



FY23 ANNUAL IMPACT REPORT

PINK FUND[®]

REAL HELP FOR THE OTHER PART OF THE FIGHT[™]



OUR MISSION

Pink Fund alleviates the financial burdens of breast cancer patients in active treatment by providing a bridge between hardship and recovery via direct non-medical financial assistance, patient advocacy, and education.

Our financial bridge programs help meet patients' critical expenses for housing, transportation, utilities, and insurance, improving treatment adherence and survivorship outcomes.

ABOUT PINK FUND

Molly MacDonald founded Pink Fund after her own experience with breast cancer. Within months of her diagnosis, her home went into foreclosure, and she found herself standing in line at a food bank to feed her family. While countless breast cancer charities direct money toward psycho-social support and research to cure the disease, Molly understood the financial fight patients faced. Unable to get help, she decided to give help and established Pink Fund in 2006. To date, the organization has made more than \$7 million in bill payments on behalf of breast cancer patients in active treatment.

Pink Fund is recognized as an innovator in patient-centric care for its work to help rebuild financial health.

DEAR FRIENDS,

One year more, another year, another opportunity.

This past fiscal year marks 17 years Pink Fund has had the privilege of making a real and significant difference in the lives of breast cancer patients and their families, thanks to your support.

Whether you donated your time, talent or treasure, Pink Fund was able to deliver \$1.1 million in financial support paid on behalf of 548 women and men, providing real help to hundreds of families, an increase of 28% over last year. This year is especially significant as we've added programming to reach more breast cancer patients nationwide. Increasing awareness of our financial bridge assistance as well as our initiative to provide education, Pink Fund is becoming a premier trusted resource. Pink Fund sees well over 90,000 visits annually to our website, PinkFund.org, and the number increases daily.

Efforts to reach more marginalized and unsupported communities were hugely successful, which has led to a 52% increase in requests for support. We also began a bilingual, English/Spanish initiative for all collateral materials to better serve these communities. We have a presence at conferences, partnerships with other nonprofits, and have produced engaging and educational blogs and webinars, all to provide more breadth of support and impact to families with a loved one in treatment.

We're also expanding our social media reach to connect with other nonprofit communities online. Please follow us (@ThePinkFund) on all major platforms, including TikTok.

Our Real Help Now Card pilot program, assisted in part with a grant from Genentech, provided 50 families throughout Michigan with \$300 in immediate assistance during the pandemic. We also launched two award-winning campaigns, developed with Ludwig+ which caught the attention of new donors and corporate partners.

Unawareness Month™ launched last October, to bring awareness to The Other Part of the Fight®. Eyes Up Here featured 30 survivors sharing their stories of hope and resilience in the face of various obstacles while in treatment and recovery, and the difference Pink Fund made in their lives.

We began to roll out education that answered around the financial implications of one's diagnosis and treatment with a Just Diagnosed poster, thanks to grants from Daiichi Sankyo, Exact Sciences, Gilead, and Seagen. A new \$1.25 million dollar pledge from The Seed Foundation, in addition to the many individual and corporate donors who are responding to our requests, is ensuring that Pink Fund will be able to provide consistent financial support to families every month. Gifts to our endowment fund provide gifts in perpetuity to ensure Pink Fund's mission will remain sustainable well into the future.

It has truly been my great privilege with our exceptional team to lead this organization.

On behalf of our Board of Directors, staff and volunteers, we are deeply grateful for your continued support of Pink Fund.

Molly MacDonald



IMPACT SNAPSHOT

\$1,086,886.88

distributed

2,801

bills paid

548

recipients assisted

Total Income **\$3,186,057**

Expenses by Class:

Program Services **\$1,727,480**
 Management & General **\$86,137**
 Fundraising **\$567,818**
 Total Expenses **\$2,381,435**

