Celebrating 20 Years Supporting Bay Area Breast Cancer Nonprofits

To Celebrate Life Breast Cancer Foundation **Annual Report 2015**



20th Anniversary Gala — Stepping Out — An Evening of Enchantment — September 26, 2015



A Message from our Board President

Twenty years ago, 10 members from a ballet class came together and organized a garden party to raise funds to support people in their community with breast cancer. Because of the spirit of these women, we have evolved into the wonderfully successful nonprofit organization that we are today.

That evolution was not an accident. It was the result of hard-working, dedicated volunteers who support us in all that we do.

Neither would this success be possible without so many loyal and generous supporters that have helped us to get to where we are today.

As 2015 came to a close with the celebration of reaching this 20 year milestone, we reflect on the many breast cancer survivors who have been models through the years. We thank the numerous doctor escorts and volunteers who have given hundreds of hours and the many Board members who have led us — all who have made this possible.

It is my honor to serve as Board President of To Celebrate Life as we begin our next 20 years. I am blessed to have a mentor and friend in Jeanne Capurro, who not only served as our Board President during the 20th year, but has served the Board and Foundation generously and tirelessly since 1998.

As we go forward, please remember...

No one should face breast cancer alone.

With gratitude and humility,

Jane Pallas **Board President**

2015 Board of Directors

Judie Belmont Kristen Bennett Jeanne Capurro David Martin Shari Dagg

Linda Dowsett Judy Hallman

Jane Pallas **Yvonne Robinson** Kim Wimer

Grantees... making a difference in the community

The Shanti Project

Margot Murphy Women's Cancer Program — A 2015 Grantee

ne of San Francisco's oldest nonprofits, Shanti, has reinvented itself several times according to the greatest needs. Originally

Kaushik Roy **Executive Director**

established to serve cancer patients, they transitioned to AIDS in the 1980s. In 2001, the City asked Shanti to assist with breast cancer support for underserved populations.

Beyond Breast Cancer

In 2013, the program was named Margot Murphy Breast Cancer

Program to commemorate a generous donation. Then, in November 2015, Shanti expanded their services to include women with any type of cancer, hence the program was renamed Margot Murphy Women's Cancer Program.

Still, the vast majority are breast cancer patients living below the poverty level. "Many are older and speak little or no English. They were in trouble before breast cancer entered the picture," says Executive Director Kaushik Roy. "Our number one goal is to get them the services they need."



Judith Harkins, RN Manager, Margot Murphy Women's Cancer Program

Judith Harkins came on board in January of this year as manager of the Margot Murphy Program. "An RN, she's very passionate about women's healthcare and does a great job of supporting our staff. We're happy to have someone of her level of dedication and passion," says Kaushik.

Judith's staff serves about 450 people a year. The vast majority are referred by social workers or health care providers. "Those with different types of cancer tend to be sicker when they get to us," she says.

How clients are helped

The intake interview is in-depth, explains Kaushik. "We want to understand who they are as a whole person, not just someone who has a cancer diagnosis. Sometimes the line gets blurred. This allows us to tailor treatment to each situation."

> "Many are older and speak little English. They were in trouble before breast cancer entered the picture."

Clients are then matched with a care navigator who speaks their language. "They receive practical and emotional support," says Judith. Care navigators help the women understand what type of treatments they need and help them get to appointments. Clients receive taxi and grocery vouchers, which are supported by the To Celebrate Life grant.

Clients can also be matched with volunteers who provide non-medical support such as cooking and cleaning. One volunteer takes her client to sing karaoke once a month. "We try to do for our clients what you'd

do for a family member," says Kaushik, whose mother was diagnosed with breast cancer in 2014.

Ongoing care

Once they finish treatment, Shanti clients move into a wellness program. There are workshops, complementary therapies, art therapy, and more. "We do what is popular with the clients," explains Judith.

Alternative services are available to Shanti's clients thanks to their relationship with Charlotte Maxwell Complementary Clinic. "Their services are so needed, and we don't have the capacity to offer what they do," says Judith.

The To Celebrate Life grant helps tremendously, according to Judith. "Your support over the years has allowed the program to continue. To Celebrate Life is such a special organization."

