



TO CELEBRATE LIFE

BREAST CANCER FOUNDATION

in the LOOP

News from To Celebrate Life Breast Cancer Foundation

SPRING 2014

NO ONE should face breast cancer alone.

From The Board President



The Grants Season — that's the way I always think of the first few months of every year! And it culminates with our Grants Reception in early April where awards are given to deserving non-profits serving people going through their breast cancer journeys in the San Francisco Bay Area.

Once grant applications are received, they are read by a group of volunteers made up of former and current board members, people in medical and health care professions – those who can share their expertise on where funds are most needed.

Many on this committee are breast cancer survivors and know first-hand the challenges one faces when dealing with this dreaded disease.

Reading grant applications is a daunting task as the stack is high and the material weighty in description of needs, but a task I've been privileged to share with others for the past three years.

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SAVE THE DATE!

Tee It Up To Celebrate Life

Monday, June 9, 2014
Marin Country Club
Novato

Stepping Out To Celebrate Life

A Hot Night in Old Havana
Saturday, September 27, 2014
Marin Center Exhibit Hall
San Rafael

Stepping Out Committee Meetings

We welcome everyone to be part of our largest gala fundraiser!

6:30-8:30 pm

Wednesday, April 23
Tuesday, June 3
Wednesday, July 16
Wednesday, August 27

All meetings will be at Hospice by the Bay
17 E. Sir Francis Drake Blvd. #100 (2nd floor)
Larkspur

To Celebrate Life Breast Cancer Foundation gratefully acknowledges our **Major Partners and Donors**.

To Celebrate Life Breast Cancer Foundation, an all-volunteer organization, raises funds to help people

RIGHT HERE, RIGHT NOW.

Please **View** the many different ways you can be a part of our mission this year! We invite you to partner with us as a donor. **2014 Donor Opportunities**



Join Our Facebook Community

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Foundation Awards \$250,000 to 19 Bay Area Organizations

To Celebrate Life Breast Cancer Foundation awarded \$250,000 to 19 Bay Area nonprofit organizations that provide services and support to people living with breast cancer. The Foundation's Grants Review Committee is made up of community health and medical leaders, breast cancer survivors and Foundation directors. These awards bring the total granted since the organization's inception in 1996 to over \$4 million.

Grants were presented to the organizations on April 1st at an inspirational reception held at Servino Ristorante in Tiburon. The reception was attended by donors and the dedicated volunteers who worked during 2013 to raise funding.

2014 GRANT RECIPIENTS

- Alameda County Health Care Foundation
- Breast Cancer Connections
- Breast Cancer Emergency Fund
- Ceres Community Project
- Charlotte Maxwell Complementary Clinic
- Circulo de Vida Cancer Support and Resource Center
- HERS Breast Cancer Foundation
- Institute for Health & Healing
- Latina Breast Cancer Agency
- Latinas Contra Cancer
- Lyon-Martin Health Services
- Marin Center for Independent Living
- Marin General Hospital Foundation
- Pilipino Senior Resource Center
- San Francisco General Hospital Foundation
- Shanti Project
- Sunflower Wellness
- Sutter Pacific Women's Health Center
- Women's Cancer Resource Center



To Celebrate Life Breast Cancer Foundation 2014 Grantees

When I learned that my wife was diagnosed with breast cancer seven years ago, life immediately became much more complicated.



Dr. Roger and Mary Greenberg,
2013 Stepping Out To Celebrate Life

Where to go for treatment... what doctors? What about radiation? Supplemental screening? How to minimize pain? How to maximize immune systems with dietary counseling and healthy, healing meals? How to soothe the inner self with therapeutic massage?

Well, all the difficulties of Mary's illness were made better because of the strong support and personal guidance provided by To

Celebrate Life Breast Cancer Foundation and their grantees.

Then, one year later, my wife's sister received the same diagnosis. And four years later our daughter went through the same struggles.

"To Celebrate Life and their grantees gave us a pathway of warm strength and support during those stormy times."

But To Celebrate Life and their grantees gave us a pathway of warm strength and support during those stormy times.

So we realized when we got through it all we could celebrate the struggles, and every hug and every laugh was a blessing. Celebrate Life gave us good days and got us through the bad days. That made us happy and grateful.

The vision of To Celebrate Life Breast Cancer Foundation is "No one should face breast cancer alone." And to all of you here tonight...you are truly making that vision a reality. Thank you.

— Dr. Roger Greenberg
2014 Grants Reception

From The Board President

Continued from page 1

After review and discussion, very tough decisions are made as to where our hard won funds will be awarded. We never have enough funding to grant all needs – perhaps one year that will happen.

In six months, we will begin site visits to each and every grantee, conducted by current and past board members, volunteers, and representatives from the grants review committee.

