

A celebration of life beyond breast cancer



The gift of giving ...



Annual Report
2010



A Message from our Board President & Executive Director

Last September, we marked the start of our 15th Anniversary year! What began as a garden party fashion show has blossomed into a vibrant, enduring community whose members have enriched the lives of thousands of women and men coping with breast health issues. At the end of 2010, the *Foundation* had contributed more than \$3.1 million dollars to dozens of nonprofit organizations throughout the Bay Area.

The theme of this year's annual report is "The Gift of Giving." We are profoundly grateful to each of you who have contributed to the *Foundation's* continuing advancement - through your gifts of time, talent and resources to support breast health and recovery.

With heartfelt thanks,

Chris Brettingen Kathy Meyer
2010 Board President Executive Director

2010 Board of Directors

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Chris Brettingen
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Cheryl Ewing, MD
Willa Jefferson-Stokes
Jane Pallas
Yvonne Robinson
Elaine See
Kim Wimer

The gift of giving ...

Who benefits from To Celebrate Life's work?



Ivon

After a suspicious lump was discovered in her breast, Ivon, a 29-year old Latina from San Mateo, was referred to Breast Cancer Connection's Early Detection Program, a *To Celebrate Life* grantee. The young, uninsured mother could not afford the critical breast screenings she needed; that's when Rina Olea, Manager of Programs and Outreach, arranged for her to see Dr. Michael O'Holleran, a medical care provider through the Gabriella Patser Program.

He referred Ivon to Sequoia Hospital for imaging and a biopsy which determined that she had breast cancer.

No longer able to afford her home, Ivon and her two sons had to move out, but she didn't have the money for a new place to live. Rina quickly secured a financial aid award for her through the Breast Cancer Emergency Fund, another *Foundation* grantee. "I was at BCC for maybe an hour," Ivon remembers. "In that time Rina made some calls and was able to get help for me so I could pay my first month's rent and the deposit."

Ivon is grateful for the assistance she received from Breast Cancer Connections. "It has been very beneficial for me," she said.



Liz

Cancer was the furthest thing from her mind when Liz felt something squishy in her left breast in June 2010. She was busy working as a medical receptionist and considering a career change, not to mention caring for her 3-year-old daughter.

A friend at work was undergoing diagnostic tests for breast cancer which got Liz to thinking ... she'd never had a mammogram. Maybe it was time, she'd just turned 41. She went for the test and a flurry of diagnostics followed revealing that she had an aggressive, fast-growing tumor. Fortunately, Liz had health insurance but with a high deductible so she knew it would be a financial challenge for her family.

After her first month of chemo, Liz went on disability leave. Her husband, who is self-employed, was weathering the ups and down of the economy, yet they didn't qualify for assistance.

Liz began to wonder how to transition from disability to a new job without losing her health coverage. A San Rafael resident, she was referred to Mary Mathews at the Marin Center for Independent Living, one of our 2010 grantees. "Mary worked with me to figure out how to go from disability to COBRA to a new employer without a lapse in coverage. She was very helpful," says Liz.

MCIL also helped the family with a month's rent as Liz had already exhausted her savings.

Now, nearly a year later, Liz feels so much better. "I exercise, I've improved my diet, manage my life better, and do the things I need to do in order to be healthy."

"All of these programs have been so important to my progress. It is critical for everyone to know how they touch people's lives."

Marilyn R., Mill Valley

Marilyn

When she was diagnosed with an aggressive form of breast cancer in August 2010 at the age of 34, Marilyn was shell shocked. A recent transplant from Texas, she was living in Petaluma at the time. Her friends asked her if she was taking advantage of any of the programs that were available to her. That's when she began receiving meals from Ceres Project, a *Foundation* grantee.

When she moved to Marin County, she joined a support group at the Marin Cancer Center, which also receives

funds from *To Celebrate Life*. "Dianne Brandon pointed me in the right direction," says Marilyn who participated in guided imagery and massage programs that were offered through the Cancer Center.

Still exhausted from her treatment, she didn't have the stamina to cook so she opted for food delivery from Meals of Marin, another *Foundation* grantee. "When the food shows up at my door, it's like little angels delivering it," says Marilyn. "All of these programs have been so important to my progress," she continues. "It is critical for everyone to know how they touch people's lives."



