



TO CELEBRATE LIFE
BREAST CANCER FOUNDATION

in the LOOP

News from To Celebrate Life Breast Cancer Foundation

SUMMER 2018

No one should face breast cancer alone.

From The Board President



Where has the time gone? It's hard to believe we are into August but as the saying goes, time flies when you're having fun! It has been a very busy year thus far and there is much more ahead as we slide down the backside of 2018.

In January, we added 3 new board members whose passion for our mission add strength to our team. Each brings a unique set of skills and talents to an already amazing Board of Directors.

In April, we awarded 24 grants to very deserving Bay Area nonprofits. This put our total granted dollars to over \$5 million. We celebrate this milestone as it is the fruit of our labors and we are so proud of the impact we've had on thousands of Bay Area breast cancer patients.

To Celebrate Life was thrilled to be the beneficiary of this year's Breastfest, an event that was held on July 14 and hosted by Jenn Procopio of Marin Brewing Co. It was a fun day for over 600 guests who tasted local microbrews and dined on fine BBQ.

Upcoming community events include a fundraiser event hosted by CycleBar in Novato on September 9, and then join us on October 20 for Wine Women & Song at the Marin JCC, hosted by our very special friends at Harbor Point Charitable Foundation. Susan Zelinsky headlines an amazing line up of musicians and bands for a fun night of music and dancing!

Details on all of these events and more will be coming your way!

The highlight of the year is our Stepping Out to Celebrate Life gala on September 29. This marks our 23rd year and our theme, *HOLLYWOOD, An Evening of Glitz and Glamour*, promises to transform the Marin Center Exhibit Hall into classic Hollywood. We hope you will join us as we step out with our breast cancer survivor models to celebrate life Hollywood style.

So much to do, so little time! We are very proud of the work we do and will continue to do. Without the love and support of you, our donors, supporters and volunteers, our continued growth would not be possible. You are an important part of the equation of our success and we are very grateful to each and every one of you.

In gratitude,

Kristen Bennett
President, Board of Directors

Reserve Your Tickets Now!



IN THIS ISSUE

- From The Board President 1
- Foundation Awards \$325,000 to 24 Bay Area Organizations 2-3
- Face of the Foundation - Barbara Burke Heaton 4
- How Your Dollars Help Cancer Support Sonoma, Sonoma Valley Hospital Foundation 5
- Meet Our New Board Members 6
- The Breastfest - Community Event Benefits Foundation 6
- Save the Date! - Events Benefit To Celebrate Life 23rd Annual Stepping Out Gala, All About You, Wine, Women and Song 7
- Tidbits - To Celebrate Life Voted Best Nonprofit Organization, Community Partner Outreach, Become a To Celebrate Life Volunteer 8
- Make a Difference - Join Our Monthly Giving Program 9

Foundation Awards \$325,000 to 24 Bay Area Organizations

To Celebrate Life Breast Cancer Foundation awarded \$325,000 to 24 Bay Area nonprofits which help underserved women and men with breast health issues. These awards bring the total granted since 1996 to **over \$5 million**.

The organizations provide emergency, direct and patient navigation services, financial assistance, complementary therapies, diagnostics and emotional support programs. Read about our **2018 grant recipients**.

Grant awards were presented on March 26 at an inspiring reception held at Servino Ristorante in Tiburon. Funds were generated from the 2017 Stepping Out gala as well as Foundation sponsors, community events and individual contributions.

The Grants Review Committee is made up of community health and medical leaders, breast cancer survivors, Foundation supporters and past and present Foundation directors.

2018 GRANT RECIPIENTS

Alta Bates Summit Medical Center – Oakland
Bay Area Young Survivors (BAYS) – San Francisco
Cancer Support Community – Walnut Creek
Cancer Support Sonoma - Sonoma Valley Hospital Foundation – Sonoma
Ceres Community Project – Sebastopol
Charlotte Maxwell Clinic – Oakland
Community Health Partnership – San Jose
HERS Breast Cancer Foundation – Fremont
Institute for Health & Healing – Greenbrae
Latina Breast Cancer Foundation – San Francisco
Marin Center for Independent Living – San Rafael
Marin Community Clinics – Novato

