



OCTOBER IS BREAST CANCER UNAWARENESS MONTH

Since 1985, October has been designated as a month to focus on breast cancer, from reminding women to get mammograms to highlighting the breakthroughs in research and medicine to celebrating survivors. It is time to call attention to this devastating disease that 1 in 8 women get diagnosed with every year.

But there is another part of this fight that many are unaware of: the devastating financial effect breast cancer can have. The cost of treatment for some forces them into impossible choices, like paying medical bills or paying the mortgage. Chemo or a car payment? Keep the doctor appointment or keep the lights on?

FACT: 41% OF PATIENTS ALTER OR SKIP TREATMENT DUE TO THE FINANCIAL HARDSHIPS OF BREAST CANCER.

Pink Fund is a national non-profit organization here to help those in need ease the financial burden breast cancer brings on, and raise awareness of this largely unknown problem. Which is why we are officially declaring October as Breast Cancer UnAwareness Month. And, as part of this effort, we're asking those who wear a pink ribbon to turn it upside down in support of this other part of the fight.

Let's make sure no one has to fight breast cancer as well as debt collectors. We would love you to join us as a corporate sponsor to help more women put an end to the financial toxicity of breast cancer. **To donate, contact Tracey Cholish at 248.762.1227 or Tracey@ThePinkFund.org.** We also have additional ways you can help us raise awareness throughout your company, as well as involve your employees in peer-to-peer fundraisers at donate.pinkfund.org.

Thank you in advance for your support during Breast Cancer UnAwareness Month, and don't forget to turn your pink ribbons upside down!



FOR MORE INFORMATION OR TO MAKE A DONATION, GO TO [PINKFUND.ORG](https://pinkfund.org)

PINK FUND
REAL HELP FOR THE OTHER PART OF THE FIGHT™

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Fighting breast cancer takes more than medicine. As it tries to take a patient's body, it simultaneously tries to take the life they've built. Pink Fund mitigates the financial burdens of breast cancer patients in active treatment by providing a bridge between hardship and recovery, via direct, non-medical financial assistance, financial navigation, health literacy and education.

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As patients fight to keep their health, Pink Fund is there to help them win the financial part of the fight. We help patients afford the transportation needed to get to the treatment they desperately need, to have a home to sleep in at night, to keep the lights on and the water running. Because nobody should have to sit in a chemo chair worried about how they're going to pay their everyday bills.

WE PROVIDE 90-DAY, NON-MEDICAL COST-OF-LIVING ASSISTANCE TO THOSE WHO QUALIFY. BUT IT CAN'T HAPPEN WITHOUT THE GENEROUS HELP FROM COMPANIES LIKE YOURS.

We rely on your support so our grant program can support those in need with expenses like mortgage payments, utility bills, car payments and health insurance. These payments are made directly to patients' creditors. Without your donation, we help fewer breast cancer patients and the families impacted by this devastating disease.

For those with metastatic breast cancer, in addition to our core financial bridge program, The Mary Herzog Fund for Metastatic Breast Cancer Patients bridges the required 5-month wait period to receive Social Security Disability.

NOW IS A PARTICULARLY CRITICAL TIME FOR YOUR SUPPORT.

Since the onset of COVID-19, many individuals have postponed or skipped their yearly screenings, making the fight even tougher. With the continued uncertainty of the coronavirus, and projections of later diagnoses, many patients will face harsher treatment plans, resulting in longer term treatment protocols and greater financial toxicity.

SINCE ITS INCEPTION IN 2006, THE PINK FUND HAS PROVIDED MORE THAN \$6.3 MILLION TO HELP THOSE WHO EXPERIENCE FINANCIAL TOXICITY.

We would love you to join us as a corporate sponsor to help more women put an end to the financial ramifications breast cancer can bring. To donate, contact **Tracey Cholish** at **248.762.1227** or **Tracey@ThePinkFund.org**. We also have additional ways you can help us raise awareness throughout your company, as well as involve your employees in peer-to-peer fundraisers.

Thank you in advance for recognizing the importance of our mission. Your financial support will help us help more women with Real Help for the Other Part of the Fight.



USE THE QR CODE FOR ADDITIONAL WAYS YOU CAN HELP US RAISE AWARENESS THROUGHOUT YOUR COMPANY.

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REAL HELP FOR THE OTHER PART OF THE FIGHT™