Our 2010 grantees and the counties they serve

Alta Bates Summit Foundation
Access to Breast Health Services
for the Uninsured
Alameda

Breast Cancer Connections
Gabriella Patser Program
Santa Clara & San Mateo

Breast Cancer Emergency Fund
Emergency Financial Assistance
San Francisco & San Mateo

The Ceres Community Project
Youth Nourishing Life
One Meal at a Time
Sonoma

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

Circulo De Vida Cancer Support and Resource Center
Women's Support Program
San Francisco, referrals from
East Bay & San Mateo

Coastal Health Alliance
Breast Cancer Screening, Education
and Case Management Project
West Marin & Sonoma

Community Health Partnership, Inc.
Community Mammography
Access Project
Santa Clara & San Mateo Counties

Institute For Health & Healing
Holistic Support for Breast
Cancer Patients
Marin & San Francisco

La Clinica De La Raza, Inc.
Spanish-Speaking Women's Cancer
Initiative, a project of the Latino
Cancer Collaborative
Contra Costa

Latinas Contra Cancer
Breast Screening Access for
Latinas Under 50
Santa Clara

Lyon-Martin Health Services
Breast Health Program
Alameda & San Francisco

Marin Center for Independent Living
Breast Cancer Benefits and
Advocacy Project
Marin

Marin General Hospital/Marin Cancer Institute
Breast Cancer Resource and
Recovery Center
Marin, Napa & Sonoma

Marin General Hospital
To Celebrate Life Harbor Point Fund
Marin

Martin O'Neil Cancer Center at St. Helena Hospital
Breast Cancer Supportive
Care Services
Napa & Sonoma

Meals Of Marin
Food Project for Patients
Battling Breast Cancer
Marin

Shanti
LifeLines Breast Cancer Program
San Francisco

Ravenswood Family Health Center
Mammography Access Project
San Mateo

Sutter North Bay Women's Health Center
Integrative Health and
Healing Services
Sonoma

Women's Cancer Resource Center
East Bay Breast Cancer
Emergency Fund
Alameda & Contra Costa

Elaine See



While in treatment for breast cancer, Elaine heard about *To Celebrate Life Breast Cancer Foundation* at a Marin General Hospital Breast Health Program support group. She began volunteering with the *Foundation* shortly thereafter, first as a model in *Stepping Out To Celebrate Life* in 2002.

Since then, Elaine has done almost every “job” there is within the organization, from money manager as Board Treasurer and budget developer for multiple events, to making sure you get to sit with your friends at *Stepping Out* (and that is no easy task). Not only has she written the checks, she has also helped raise the money. She co-chaired *Stepping Out* for three years, volunteered for almost every *Foundation* event and served on the Board of Directors for three years. Her superb organizational skills, attention to detail and overall passion have made her an invaluable member of the *Foundation* family.

When asked what drives her, Elaine explains it's the desire to give back and to help make a difference in the lives of people living with breast cancer. Of her experience with the *Foundation* she says, “It's a pleasure working with such a wonderful group of women and men with whom I will have long lasting friendships. Each and every one of them gives a tremendous amount of their personal time and dedication to help those who are in treatment for breast cancer or in need of diagnostic services.”

The gift of time and talent ...

Dedicated volunteers really make a difference.

Mike Belling



Ten years ago Mike had no idea that his volunteer life was about to change dramatically. His wife Susan, a breast cancer survivor, became involved with *To Celebrate Life Breast Cancer Foundation*. Susan's passion for the organization was contagious, and before long Mike began joining her volunteer efforts in small ways. In 2005, Mike started working on *Tee It Up* and has been on the executive committee and a key volunteer ever since.

During the past decade, Mike's multiple skills and talents have been put to good use in *Foundation* work. His great energy, humor, computer and business expertise are invaluable. Known as the "ask" person, Mike can ask anyone for anything and usually gets a resounding yes. His passion and dedication are infectious, and he has been instrumental in securing thousands of dollars in both cash and in-kind donations for *Tee It Up*.

Mike is a familiar face at the annual Volunteer Kick-Off gathering, encouraging others to join him in his volunteer efforts. And, he is a fixture at the Grants

Reception because, "at the Grants Reception you see why all the hard work is worth it. It completes the cycle," he says. What drives Mike to donate so many hours to the *Foundation* each year is the great group of volunteers he works with and knowing that the money raised helps people who really need it.

"At the Grants Reception you see why all the hard work is worth it. It completes the cycle."

Yvonne Robinson

Model, fashion show producer, volunteer coordinator, photographer, fashion coordinator, model mentor, Board member — these are just some of the titles that Yvonne has held in her nine years of volunteering with *To Celebrate Life Breast Cancer Foundation*.

