



We raise money and give it
away to Bay Area nonprofits

To Celebrate Life Breast Cancer Foundation

Annual Report 2017

*“It was the worst day of my
life. How was I going to do this
by myself?”*

From Despair to Gratitude — story page 5



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

A Message from our Board President



To Celebrate Life is 23 years strong! Over the years, we've provided funding for tens of thousands of services to Bay Area women and men facing the challenges of a breast cancer diagnosis. On March 26, 2018, we distributed our 2018-19 funding to 24 grantees. This last round of grant distribution put our total to date **over \$5 million!**

Imagine facing a life threatening diagnosis and not having the means to support yourself financially and emotionally through the journey. What would you do? Who could you turn to for help? How would you buy your food, pay your rent or get to your doctor appointments? Many who live among us are faced with these stressful questions. These are the women and men we help and until breast cancer is eliminated, our hard work continues.

Over and over, our grantees share stories of recipients of the services funded by To Celebrate Life grants. These funds have affected so many lives in positive, and sometimes, life-saving ways. It is heart warming to know the hard work, energy and compassion of our volunteers and the generosity of our donors allows us to make a difference in the life of a breast cancer patient.

Our celebration of life at the Stepping Out gala in September, Monthly Giving program, annual appeal and community events help us to reach out into our communities. Our vision — **No one should face breast cancer alone** is ever closer to a reality because of the generosity of our sponsors and donors. We are humbled and grateful to have your support.

In gratitude,

Kristen Bennett
Board President

2017 Board of Directors

Judie Belmont	Linda Dowsett	David Martin
Kristen Bennett	Tom Giles	Devereaux Smith
Jeanne Capurro	Judy Hallman	Kim Wimer

How your dollars help ... Grantees making a difference

HERS Breast Cancer Foundation

A 2017 Grantee — Lymphedema Project

This year, HERS Breast Cancer Foundation — which stands for *Hope, Empowerment, Renewal and Support* — is celebrating their 20th anniversary. The Lymphedema Project, established in 2010, has been supported by To Celebrate Life since 2012, making this their seventh grant.



Tina Fernandez Steckler
Executive Director

The HERS program provides high quality lymphedema products — sleeves, gauntlets, gloves — to help relieve the swelling and discomfort caused by the condition. But these can be costly, and many insurance plans don't cover them.

"We serve all individuals healing from breast cancer with post-surgical products regardless of their financial status," says Tina

Fernandez Steckler, Executive Director of HERS. "It's frustrating that insurance companies don't recognize lymphedema garments as a medical necessity. Thanks to the To Celebrate Life grant we are able to write off all or a portion of the cost of the product."

Tina Takes the Helm

Tina joined HERS in November 2017 taking over when her friend, Dr. Vera Packard, left the organization. At the time she was serving as Director of Development for a nonprofit dedicated to helping survivors of domestic violence. When Vera suggested Tina apply for the position, she was in the midst of planning a gala fundraising event, "but I thought, let me be open to exploring something different."

For Tina, the best part of the job is knowing that she's helping survivors feel better about themselves. "When I see patients leave our store with smiles on their faces, it makes me (and our staff) so happy."

"It's frustrating that insurance companies don't recognize lymphedema garments as a medical necessity. Thanks to the To Celebrate Life grant we are able to write off all or a portion of the cost of the product."

In 2017, HERS served nearly 2,700 patients from their two locations in Fremont and Pleasanton. The organization is increasing its outreach efforts in both the Tri-Cities and Tri-Valley regions.

Typically, patients are referred by physicians and nurses. Nurse navigators at the adjacent Washington Hospital Healthcare System Women's Center often walk a newly diagnosed patient down the hall to the HERS store. "It's important for them to know we're here and they can be fitted with support garments before surgery," says Tina.

Because Lymphedema garments are not one-size fits all, HERS is now providing custom fittings. In the case of a client who was very tall with long arms and legs, an off the shelf compression garment didn't work. "We measured and ordered custom-made garments for her," says Tina. "She was able to pay out of pocket, but for patients in need, funding is so important, and the To Celebrate Life grant helps with that."

To Celebrate Life congratulates the HERS Breast Cancer Foundation on their 20th year of helping women receive the post-surgical products and services they need.