To Celebrate Life is proud to support the good work of The Shanti Project.

Meet Elizabeth A Shanti Project Client

Imagine being a new immigrant in San Francisco, and three months later, you find out you have breast cancer. That's what happened to Elizabeth. With all of her family back home in Ireland, she was left to fend for herself. That was in 2013.

Elizabeth had two surgeries followed by six weeks of radiation. But, her medical team also discovered a heart problem. She'd had a triple bypass nine years ago, and now she needed another surgery. But that would have to wait until she finished her radiation.

Discovering Shanti

On the day of her breast cancer diagnosis, the nurse navigator at the hospital referred Elizabeth to The Shanti Project's Margot Murphy Women's Cancer Program. When she went for the interview, "I didn't know what was going to happen," says Elizabeth. She met her care navigator, Lily, and "we clicked. I told her I was so nervous. But she said she was there to help me. She came with me to medical appointments, and when I was feeling down, I could call her. It's so nice to have someone there," says Elizabeth.

"I'm lucky. You have to keep going and have a positive attitude."

Elizabeth received taxi and grocery vouchers to help her through this difficult time. These are covered by the To Celebrate Life grant. "It was handy, I didn't have to worry," she says with gratitude.

Elizabeth was also able to avail herself of services at the Charlotte Maxwell Complementary Clinic until they closed their San Francisco office and she was unable to travel to Oakland

Support beyond treatment

After she completed her cancer treatment, Elizabeth moved into the Shanti wellness program. "I took a jewelry making class and a photography class. It was great being able to socialize with the other women. Last year they took us to Alcatraz. It was a great experience," she says with a smile.

What would she tell a friend about The Shanti Project? "Oh my gosh, I would tell her they've done so much for me. Lily is like family, always there for me. I would recommend Shanti to any woman going through this experience. It will help when you don't know where to turn."



Elizabeth and her partner enjoy a Shanti wellness trip to Alcatraz.



To Celebrate Life awards \$275,000 in 2015 to 16 Bay Area grantees

In April 2015, To Celebrate Life Breast Cancer Foundation granted \$275,000 to 16 Bay Area nonprofit organizations. These funds assisted underserved women and men with breast health issues by providing emergency and direct services, financial support, complementary holistic therapies and diagnostic services. Navigational services provided patient advocacy for benefits and treatment and emotional support programs during and after treatment.

Alameda County Health Care Foundation

Transportation Fund for Breast Cancer Patients Oakland

Bay Area Breast Cancer Connections

The Gabriella Patser Program *Palo Alto*

Breast Cancer Emergency Fund

Emergency Financial Assistance San Francisco, Santa Clara & San Mateo

Ceres Community Project

Healing Meals for Breast Cancer Patients Sebastopol, San Rafael

Charlotte Maxwell Complementary Clinic

Addressing Unmet Needs of Low Income Women with Breast Cancer Oakland

HERS Breast Cancer Foundation

Lymphedema Project Fremont

Institute For Health & Healing

Holistic Support for Breast Cancer Patients *Greenbrae*

Latina Breast Cancer Agency

Mujeres Cuidando Mujeres/ Women Caring for Women Patient Navigation San Francisco

Marin Center for Independent Living

Mary Mathews Breast Cancer Advocacy Project San Rafael

Marin General Hospital Foundation

Health Coaching and Screening and Diagnostic Fund for Underserved Patients Greenbrae

Pilipino Senior Resource Center

Kapwa Kalinga "Care for Each Other" Navigation and Emergency Services San Francisco

San Francisco General Hospital Foundation

Lymphedema Education and Referral Program (LERP) San Francisco

Shanti Project

Margot Murphy Women's Cancer Program San Francisco

Sunflower Wellness

Beyond Breast Cancer San Francisco

Sutter Pacific Medical Foundation

Resource Navigation to Latinos Santa Rosa

Women's Cancer Resource Center

Emergency Financial Assistance

Oakland

Charlotte Maxwell Complementary Clinic

A 2015 Grantee

Where do you go if you're a low income woman fighting breast cancer, and in need of complementary therapy to mitigate the effects of treatment?