Marin General Hospital Foundation – Greenbrae
Novato Community Hospital - Sutter Pacific Hospital Foundation – Novato
Pilipino Senior Resource Center – San Francisco
Project Open Hand – San Francisco
Samaritan House – San Mateo
San Francisco General Hospital Foundation – San Francisco
Shanti Project – San Francisco
Sunflower Wellness – San Francisco
Sutter Pacific Medical Foundation – Santa Rosa
Tiburcio Vasquez Health Center – Hayward
Tim and Jeannie Hamann Foundation – Benicia
Women's Cancer Resource Center – Berkeley



2018 Grantees – Back row from left: Mary Dunbar, Samaritan House; Neha Patel, Community Health Partnership; Ralph Koenker, MD, Novato Community Hospital; Mitesh Popat, MD MPH, Marin Community Clinics; Wil Lacro, Tiburcio Vasquez Health Center; Joanne Nichols, Tim and Jeannie Hamann Foundation; Cindi Cantril, Sutter Pacific Medical Foundation; Judith Harkins, Shanti Project; Ellen Carroll, Alta Bates Summit Medical Center; Olivia Fè, Latina Breast Cancer Foundation; Linda Dovbish, Ceres Community Project; Kirstin Litz, HERS Breast Cancer Foundation; Nola Agha, Bay Area Young Survivors; Jim Bouquin, Cancer Support Community

Front row from left: Pam Pierson, Charlotte Maxwell Clinic; Amira Barger, Project Open Hand; Jenny Johnson, Sunflower Wellness; Alison Gause, Marin General Hospital Foundation; Juvy Barbonio, Pilipino Senior Resource Center; Julia Stiefel, Institute for Health and Healing; Fern Orenstein, San Francisco General Hospital Foundation; Kathleen Woodcock, Marin Center for Independent Living; Dolores Moorehead, Women's Cancer Resource Center; Pam Koppel, Cancer Support Sonoma — **Photo:** Glen Graves



Left: Kelly Tyler, Marin Center For Independent Living **Middle:** Delores Moorehead, Women's Cancer Resource Center receives a check from Kristen Bennett, To Celebrate Life Breast Cancer Foundation Board President **Right:** Wil Lacro, Tiburcio Vasquez Health Center



Left: The 2017 Novato High School Girls Lacrosse Team played all MCAL home games in support of To Celebrate Life. The team raised \$23,186 benefiting our 2018 Breast Cancer Grants Program. Members of the Girls Lacrosse Team presented awards on behalf of the Foundation at the 2018 Grants Reception. **Right:** Kristen Bennett with Nola Agha, Bay Area Young Survivors and Jim Bouquin, Cancer Support Community, receiving checks presented by team members.



On behalf of To Celebrate Life Breast Cancer Foundation: **Left:** Dr. Bobbie Head, Marin Cancer Care, presents a check to Pam Pierson, Charlotte Maxwell Clinic **Middle:** Judy Hallman, To Celebrate Life Board member; Bob Kaliski, Harbor Point Charitable Foundation presenting a check to Alison Gause, Marin General Hospital Foundation. **Right:** Amira Barger, Project Open Hand accepts a grant check.

Face of the Foundation – Barbara Burke Heaton

Stepping Out Wardrobe Committee Lead

When you're watching our marvelous Stepping Out models in gorgeous gowns and daytime fashions, do you ever wonder how the clothes got from the store to the runway? It's quite a journey, led by Wardrobe Committee Lead Barbara Burke Heaton and her talented team.



First, a little background. Barbara has been volunteering in this role for about 15 years. Previously, she had worked with former Stepping Out producer, Tracy Hogan, handling the wardrobe for Marin Catholic's fashion show fundraiser. When Tracy took over as producer for Stepping Out, her team, including Barbara, came with

her. "She had an amazing team of women," says Barbara.

Fashion is not part of Barbara's background, but "I do know how to put together a dedicated team. Everyone on my committee is so dedicated to the mission, and to the women," she says.

Who they are, what they do

The wardrobe committee consists of 10-14 volunteers, depending on the number of stores participating in the show. Some are friends who she has recruited, and others are former models who want to help backstage.

"We keep the level of chaos under control. Most important, we get the clothes back to the stores in the time frame they want, and in perfect condition."