The amazing staff at HERS Breast Cancer Foundation
From left: Georgea Tscha, Debra Shanley, Alayna McGarry,
Tina Fernandez Steckler, Annette Lewellyn, Pam Condy, Carlie
Lozano, Rebecca Lalwani, April Sommers, and Vicki Goss.
Not pictured: Jenna Suffle and Gina D'Angelo

Meet Kirstin Client, Volunteer and Board Member



Kirstin
HERS Client, Volunteer
and Board Member

In October 2014, Kirstin had her Breast Cancer Awareness Month surprise. While having cocktails with her friend Dr. Vera Packard who was Executive Director of HERS Breast Cancer Foundation at the time, she received the call telling her that she had stage 1 breast cancer and she needed surgery.

In November, she went in for a lumpectomy, but it was determined during the surgery that she needed a mastectomy. Three lymph nodes were also removed and as a result she developed mild lymphedema.

In December, Kirstin purchased prosthetics and bras at HERS and went for lymphedema physical therapy the following month. Her next stop was the HERS store for her compression sleeves which were covered by the To Celebrate Life grant.

"The grant is priceless," says Kirstin. "Doctors are given little training on lymphedema, but the women at HERS will explain why you need compression garments, and how the grant makes it possible for patients to get the products. If I had to pay for it myself, it wouldn't have been a high priority. That's why the grant is a priceless gift, and I love you for it."

Prior to her surgery, Kirstin hadn't given much thought to reconstruction. Six months later she consulted a plastic surgeon and ended up having an implant on the right and augmentation in the left breast. Because her lymphedema issues are mainly due to altitude, she wears her sleeve and gauntlet when she flies.

From Volunteer to Board Member

Kirstin first learned about HERS in 2008. "I was impressed with how friendly everyone was," she says, "it's such a warm, loving place." She became a volunteer in 2010, helping mainly with the annual Walk/Run fundraiser.

In 2016 Kirstin joined the HERS Board of Directors and serves as Vice Chair. She is the Event Chair for this year's People with Purpose gala and Expo Chair for the 2018 Walk/Run.

"If I had to pay for it myself, it wouldn't have been a high priority. That's why the grant is a priceless gift, and I love you for it."

At a Glance:

- The HERS Lymphedema Program has served over 900 clients since inception in 2010
- 70% of clients with need for these garments are underinsured or uninsured and receive the garments at no cost
- 30% of clients received garments to control the lymphedema while 70% received them as a preventative measure.



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

To Celebrate Life awards \$280,000 in 2017 to 19 Bay Area grantees

On March 27, 2017, To Celebrate Life Breast Cancer Foundation granted \$280,000 to 19 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 Health System Foundation

Emergency Assistance for Breast Cancer Patients
Oakland

Bay Area Cancer Connections

The Gabriella Patser Program
Palo Alto

Bay Area Young Survivors (BAYS)

Writing Retreats for Young Women with Breast Cancer
San Francisco

Breast Cancer Emergency Fund

Emergency Financial Assistance
San Francisco

Cancer Support Sonoma

Return to Wellness
Sonoma

Ceres Community Project

Nourishing Meal Support and Nutrition Education for Breast Cancer Patients
Sebastopol

Charlotte Maxwell Clinic

Integrative Medicine and Basic Human Resources for Low Income Women with Breast Cancer
Oakland

HERS Breast Cancer Foundation

Lymphedema Project
Fremont

Institute For Health and Healing

Holistic Support for Breast Cancer Patients
Greenbrae

Latina Breast Cancer Agency

Mujeres Cuidando Mujeres/ Women Caring for Women Navigation
San Francisco

Marin Center for Independent Living

Mary Mathews Breast Cancer Advocacy Project
San Rafael

Marin General Hospital Foundation

Screening and Diagnostic Fund for Uninsured and Under-insured Individuals
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 Breast Cancer Program
San Francisco

Sunflower Wellness

Beyond Breast Cancer
San Francisco

Sutter Pacific Medical Foundation

Resource Navigation and Support to Latino Patients
Santa Rosa

Tim and Jeannie Hamann Foundation

Make a Difference – Help for Those with Breast Cancer
Benicia

Women's Cancer Resource Center

Emergency Financial Assistance and Cancer Navigation
Oakland

Marin General Hospital Foundation

A 2017 Grantee — Screening and Diagnostic Fund for Uninsured/Underinsured Individuals

For the uninsured and underinsured in our community, a routine mammogram or diagnostic breast screening is anything but routine when it comes to cost. Even those with insurance may be unable to afford their premiums, co-pays or deductibles. That's when the Marin General Hospital Foundation's grant from To Celebrate Life steps in.



Alison Gause
Oncology Patient Navigator

According to oncology patient navigator, Alison Gause, the need is great. "We have seen an increase in applications," she says. "Patients benefit from the grant

because they can get medically necessary tests without cost being a barrier to care. And the earlier breast cancer is detected, the greater the chances of a successful outcome."