Gabriella Heinsheimer, MD Medical Director

The Charlotte Maxwell Complementary Clinic, based in Oakland, serves over 800 such women through a volunteer base of over 400 healthcare practitioners. Most of the clients are Latina, African-American and Asian, many speak little to no English, and over 70% live below the federal poverty level.

Celebrating 25 years of service

This year, CMC celebrates 25 years of providing integrative cancer care and supportive services for underserved Bay Area women. The nonprofit was founded by a group of 15 practitioners, each from a different aspect of integrative medicine.

"We were all political activists in the 60's and 70's," says Dr. Gabriella Heinsheimer, Charlotte Maxwell's Medical Director. "We knew this type of service was not available to low income people. And, at the time, holistic medicine was not being used to complement Western medicine. We also knew the two forms of treatment worked well together".

Complementary treatments offered include acupuncture, herbs, homeopathy, massage, guided imagery and movement therapy to help ease the pain, nausea, fatigue and anxiety that often accompany surgery, chemotherapy and radiation.

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

"We work hard to help women stay in treatment. They can't participate in treatment if all other things about being poor get in the way."



Devereaux SmithExecutive Director

"Our clients are so appreciative, and unbelievably brave," says Dr. Heinsheimer. "We feel so blessed; we feel we're continually getting more than we're giving."

Partnering with other grantees

Charlotte Maxwell Complementary Clinic coordinates services with San Francisco-based Shanti Project whose Margot Murphy Women's Cancer Program helps women navigate the complex cancer care system. The Clinic is also partnering with Ceres Community Project to provide nourishing meals for cancer patients and their families.

Says Executive Director Devereaux Smith, "We work hard to help women stay in treatment. They can't participate in treatment if all other things about being poor get in the way." Devereaux, herself a breast cancer survivor, was a model in To Celebrate Life's Stepping Out Gala in 2015.

Looking to the future

In their 25th year and going forward, fundraising is a priority for the Clinic. "To Celebrate Life is a great resource for us," says Devereaux. "Large foundations are not giving as much."

"The Foundation's grant is literally lifesaving," adds Gabriella. "Emergency funds are crucial now. Every day we have to decide what we can do and what we have to say no to because of financial challenges."

CMC's goal is to develop a large donor base that gives small amounts every month as well as to groom and steward large donors. Devereaux is emphatic about one thing: "We're committed to being around for the next 25 years!"

To Celebrate Life is honored to support the good work of the Charlotte Maxwell Complementary Clinic.





Dr. Francine Halberg and Dr. Rachael Lancaster escort Devereaux Smith down the runway.

— 2015 Stepping Out Gala

Meet Nimfa A Charlotte Maxwell Client

In May, 2014, Nimfa had a routine mammogram and was given the all-clear sign. But just a few months later, in August, she felt a lump in her left breast and was alarmed. She knew she had to be seen.

Even though the cancer was only in one breast, Nimfa decided on a double mastectomy. After surgery,



Nimfa Charlotte Maxwell client

her nurse navigator at Kaiser in Oakland told her about Charlotte Maxwell Complementary Clinic. At first she was hesitant. "I was in denial," she says. "I just wanted to hide, I didn't want to mingle with people. I thought it would be more distressing to be with others in the same situation."

Finally she decided to check it out. "It was a haven, like a spa for survivors," says Nimfa. Because she'd had a lymph node removed, she was given lymphatic drainage massage. "I was so worried about my left arm. I saw one lady whose arm was as big as her leg. I didn't want that to happen to me." She also had acupuncture and was given supplements. "It really helped," she says.

Nimfa now goes to the clinic once a month for follow up treatments. To her, it feels like a family. "I was really happy to discover Charlotte Maxwell. Going there is so important. The ladies are so kind and accommodating. Just hearing their voices is so comforting ... I love it there."

What would Nimfa tell a friend about Charlotte Maxwell? "I'd say they should go because they're missing half of their life if they don't."

We raise money and give it away...

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 faced with challenges and emergencies after a breast cancer diagnosis.