In a nutshell, the committee is responsible for keeping track of the clothing from each store. They help with the fittings, pick up the clothes from the stores the day before the event, prep the clothes and get them organized back stage so that on the big night, everything goes smoothly. They also work with the dressers, training them to get the clothes on and off the models quickly between scenes.

"We keep the level of chaos under control," says Barbara. When you have 30+ women changing in one room, that's no small task.

"Most important, we get the clothes back to the stores in the time frame they want, and in perfect condition," Barbara explains. That's why the models are asked not to use any fragranced products or wear jewelry that might catch on the fabrics.

"Our committee gets to play backstage for three days. We lock the doors and drink champagne," she admits with a grin. In fact, several years ago they started the tradition of the after-show party backstage by bringing champagne and glasses for a congratulatory toast.

Memorable mishaps

With so many models and outfits to manage, it's inevitable that something goes awry. Barbara remembers a couple of incidents, like the time a model went out on the runway with her gown on backwards. Fortunately, it looked great and nobody noticed. Then there was the time when one of the leather fashions still had the store's sensor attached to it.

"How no one spotted it is a mystery, we go over every item," says Barbara. The sensor was on the model's hip, so the quick-thinking team showed her how to dance on the stage with her hand on her hip.

Her favorite part of the job

"Being around the women," says Barbara. "They're so brave. Sometimes I think, would I ever get up on that stage? The answer is 100% no! And, I love seeing the bonding backstage." Next time you're at Stepping Out, think about the TLC that this team pours into every scene. Think about Barbara Burke Heaton.

How Your **DOLLARS HELP**

Cancer Support Sonoma - Sonoma Valley Hospital Foundation — a 2018 Grantee

Cancer Support Sonoma

May 2018 was an exciting month for Cancer Support Sonoma. First, they received their official designation as a 501(c)(3) nonprofit...then, they moved into their new home on Perkins Street in Sonoma. The only oncology program in the Sonoma Valley, CSS provides complementary therapies to cancer patients in the valley and surrounding areas, from the time of diagnosis throughout treatment — and into recovery.



Teri Adolfo
Executive Director

The back story

The program was funded as a research study in 2015 under a partnership between the Sonoma Valley Hospital Foundation and The North Bay

Cancer Alliance. During that time, they operated from space in the hospital, under the guidance of program director Pam Koppel.

But in October 2017, when the study came to an end, they had to make a choice – shut down or find new funding sources and a new home where they could continue to provide much-needed services. Determined to keep serving the community, Pam set the wheels in motion.

CSS applied for a grant from To Celebrate Life which was funded in early April. That enabled them to find their own space just blocks from the hospital. In February, Teri Adolfo came on board as executive director and Pam became interim board president.

When the two women first spoke, Teri's intention was to become a provider with CSS, offering ayurvedic massage. But after learning about Teri's background in nonprofit and corporate management, Pam convinced her to take on the role of ED. Teri agreed, as long as she could also work with clients.

Complementary therapies...with heart

Cancer Support Sonoma is a place for healing, caring and community. "All of our providers have experience working with cancer patients," says Teri.

CSS offers acupuncture, oncology massage, lymphatic massage, naturopathic counseling, energy medicine, jin shin jyutsu (Japanese acupressure), Ayurvedic consultations, craniosacral therapy and reflexology. All on a sliding scale. "No one is turned away because of finances," adds Teri.

The To Celebrate Life grant enables the nonprofit to expand their outreach to breast cancer patients. "We're trying to get the word out," says Teri. "Of all the cancers I've seen, breast cancer is very different. Women are so connected to their breasts, so how do we keep them feeling good about themselves? Our complementary therapies and the community they find here are often described as a healing oasis where they feel safe and cared for."

"To Celebrate Life encapsulates that to me," she continues. "Every day we should celebrate — it's the best name ever."

"[Services] are offered on a sliding scale. No one is turned away because of finances."

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

DONATE TODAY!

Meet Our New Board Members

To Celebrate Life Breast Cancer Foundation welcomed three new members to the Board of Directors in January. Deborah Palmer Keiser, Molly Schmidt and Craig Womack will support the board in overseeing the Foundation's operations and fundraising efforts benefiting our Bay Area Grants Program.