Patients are often referred to the program by Marin Health Care District's Breast Health Center and Marin

"Patients benefit from the grant because they can get medically necessary tests without cost being a barrier to care."

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

Community Clinic, as well as other community health organizations and physicians' offices.

"Last year the To Celebrate Life grant helped 22 women gain access to timely screening and diagnostic procedures," says Alison. "Of those, seven were diagnosed with breast cancer. Because of this funding we were able to fast-track their enrollment in insurance programs and expedite their path to treatment."

The grant provided:

- 5 diagnostic mammograms
- 2 breast ultrasounds
- 9 MRI screenings
- 11 biopsies

Alison's Role

As patient navigator, Alison works specifically with breast cancer patients helping to eliminate or resolve any potential obstacles that would prevent them from getting the care they need. She connects people to resources and support services including financial assistance, support groups, transportation and complementary therapies offered by the Center for Integrative Health and Wellness.

The best part of her job? "Being able to help individuals with practical needs, support and resources so they can focus on their healing and recovery," says Alison.

Alison has been a patient navigator for a total of 11 years; for the past 5 ½ years she has been guiding patients at the Center for Integrative Health and Wellness.

"We're very grateful for the grant from To Celebrate Life; it enables us to help our community members have better access to screening and diagnostic testing," says Alison. "People often don't realize the great need that exists in our own community."

Meet Shirley

Going From Despair to Gratitude



Shirley
Marin General Hospital
Foundation Client

"It was the worst day of my life," recalls Shirley. "I almost fell on the floor." That day, of course, was when she was diagnosed with breast cancer.

Shirley came to the U.S. from Brazil 27 years ago. She's worked as a nanny and learned English from the children she cared for. On the day of her diagnosis, she had \$18 in the bank and didn't

know what she was going to do. "Just talking about it now, I feel the energy draining from my head to my feet. How was I going to do this by myself?"

"Don't worry, we will help you."

Luckily, she didn't have to do this by herself. Shirley was referred to Alison Gause, Oncology Patient Navigator at the Cancer Institute at Marin General Hospital. Alison told her, "Don't worry, we will help you."

Shirley saw Dr. Leah Kelley who talked her through the process and explained the treatment plan. Still, she felt despair. The first step for Shirley was chemotherapy, and her side effects were immediate. She felt sick, weak and could barely walk.

As Alison helped her find financial assistance, and her friends held fundraisers, she started to feel more confident about the outcome. Shirley also benefited from nutritional counseling and an exercise program at the Center for Integrative Health and Wellness.

After five months of chemo, Shirley had surgery followed by six weeks of radiation. Now all that is behind her. "I got my treatment and I am trying to get strong so I can go back to work with my little ones."

"When I first met Shirley she didn't think she could make it through treatment. But she showed herself to be strong and resilient by reaching out and finding the support that she needed, time and time again. It's been so rewarding to work with her," commented Alison.

"I am so grateful to live in this country, and so grateful to everyone who helped me," says Shirley. "The doctors and nurses, with their ability, treated me and gave me comfort. My friends raising money to help me with my rent...and with the help of God, and my mom in heaven, I was able to get through this difficult time."

"I am so grateful to live in this country, and so grateful to everyone who helped me. The doctors and nurses, with their ability, treated me and gave me comfort."



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

We raise money and give it away...

2017 Fundraising Overview

To Celebrate Life Breast Cancer Foundation grants funds to carefully screened nonprofits that provide services to Bay Area women and men faced with challenges due to a breast cancer diagnosis. The Foundation's main income source is from our annual Stepping Out gala along with contributions from our dedicated sponsors, partners and supporters.

Community Events

Proceeds from community events benefiting the Foundation made a significant contribution in 2017, raising \$89,157. Heartfelt thanks to the following businesses and organizations that held fundraising events which support our 2018 Grants Program:

- Amazon Smile Foundation
- Athleta
- Harbor Point Charitable Foundation - 19th Annual *Wine, Women and Song*
- Marks Realty Group
- Marin Power Yoga
- Meadow Club Women's Golf Association
- Mollie Stone's Markets escrip
- Novato Elks Club
- Novato High School Girls Lacrosse Team
- Jeanette Stringham
- Ruth Taubman Jewelry Design

Fund A Need

Fund A Need (FAN), a favorite annual fundraising feature at Stepping Out, raises money for emergency financial assistance and direct services. All \$100 FAN contributions at the 2017 Stepping Out gala were matched by two very generous friends of the Foundation, raising \$122,700 benefiting the 2018 Breast Cancer Grants Program.