After modeling at the 2003 *Stepping Out* event, she was hooked. Her personal experience was a powerful example of the compassion, sensitivity, joy and friendship that *To Celebrate Life* volunteers provide each model. She was so touched that she wanted to give back in any way she could. And, with her many talents, she found multiple ways.



With a background in theatre and dance, it wasn't long before Yvonne was producing the *Stepping Out* fashion show. Her creativity, organizational skills, sensitivity and compassion help her create amazing shows enjoyed by thousands of *Foundation* supporters. According to Yvonne, "Seeing the models grow, from the first time we meet to their walk down the runway the night of the event," is her favorite part of the volunteer experience.

Yvonne joined the *Foundation's* Board of Directors in 2006 and continues to be an active member. In recent years, she stepped in to oversee the sponsor solicitation for *Rally*, has been a key volunteer for *Tee It Up*, and was the go-to person for many *Foundation* activities. Her countless hours as a volunteer are invaluable. Yvonne truly makes a difference!

The gift of dollars ...

Your financial support makes it all happen.

Teri Dowling



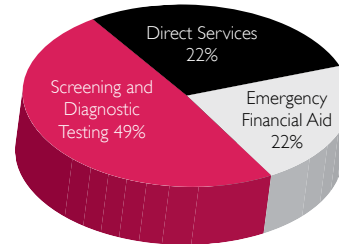
Like so many of our volunteers, Teri's experience with the *Foundation* began when she modeled in *Stepping Out To Celebrate Life*. That was in 1998, and her involvement grew as she continued to volunteer in various roles from heading up the *Stepping Out*

live auction to co-chairing the event. Teri joined the Board and served for five years, one year as President. "It was an honor," says Teri of her tenure. "I believe strongly in the concept of the organization and its focus on supporting women and men who have breast cancer, and that it's Bay Area wide."

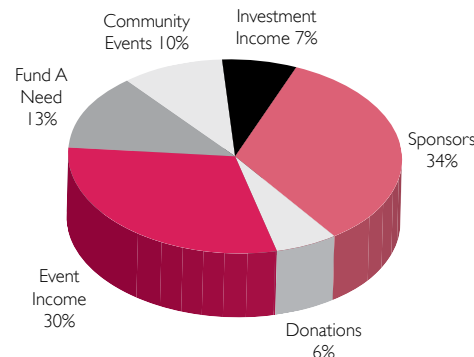
While serving on the Board, and on the Grants Committee, Teri realized that she wanted to leave a legacy to the *Foundation*. "I decided to revise my will as I wanted to leave money to people and organizations that I love and value." That's when she named *To Celebrate Life* as a recipient in her estate plan, making her a charter member of our Celebration Circle. "I really respect and value this organization, and I want to put my money behind that," says Teri. She encourages anyone who shares her passion for the *Foundation's* mission to consider including a gift in their estate plan.

For information about the Celebration Circle, please contact Kathy Meyer at 415-455-5882.

Types of Services Funded



Sources of 2010 Income



* Unaudited financial statements

The primary sources of *Foundation* income continue to be generated by our generous sponsors and signature events. To maintain its long-term sustainability and in accordance with its Strategic Plan, the *Foundation* has recently added new development initiatives, including our planned giving campaign (Celebration Circle), grants from foundations, In Memorium funds, giving circles and gifts from major donors.

Here's what your dollars provided in 2010

To Celebrate Life grants totaling \$270,000 benefited over 1,700 clients served by the 21 organizations funded. Here's what your dollars provided:

- Over 500 screening and diagnostic tests primarily for symptomatic women and men. This testing identified at least six breast cancers, saving lives and improving quality of life after treatment because of early diagnosis.
- Emergency funds helped 78 breast cancer patients pay rent or utilities or helped stabilize them financially during a challenging time.
- More than 9,000 meals nourished 80 breast cancer patients and their families while they were in treatment.
- End of life support and palliative care for 38 breast cancer patients for up to a year.
- Dozens of support groups for breast cancer survivors in varying stages of treatment and recovery.
- Nearly 200 home and hospital visits.
- More than 200 complementary therapy treatments.
- Post surgery garments for over 70 patients.

Your financial support made all this possible. On behalf of our grantees, the clients served, and everyone at *To Celebrate Life Breast Cancer Foundation*, we express our deepest gratitude.

Celebrating our 2010 donors

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Our Mission

Reaching out to enrich the lives of women and men living with breast cancer.

We accomplish this by

- Providing grants for support programs, early detection screening, emotional and educational services
- Securing resources for Bay Area organizations, including those supporting underserved communities
- Offering healing opportunities through our events for those living with breast cancer



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TO CELEBRATE LIFE
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