Deborah Palmer Keiser, an expert product supply chain professional, has a history of working in the apparel, accessory and home furnishings manufacturing and retail industries. She is experienced in creating an integrated

approach to systems, people, process and leadership to achieve excellence. Throughout her 35-year career, Deborah has demonstrated strong leadership, change management, and organizational development skills.



Molly Schmidt has a technical background in community public health. Outside of work, she likes to give back to the community and also serves on the board of Marin Child Care Council. For two years she has been honored to serve on To Celebrate Life's Grants Review Committee.

Craig Womack brings business acumen and intuition shaped by 30-plus years of experience in the C-suites of national and international organizations in both retail and manufacturing sectors. Craig is currently Personal Historian of Life is About Moments, a company he founded in 2011 that produces high-quality printed memoirs. As a writer, speaker, executive coach and board member, he is focused on providing a humane vision of organizational and volunteer support to the Foundation.



The Breastfest — Community Event Benefits Foundation



Over 30 Bay Area breweries sampled their best craft beers at The Breastfest Beer Festival July 14 at Fairground Island in San Rafael — all for a great cause!

This popular annual event brings together a supportive crowd of beer aficionados to raise funds for local organizations that support breast cancer patients. Over 600 attendees enjoyed a sunny afternoon of beer tasting, delicious BBQ, food and live music.

To Celebrate Life Breast Cancer Foundation extends heartfelt thanks and gratitude to Jenn Procopio, Marin Brewing Company, Moylans and the local brewing community for their support. All proceeds raised at Breastfest will benefit our Breast Cancer Grants Program which funds Bay Area nonprofit organizations that help and provide services to breast cancer patients in our community.



From left: To Celebrate Life volunteers Kacy Brod, Molly Schmidt, Kathleen Kilkenny and Lisa Bernardi at the To Celebrate Life booth



From left: To Celebrate Life volunteers Lori Ling and Ilene Pearce served delicious BBQ to a hungry crowd at Big Jim's BBQ booth



Breastfest volunteers Marye Joshua (left) and Paula Bell (right) with To Celebrate Life Board President, Kristen Bennett (center)

SAVE THE DATE! — Events Benefiting To Celebrate Life

23rd Annual Stepping Out Gala – Saturday, September 29



Don't miss Marin's premier gala event! Join us at our 23rd Annual Stepping Out Gala, *HOLLYWOOD, An Evening of Glitz and Glamour* on September 29 at Marin Center Exhibit Hall in San Rafael. Gala proceeds benefit the Foundation's **Breast Cancer Grants Program** supporting underserved people living with breast cancer in the Bay Area.

Begin the evening with cocktails while bidding on local restaurants, wine, jewelry and fun getaways at the Silent Auction. Guests will enjoy a 3-course gourmet dinner catered by McCalls and an exciting Live Auction and Fund A Need.

The evening's highlight is an emotional and inspirational fashion show featuring local breast cancer survivor models. The night continues with dancing to the music of Vybe Society, underwritten by the Blanche Thebom Trust Fund.

Registration is now open. Click here for **Tickets** and further **event details**. **Contact us** at **415-455-5882** for more information or questions.

All About You — Sunday, September 9



Join us September 9 from 12:30-3:00 and "get your bike on". Lisa Marie Taylor, FIT2B Breast & Body Thermography and her health partners have teamed up with CycleBar in Novato for a ride to better health and wellness for you! A \$50 donation will reserve a bike for you to ride in a 45 minute fun and energetic cycle class (no experience necessary), light bites, raffles and a swag bag valued at over \$100. All proceeds will benefit To Celebrate Life and support Bay Area women and men facing a breast cancer diagnosis.

ALL ABOUT YOU brings a network of mainstream and alternative resources for the needs of anyone looking to better their health. Following the class, you will have an opportunity to network with Lisa Taylor regarding breast screening with Thermography; health and wellness partners Sara Ladd Beauty; Emily Smith, LAc Acupuncture; Alicia Willoughby, MSPT Physical Therapist and Monica Egan, Monarch Chiropractic.

Space is limited so sign up early! **Click here** to reserve your bike or call Lisa Marie Taylor at **562-841-1183** for any questions.