Sponsor A Model

The 2017 Stepping Out models raised \$27,992 in our Sponsor A Model program. This popular program enables friends and family to support a Stepping Out breast cancer survivor model's inspirational walk down the runway.

Deciding Which Organizations Warrant Help

Based on needs assessments developed by breast cancer advocacy groups, the Foundation evaluates the most urgent needs within the nine Bay Area counties. Applicants are required to provide financials and specific program impact of grant money.

Stewardship of Your Contributions

Our Grants Committee, consisting of community leaders, members of the medical community, Board members and breast cancer survivors, reviews 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 grant 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.



2017 Novato High School Girls Lacrosse Team. All MCAL home games were played in support of To Celebrate Life, raising \$23,186 benefiting the 2018 Breast Cancer Grants Program.

2017 By the numbers



\$280,000 GRANTED to 19 Bay Area organizations

11,593 SERVICES PROVIDED to underserved Bay Area patients struggling with breast cancer

10,069 DIRECT SERVICES including home meal deliveries, food and transportation vouchers, group support programs and lymphedema garments

166 EMERGENCY FUNDS for financial assistance to cover rent, utilities, co-pays, prescriptions and dental

1,100 NAVIGATIONAL SERVICES for patient medical and treatment advocacy, translation, counseling and group support programs

39 DIAGNOSTIC SERVICES including clinical breast exams, mammograms, ultrasounds, MRIs and biopsies

230 COMPLEMENTARY THERAPIES holistic treatments and support given to help patients tolerate the side effects from chemotherapy and radiation

12 NEW BREAST CANCER DIAGNOSES identified through To Celebrate Life grants

200 TO CELEBRATE LIFE VOLUNTEERS donated thousands of hours and made a difference in the lives of Bay Area women and men living with breast cancer



2017 Income Sources

23% Endowment
22% Sponsors
16% Event Income
16% Fund A Need
10% Community Events
8% Investment Income
5% Donations



2018 Services Funded

28% Navigation
23% Emergency
23% Direct
14% Diagnostics
12% Complementary

Celebrating our 2017 partners and supporters

\$200,000 +

Anonymous

\$50,000 +

Harbor Point Charitable Foundation

\$35,000 +

Jeanne Capurro

\$20,000 +

Novato High School Girls Lacrosse

\$15,000 +

Kaiser Permanente
Marin Cancer Care
Marin General Hospital
Kathryn Niggeman
Wells Fargo Foundation

\$10,000 +

Frank and Lois Noonan
Marin Luxury Cars,
Price Family Dealerships
Nancy P. and Richard K.
Robbins Family Foundation
Wareham Development
Janice and Eduard Still

\$5,000 +

Lori Barra
Charles Schwab Foundation
The Wayne Clark
Family Foundation
Linda and Drew Dowsett
Fenwick Foundation
Dr. Roger and Mary Greenberg
Gruber Family Foundation
Louderback Law Group
Meadow Club Women's
Golf Association
Ed and Stephanie Regan Fund
Kathryn Servino and
Simon Snellgrove
Sutter Pacific Medical
Foundation, Novato
Community Hospital

The EACH Foundation
USCF Helen Diller Family
Comprehensive Cancer
Center

\$2,500 +

Julie and Thomas Ballard
Mike Brown
George and Suzanne Bull
Dan Cohn and Lynn Brinton
Shakeya and Javier Garcia
David Martin and Julie Griffin
Carol Martin
Thomas and Joanne Peterson
Family Fund
Ruth Taubman

\$1,000 +

Cindy and Rick Armellini
Bank of Marin
Judie and Hal Belmont
Steve Berringer
Mary and Mark Bookman
Heidi and Charles Caldwell
David Capurro
Rose and Stephen Capurro
Sandi and John Capurro
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Robert Kaliski
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Louis Latour, Inc.
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Jonathan Cummins

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Oliver Plunkett
Bruce and Lynetta Record
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\$500 +

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Athleta
Suzanne Badenhoop and
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Kacy and Greg Brod

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Jeanette Stringham
Dr. Ranna Tabrizi
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Peter Teague and
Ricardo Alves
The Benevity Community
Impact Fund
Naomi and David Torgersen
Andrew Visci
Bob Volpert
Charles Wallace
Greg and Jessica Wallace
Neil Weinstein
Elizabeth Wimberly
Stephanie Young

\$250 +

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KWMR West Marin
Community Radio
Marin Independent Journal
TOPDOG Media

Print Partner

DOVE Printing



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.

Pictured here: Michelle — Model, 2017 *Stepping Out To Celebrate Life*

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