These site visits and interviews will be based on mid-year reports from grantees and ensure that funds granted are being allocated for purposes requested and contracted.

Following site visits, reports will be submitted by To Celebrate Life

representatives. This follow through is a part of our commitment to the integrity of To Celebrate Life, and the responsible stewardship of our funding.

Being grateful to so many is an every day occurrence for me, especially while involved with this Foundation, but I will mention those who are so important to our granting process:

Our Major Donors who continue to support To Celebrate Life.

Our Volunteers who make possible the day-to-day existence of To Celebrate Life without paid staff, and that the maximum amount of funds received will be tagged for our Grants Program – not salaries.

Our Grants Review Committee who read the many grant applications and send their recommendations to our Board of Directors for final decision.

Our Grants Committee Leadership – you are awesome!

And, last but not least, our **2014 Grantees** who will make possible that many will not face breast cancer alone and expedite the use of our funding.

We are humbled by the generosity of so many. Know that you are cherished beyond measure! May you have the best that every day has to offer.

— Jeanne Capurro, President
Board of Directors

Tee It Up “Mixed” Golf Tournament - June 9th

Join us on the golf course for the 11th Annual Tee It Up, an event benefiting To Celebrate Life. Your participation will help the Foundation continue to fund direct and emergency services to people living with breast cancer concerns. Register individually or put your favorite four-some together.

EVENT DETAILS

June 9, 2014

10:00 am Registration begins and practice facilities open

11:30 am Golf tournament begins with a shotgun start

5:00 pm Cocktail reception and buffet followed by awards ceremony

WHERE

Marin Country Club

500 Country Club Drive, Novato, CA 94949

REGISTRATION & FEES

Early Bird Special: \$225 per golfer

April 15 (Registration Opens) – May 15th (space permitting)

After May 15th: Full Price Ticket: \$250 per golfer

Registration fee covers your activities for the entire day and evening.

AFTER GOLF COCKTAIL RECEPTION ONLY

\$75 per person

Non-golfing spouses/significant others can participate too – meet up with your golfer and have a wonderful evening!



2013 Tee It Up To Celebrate Life, Marin Country Club, Novato

Face of the Foundation – Lanny Udell



In the early 2000s Lanny Udell was looking to get involved in a women's cause, and learned about To Celebrate Life from a Jazzercise buddy. Charlene

Mikeska, who had been a Stepping Out model, was talking about the upcoming fashion show and invited Lanny to a planning meeting.

Lanny went to the meeting as an observer and left as a committed volunteer. A professional marketing writer, she agreed to write model bios for the Stepping Out event program,

and she's been doing that and a lot more, ever since.

To Celebrate Life Board member Kim Wimer says, "Lanny is a very valuable part of our Communications team and a great interviewer. She tells our stories in a most compelling way – she is the glue that puts them all together."

Meeting amazing people

"The people are the best part of being involved," says Lanny, "especially meeting the models and learning their personal stories." She also appreciates working with the talented women and men on the To Celebrate Life volunteer team. "I'm totally inspired by these courageous people, most of them breast cancer survivors. And it's very satisfying to know

that the work we're doing is helping people deal with this illness, both the treatment and the financial burdens."

The answer is always yes

Among the many roles Lanny has agreed to is acting as the Communications co-chair. Taking on the model bios evolved into writing and editing many Foundation communications such as press releases and stories for the newsletter and annual report. To help the Foundation stay in touch with the community, she updates the Facebook page and spearheaded a total redesign of the website. In addition to serving as the committee co-chair, Lanny helps Patty Spinks with photography at the model luncheon and at the Stepping Out event. Not enough? She also



How Your DOLLARS HELP

BREAST CANCER CONNECTIONS — a 2014 Grantee

Gabriella Patser Program

Breast Cancer Connections is celebrating their 20th year as a valuable resource for underserved people touched by breast cancer. Established in 1994 by a cancer patient and her surgeon, the Palo Alto-based nonprofit now serves 9 Bay Area counties.

"We're grateful for the support from To Celebrate Life...their generous contribution helps underserved women and men in Marin County receive free breast cancer screening and diagnostic services through our Gabriella Patser Program," says Natalie Morales, Development Officer.

This year, BCC has expanded its services to include ovarian cancer, although this is not part of the Patser program. "No other organization in the Bay Area is providing the same level of comprehensive care," says Natalie, noting a possible genetic link between breast and ovarian cancers.

EVANGELINE — a Recipient of BCC Services

Evangeline was working part-time and caring for her two young children when she discovered a lump while breast-feeding. "I went to a clinic and was told that I needed a mammogram and an ultrasound. I didn't know how I was going to pay for those tests," she says. The doctor referred her to BCC's Gabriella Patser Program, where she received financial aid for her tests, as well as emotional support and help in navigating the medical system.