Profit/(Loss) **\$804,622**

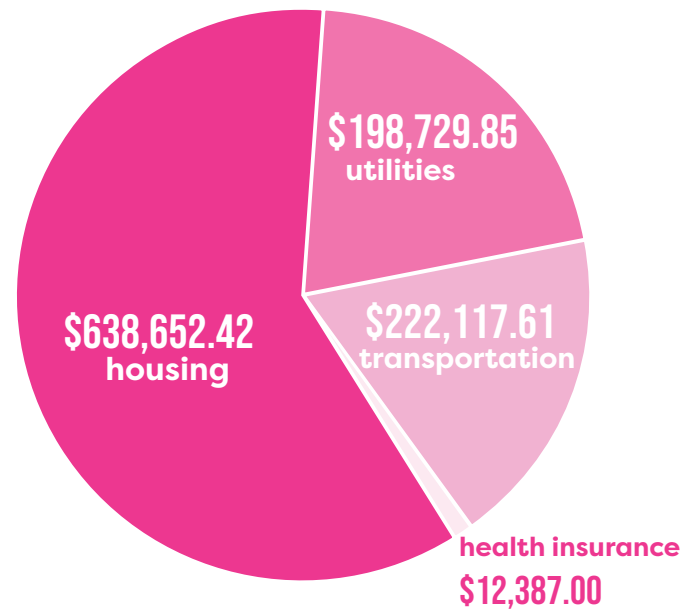
Net Assets as of 6/30/22 **\$1,194,126**

Plus: Net Profit **\$804,622**

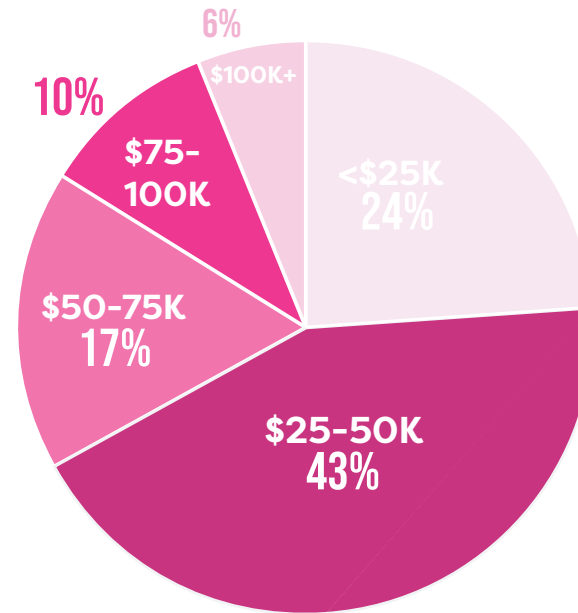
Net Assets as of 6/30/23 **\$1,998,748**