2015 fundraising overview

To Celebrate Life's main income source is from our Stepping Out gala along with contributions from our dedicated partners and supporters. Proceeds from community events benefiting the Foundation made a significant contribution in 2015 including:

- Harbor Point Charitable Foundation 17th annual Wine, Women and Song Rock-n-Roll benefit concert and Fund A Need in October
- The Dailey Method proceeds from Bay Area studios from a special class held in October
- Meadow Club Women's Golf Association all proceeds from their annual 2 Jacks and 2 Jills tournament in September
- Novato High School proceeds from student "Coin War" held during the month of October

Fund A Need

Fund A Need (FAN), a favorite annual fundraising feature started at the 2008 Stepping Out gala, raises money for emergency financial assistance, direct services and support. In honor of the 20th Anniversary of Stepping Out, all \$100 FAN contributions were matched by Harbor Point Charitable Foundation.

In 2015, FAN revenue included Sponsor A Model gifts. This program, started in 2012, enables friends and family to support a Stepping Out breast cancer survivor model's inspirational walk down the runway.

Wine, Women and Song attendees generously supported FAN at the 17th annual benefit concert. Prominent Bay Area musicians performed songs by artists 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. Applicants are required to provide financials and specific impact of grant money for our use in determining whether they qualify for a grant.

Stewardship of your contributions

Our Grants Committee, consisting of community leaders, members of the medical community, Foundation Board members and breast cancer survivors, review all applications to ensure your contributions are used responsibly. Grants are only awarded to programs that provide direct and emergency support services, with emphasis on underserved populations.

Continuous reporting and mid-year site visits by the Foundation's Board of Directors 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.



Guests raised their paddles during a rousing Fund A Need which provides emergency and direct services through the Foundation's Grants Program. — 2015 Stepping Out Gala

Your 2015 dollars by the numbers

\$275,000 Granted to 16 Bay Area organizations — an increase of **\$25,000** over 2014 grant awards

3,118 Services were provided to underserved Bay Area patients struggling with breast cancer

592 Diagnostic services — clinical breast exams, mammograms and ultrasounds

20 New breast cancer diagnoses identified through To Celebrate Life grants

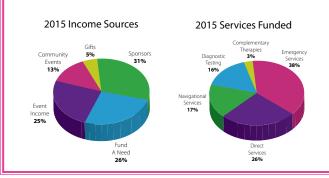
146 Patients received emergency funds to cover rent, utilities, co-pays, prescriptions and dental helping stabilize them financially during treatment

1,758 Patients received direct services such as food and transportation vouchers, group support programs and lymphedema garments

10,684 Nourishing and organic meals delivered to breast cancer patients and their families during treatment

264 Complementary therapy sessions helped patients tolerate the effects from chemotherapy and radiation

358 Patients received navigational advocacy for benefits, treatment, translation and to identify counseling and group support programs during and after treatment



Celebrating our 2015 partners and supporters

\$40,000 +

Harbor Point Charitable Foundation

\$20,000 +

Jeanne and Adolph Capurro

\$15,000 +

Marin Cancer Care Marin General Hospital Wells Fargo Foundation

\$10,000 +

Anonymous Blanche Thebom Trust The Dailey Method Destination Wealth Management, Inc. Kaiser Permanente Marin Luxury Cars/ Price Family Dealerships Kathryn Niggeman Frank and Lois Noonan Wareham Development Yvonne and Charles Robinson, YJK Enterprises, Inc.

\$5,000 +

Julie and Thomas Ballard Linda and Drew Dowsett Fenwick Foundation **Gruber Family Foundation** Robert Kaliski and Linda Nelson Louderback Law Group Meadow Club Women's Golf Association Paul Reiche Janice and Eduard Still Sutter Pacific Medical Foundation **UCSF** Helen Diller Family Comprehensive Cancer Center William H. Donner Foundation, Inc.