Wine, Women and Song — Saturday, October 20



Mark your calendar and join us October 20 for the 20th Annual charity concert benefiting To Celebrate Life Breast Cancer Foundation.

Founder Susan Zelinsky brings together a cast of great singers and instrumental musicians from all around the Bay Area for a rollicking fun evening of listening and dancing to your favorite classic Rock-n-Roll hits, including music written or performed by artists affected by breast cancer.

Osher Marin Jewish Community Center
200 N. San Pedro Road, San Rafael, CA

Click here for more information or call **415-383-6114**

TIDBITS

To Celebrate Life – Voted Marin’s *Best Nonprofit Organization*



Marin IJ Reader's Choice Winner's Party — March, 2018.
Photo credit: Marin Independent Journal

To Celebrate Life Breast Cancer Foundation was honored to be voted by *Marin IJ* readers as Marin's **Best Nonprofit Organization** and Stepping Out To Celebrate Life **Best Charity Gala** Runner-Up for 2018. Thank you to our dedicated volunteers and supporters!

To Celebrate Life Board members Judy Hallman, Kim Wimer, Kristen Bennett and Craig Womack attended the Marin IJ Reader's Choice Winners party with Marin IJ President and Publisher, Rob Devincenzi and Colleen Jordan.



Voted Marin's
Best Nonprofit Organization
Stepping Out To Celebrate Life
Best Charity Gala
Runner-Up



Community Outreach Partner – Italian Street Painting Marin



Street painting artist, Bridget Lyons braves Saturday's heatwave and sizzling pavement.



The finished masterpiece on Sunday!
Italian Street Painting Photos: Wayne Renshaw

A team of energetic To Celebrate Life Breast Cancer Foundation volunteers manned the Admissions Ticket Booths at Italian Street Painting Marin on June 23 and 24 in San Rafael.

A square dedicated to the Foundation was created by Bridget Lyons, an Italian Street Painting artist from Tampa, Florida

Just Say YES! — Become a To Celebrate Life Volunteer



From left: Cindy Armellini with Yvonne Robinson, Stepping Out fashion show producer and Margie Torres, co-producer

Volunteers are the heart of our organization and we are always looking for people to join our Foundation family. Whatever your talent, skills and interests, there are many opportunities and ways you can contribute and help make a difference. Contact us if you are interested in being a part of Marin's Best Nonprofit organization. Volunteering is fun and so rewarding!

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

Sign up by filling out our **Volunteer** form or

Contact us or call **415-455-5882** for more information.



Make a Difference — Join Our Monthly Giving Program

Monthly Giving is an easy way to set up small recurring donations that are automatically processed on your credit card, on the same date each month. This is a special way to give regular, small amounts over a long period of time.

Monthly automatic giving allows for consistent revenue that we can count on to support our Breast Cancer Grants Program. At To Celebrate Life Breast Cancer Foundation, we believe that everyone can make a difference, from large gifts to small.

Your donations enable our grantees to continue their work supporting underserved Bay Area patients coping with overwhelming health and financial emergencies after a breast cancer diagnosis.

We raise money and give it away to Bay Area nonprofits.

No one should face breast cancer alone.

WE CELEBRATE LIFE!

DONATE TODAY!

The motivation for each and every one of our gifts is our vision— **No one should face breast cancer alone.**

Pay it forward and **Join Now** or **Contact us** for questions or further information.

GIVING = LOVE

Your Gift between \$20 and \$100 a Month Helps Provide:

- ♥ **Emergency funds** to cover rent, utilities and insurance co-pays while patients are unable to work during treatment
- ♥ **Food and grocery cards** so other bills can be paid
- ♥ **Home meal deliveries** for breast cancer patients and their families
- ♥ **Transportation vouchers** so breast cancer patients don't have to ride the bus to their treatment or medical appointments
- ♥ **Lymphedema garments and group support programs** to help with painful physical and emotional needs
- ♥ **Complementary holistic therapy sessions** to help breast cancer patients tolerate the side effects from chemotherapy and radiation



Best Nonprofit Organization



Best Charity Gala Stepping Out



Join Our Facebook Community

Like us, Like our grantees. Please join our community on Facebook and show your support for our **grantees** by liking their pages, too.

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

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