matters became complicated when an impacted tooth stood in the way of her surgery. Doctors couldn't operate on her until the infection in her mouth was cleared up. Joy had limited income due to an earlier disability, and no dental insurance. What to do?

That's when a new neighbor, Isobel, entered the picture. When she learned of Joy's situation she immediately put her in touch with Kelly Tyler at Marin Center for Independent Living.

Through a To Celebrate Life grant, Joy received the money to pay her rent, and her dentist and oral surgeon treated her for reduced rates so she was able to have the cancer surgery.

"I can't tell you the relief – it brings tears to my eyes. I was scared that I wouldn't get the infection taken care of," says Joy. "It would have been a terrifying, hopeless spiral if Isobel hadn't connected me with MCIL."

"When people are coming to see us they're often not in a great spot. To say that I understand, and really mean it, can make a huge difference for someone."

Kelly also referred her to another To Celebrate Life grantee, Ceres Community Project. "They're incredible," says Joy. "For the first month I took pictures of the meals. It's been so helpful to me, psychologically and physically."



"It would have been a terrifying hopeless spiral if Isobel hadn't connected me with MCIL"

> Joy S. Client, MCIL



Your **DONATIONS**Our **STEWARDSHIP**

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 living with the many challenges of breast cancer.

2013 Fundraising Overview

The Foundation's main source of income continues to be from our fundraising events and major donors. Proceeds from community events benefitting To Celebrate Life made a significant contribution to our bottom line in 2013:

- Harbor Point Charitable Foundation 15th annual Wine, Women and Song Rock-n-Roll Breastival benefit concert in October
- The Dailey Method all proceeds from 15 Bay Area studios from a special class held in October and sales of special pink TDM merchandise
- The Laser Center of Marin donated a portion of all October aesthetic treatments and sales
- At The Top Salon supported the Foundation with a private event in October
- Meadow Club Women's Golf Association donated all proceeds from their annual 2 Jacks and 2 Jills tournament in September

Fund A Need Donations

Fund A Need (FAN), a fundraising feature held at Stepping Out, provides funds for emergency financial aid, direct services and support, navigational services and diagnostic testing.

In 2013, FAN revenue included our Sponsor A Model program which enables friends and family to support



a breast cancer survivor model's inspirational walk down the runway – \$25 one way, \$50 round trip, or any other donation amount.

Wine, Women and Song attendees generously supported Fund A Need at the 15th annual benefit concert which featured prominent Bay Area musicians who have been touched by breast cancer.

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 and specific impact of grant money for our use in determining whether they qualify for a grant.

Ensuring Your Donations Are Used Responsibly

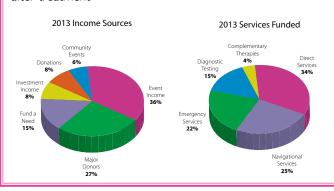
Our Grants Committee, consisting of community leaders, breast cancer survivors, members of the medical community and board members, reviews all applications. Grants are only awarded to programs that provide direct support services, with emphasis on underserved populations.

Continuous reporting and mid-year site visits 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 2013 dollars provided...

\$238,125 Granted to 14 Bay Area organizations

- **1,695** Unduplicated, underserved Bay Area patients struggling with breast cancer received support
- 40 Screening and diagnostic tests
- **27** New breast cancer diagnoses identified through To Celebrate Life grants
- **104** Patients received emergency funds to cover rent, utilities, co-pays, prescriptions and dental helping stabilize them financially during treatment
- **768 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
- **86** Complementary therapy sessions helped 46 patients tolerate chemotherapy and radiation
- **1,159** Patients received navigational assistance to maintain or acquire health insurance, access government services and identify counseling and group support programs during and after treatment



Celebrating our 2013 major donors and partners

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\$30,000 +

Harbor Point Charitable Foundation

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"Your donations enable our grantees to continue their work supporting and making a real difference in the lives of underserved Bay Area women and men struggling with breast cancer. 39

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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