\$2,500 +

Berkeley Patients Group Blue Shield of California Life **Bradley Real Estate** George and Suzanne Bull Dr. Roger and Mary Greenberg Gay and Wyman Harris Jacqueline Jackson Fileen Ma Marin Community Foundation Novato High School Thomas and Joanne Peterson Family Fund The David R. Stern Fund of the Common Counsel Foundation Melissa Williams

\$1,000 +

Deborah Alton-Matthews Suzanne Badenhoop and **Guy Lampard** Bank of Marin Rachael Bishop Joanne Bjork Anne and Gerry Butler Sandi and John Capurro Sue and Joseph Carlomagno Claudia Coleman Jane and Allen Cooper Lanson Crawford Dinna and Fred Eisenhart Lois and Arthur Feld Kassidy Ford Claudia Gardner Bob and Gayle Hanna Kerry Harmánis Nancy Heydemann William and Gail Hutchinson Hope Kamer KC and Steve Lauck Lisa Bernardi Lind and Christian Lind Patti and Craig Litman Charles Louderback and Miranda Wagner Shelley Mahal Marianne and Albert Figen Foundation Marin Catholic High School Marin Roto-Rooter and The Calegari Family David Martin and Julie Griffin Purple Lady/ Barbara J. Meislin Fund Richie Merlo North Bay FC Wave Courtney and Peter Phleger Tom and Gwen Price Donna and Brent Pullan Dianne and Michael Sheridan Dr. Garrett and Jenny Smith Simon Snellgrove

James Tanner University of San Francisco Athletics Julia Wooding and Curt Wise Stephen Young

\$500 +

Renee and Brian Alexander The Bank of America Charitable Foundation Wendy and Rick Barbaria Marciá Barinaga Mary Basso Bentley School Caroline and Jim Boitano WJB and CLB Family Fund for Marin Shelley Buguen Barbara Burke Heaton and John Heaton Rose and Stephen Capurro Pamela Carlomagno and Richard Paterson Kathleen Clark and Patrick Woods Teressa Coleman Stephanie and Paul Corbani Stone Coxhead Dr. Tom and Jean Cromwell Kathleen and George DeSalvo Heidi Dewell Dr. Cheryl Ewing Paul and Cassie Gaenger Joseph and Beverly Giraudo Drs. Francine Halberg and Terry Kessler Judith Hallman Heffernan Foundation Erica Igoe Maureen and Kenneth Johnson Susan Kent Barbara Kerr Kathleen Lemke Jonathan Marks, Marks Realty Group Dianna McGrath Michael and Thalia Milano Lynn and Henry Moody Susan Moody Prieto and Mauricio Prieto Julie and Bret Mosley Muller Family Foundation Pacheco Valley Crossfit Pilar and Jon Pheils

Maureen and Arthur Plumstead Kevin Prochnow and Susan Sampiere Susan Schultz Terry and Zoe Sternberg Jan Stevens Taylor Maid Farms The McCarthy Family Foundation Veronica Tramontozzi Robin Ullakko Katelyn Walker Kim Wimer

\$250 +Jill and Rob Anderson Laura Armor Martha and Bruce Auld Mary Baca Bayside Cafe. Inc. Toni and Craig Brayer Sheila Brear Syd and Sher Brown Dorothy Burk Mike Cattaneo Lilly Chee Chevron City of Apache Junction Parks and Recreation Bonnie Cohen Maggie Colby Dr. Tim Crowley and Katrina Urbach Carleen Cullen Peter Cullinan Shari Dagg Veronica and Richard Demartini Amanda and John Fannin Dr. Marc and Cathy Fields Clara Franco and Ádam Weis Mary Pat Fuchs Natálie Gates Susan Goodwin Dr. Natalya and Tim Greyz David Grubb Diane Guinasso Drs. David Gullion and Linda Hummel Lauren Guria Carrie Hamby Peggy and Don Haskell Drs. Bobbie Head and Brian Lewis Tracy and Bill Hogan Donna Home

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Celebrating 20 Years... Supporting Bay Area nonprofits

From a garden party fundraiser to the Bay Area's premier breast cancer organization

In a 1996 ballet class, To Celebrate Life Breast Cancer Foundation became a reality. This was no ordinary dance class — it was geared toward breast cancer survivors. From this class emerged 10 women wanting to provide immediate help to others in their community — 9 of the 10 were breast cancer survivors.