"Being low income, and with no medical insurance, I thought I would never get treatment for my cancer. It was a very scary time," says the young mom. Since her treatment began, Evangeline has participated in other programs at BCC's resource center including nutrition classes. "I learned what foods to avoid to help my body fight the cancer."

Evangeline is so grateful for programs like Patser ...

"it helped to save my life."



Natalie Morales, Development Officer,
Breast Cancer Connections, Palo Alto

Help To Celebrate Life continue to
MAKE A DIFFERENCE in someone's life.

DONATE TODAY!

Make a Difference With a LASTING GIFT



Help ensure that future patients struggling with
breast cancer receive the help they need.

Join our **Celebration Circle** and help fulfill our vision that **no one faces breast cancer alone**...now, and in the future.

By including a planned gift to the Foundation as part of your estate plan, you'll help ensure the continuation of To Celebrate Life's work for years to come.

As an all-volunteer organization
we put your dollars to work in the
community, not in our overhead.

To Celebrate Life **BOARD AT WORK**

To Celebrate Life's **Board of Directors** is an all-volunteer working board. The Board manages the day to day operations and makes all decisions on behalf of the Foundation.

GRANTS COMMITTEE

The 2014 Grants Review Committee, co-chaired by Board members Jane Pallas and Gerry Bourguignon, processed and reviewed grant applications submitted by nonprofits from throughout the 9 Bay Area counties. Grants from 2013 donors and fundraising efforts were awarded to 19 Bay Area non-profit organizations at a reception held on April 1st. Grants were awarded to nonprofits that provide direct services and emergency financial assistance, diagnostic testing, navigational assistance and complementary therapies and support with emphasis on the underserved.

2014 Grants Review Committee:

The Grants Review Committee includes community health leaders, members of the Foundation's **Medical Advisory Board** and past and present Foundation Board members. Many committee members are breast cancer survivors.

The 2014 Grants Committee members include Wendy Barbaria, Susan Belling, Linda Blum, Gerry Bourguignon, Chris Brettingen, Jeanne Capurro, Teri Dowling, Cheryl Ewing, MD, Kathryn Graham, Francine Halberg, MD, Vicki Landes, Jane Pallas, Maureen Plumstead and Judith Snead.

Face of the Foundation – Lanny Udell

Continued from page 4

stepped up to a leadership position for two consecutive years on the Stepping Out Executive Committee.

Lanny admits she's given her heart as well as her time to her volunteer role. "Every year," she says, "I still cry at Stepping Out. I'm always touched by the participation and support from the

community. Most of all, it's thrilling to see the models develop confidence and build supportive relationships. When they finally walk onto the runway, they've been transformed."

Even after Lanny's years of contribution to the organization, she says she's not finished yet. "I want to help increase

visibility by reaching out to broader audiences. It's all about making a bigger impact and helping more people."

"It's all about making a bigger impact and helping more people."

TIDBITS



To Celebrate Life **On The Radio**

Judy Hallman, Board Secretary/Treasurer, gave an interesting and informative history of To Celebrate Life Breast Cancer Foundation and its mission as the featured guest interview on the KWMR Pieces of Peace morning show with Susan Santiago in February.

Just Say **YES!** — Become a To Celebrate Life Volunteer

Volunteers are the core of our organization and we're always looking for people to join our Foundation family. Whatever your talent, skills and interests, there are so many opportunities and ways you can help make a difference. Volunteering is a lot of fun, and so rewarding!

Our WISH LIST

Do you have skills in these areas?

- Event planning/production
- Fundraising
- Silent auction soliciting
- Videography/video-editing
- General Foundation administration assistance
- Database skills
- Writing - proof reading
- Photography
- Graphic design
- Social Media



Kathleen Kilkenney, Foundation Volunteer Coordinator
Chair, 2014 Tee It Up To Celebrate Life

READ more about how you can make a difference and **Just Say YES!**

Sign up by filling out our **Volunteer** form or email our **Volunteer Coordinator** for more information.

In Memory



Mary Mathews
2011 Stepping Out To Celebrate Life

MARY MATHEWS

To Celebrate Life remembers our dear friend and colleague, Mary Mathews. Mary graced the Stepping Out runway in 2011, and ran the breast cancer program for one of our grantees, Marin Center for Independent Living. Mary served as an Independent Living Advocate until she passed away last fall.

"Mary was the cornerstone of the program, being a survivor herself," says Susan Malardino, Deputy Director at MCIL. "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."

If you have Foundation updates or meeting information to submit for consideration for the next issue, send to: **in the LOOP**

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