Stepping Out — the first fundraiser held in a Marin garden raised \$42,000 and would become an annual signature gala for the organization. Founding members, breast cancer survivor models, students of Patti Bryson's ballet class and a few friends did everything from setting up tables to cleaning up.

The beginning years

In 1996 the ten founders formed an organization — Marin Breast Cancer Committee/Council (MBCC) — which eventually became To Celebrate Life Breast Cancer Foundation in 2006. The first grant of \$30,000 was awarded to B.R.E.A.S.T. Center in Greenbrae to support breast cancer needs in the community. The second Stepping Out was held at the US Coast Guard Hangar at Hamilton Field in Novato and the following year at Herbst Pavillion in San Francisco. In 1999 the Stepping Out Gala moved to its current annual venue at Marin Civic Center Exhibit Hall in San Rafael.

In 2001, Rally for the Cause, a small group of Marin women raising funds for breast cancer, joined MBCC. The event, held at Marin Tennis Club and Dominican University added an annual women's tennis fundraiser to the organization. The event was renamed Rally To Celebrate Life in 2006.

In 2004, after helping their wives with Rally for many years, three husbands started an offshoot Rally golf tournament to contribute to the Foundation's grants program. The first tournament, later renamed Tee It Up To Celebrate Life, was held at Stonetree Golf and Country Club in Novato, raised over \$10,000. The annual event moved to Sonoma Golf and Country Club and in recent years, Marin Country Club in Novato.

Twenty year milestone

As of 2015, To Celebrate Life has awarded over \$4.25 million in grants to provide services to those in need in the Bay Area. For the last 19 years, annual grant awards average \$215,000. These grants have been critical in funding Bay Area nonprofit organizations whose missions focus on underserved and vulnerable populations struggling with breast cancer and breast health issues. Particular emphasis is placed on services that Annual Needs Assessments predict are most urgent. Direct and emergency services include financial assistance to pay for rent or utilitlies, food deliveries, transportation to and from treatment, diagnostics and complementary therapies.

Through the prudent stewardship of To Celebrate Life and the responsible fund allocation of the nonprofit organizations funded, thousands of people have been served. Every day, the Foundation is making a difference in the lives of underserved people in the Bay Area with breast cancer.





Stepping Out Gala 1996



Stepping Out Gala 1997



Stepping Out Gala 1998



Stepping Out Gala 1999



Stepping Out Gala 2000

To Celebrate Life — Stepping Out Gala 20 years by the numbers

250 — Number of guests attending the first Stepping Out Gala

500 — Average number of guests who now attend Stepping Out annually

7,155 — Number of guests who have attended the Stepping Out Gala since 1996

\$42,000 — Raised at the first annual Stepping Out Gala

\$30,000 — First granting to B.R.E.A.S.T. Center in 1997

\$215,000 — Average granted to Bay Area breast cancer nonprofits annually

\$4.25 Million — Granted to Bay Area breast cancer nonprofits — 1996 to 2015

\$614,990 — Total Fund A Need (FAN) donations at Stepping Out — 2008 to 2015

\$77,869 — Total Sponsor A Model (SAM) donations — 2012 to 2015

37 — Number of breast cancer survivor models at the first Stepping Out fashion show

696 — Number of breast cancer survivor models in the Stepping Out fashion show since 1996

10 — Number of male breast cancer survivor models in the Stepping Out fashion show since 1996

375 feet — Walked down the runway by each model at the Stepping Out fashion show

1875 feet — Walked down the runway by each model during fashion show rehearsals

10.6 miles — Walked down the Stepping Out runway by models each year at the fashion show

214.6 miles — Walked down the Stepping Out runway since 1996 — including rehearsals!



Looking

Stepping Out Gala 2006









Looking Back 20 Years...



Making a Difference





We raise money and give it away to Bay Area nonprofits

Our Vision — No one should face breast cancer alone

Our Mission — Support people facing breast cancer by funding direct and emergency services

We Celebrate Life — We are guided by our survivor spirit and our passion to touch the hearts of those who need our help















20th Anniversary Stepping Out Model Reunion — June 14, 2015

Grants Reception — April 1, 2015

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