**financial figures reported here have not been audited*

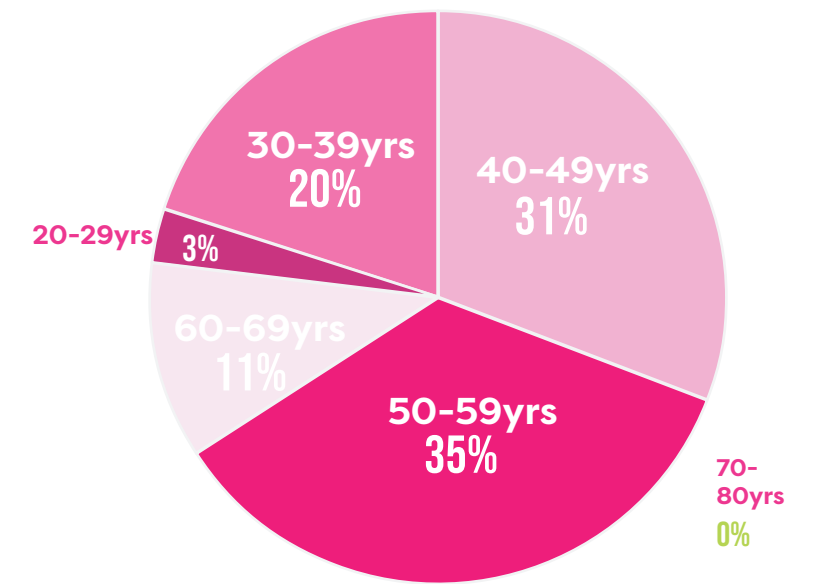
PAYMENTS BY CATEGORY



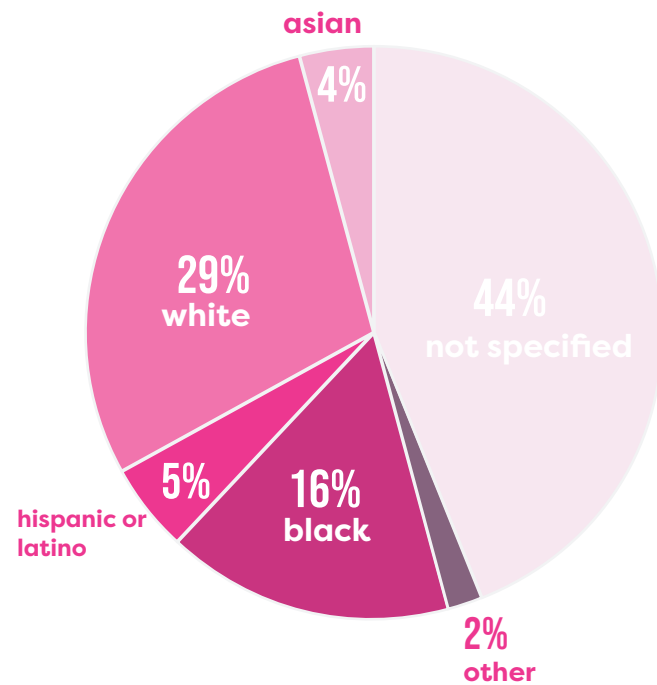
RECIPIENT HOUSEHOLD INCOME



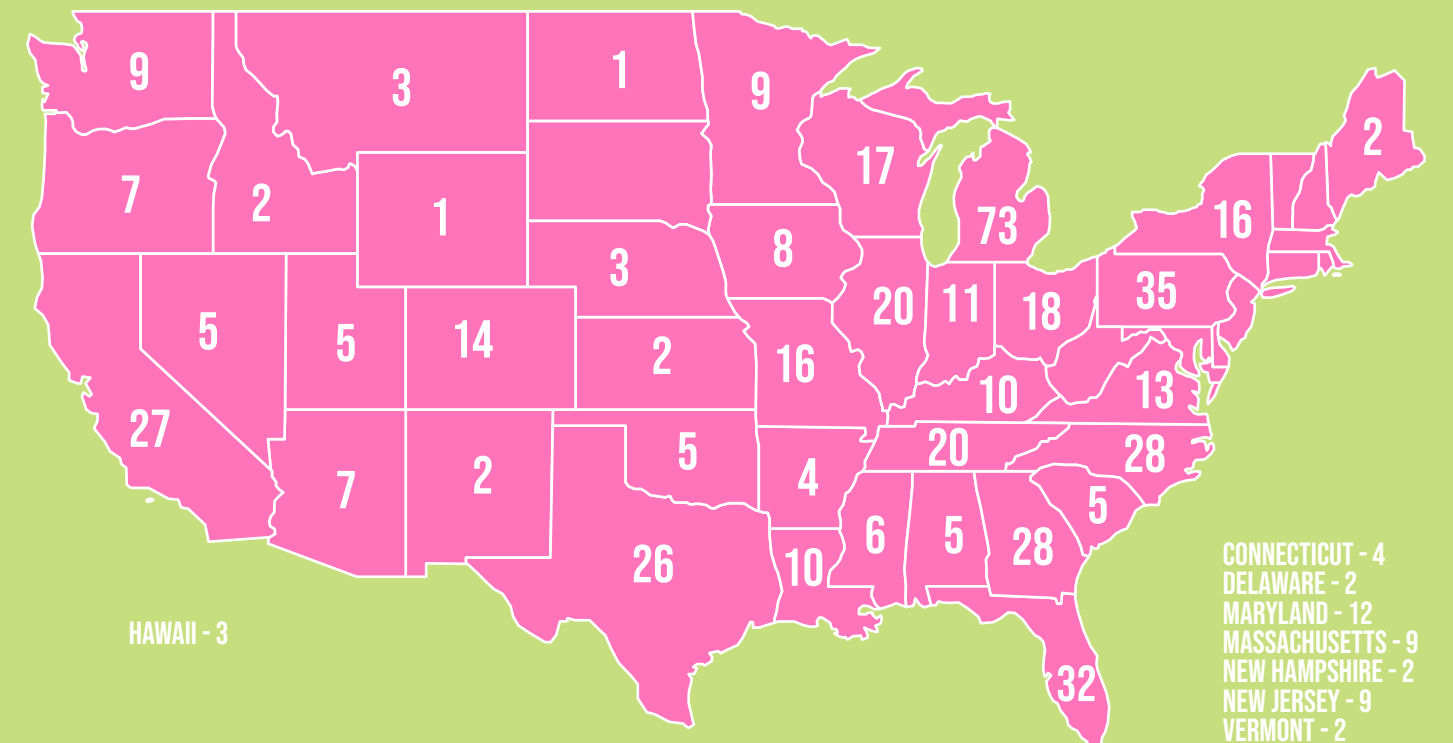
RECIPIENT AGE



RECIPIENT ETHNICITY



RECIPIENTS BY STATE



REAL HELP FOR REAL WOMEN

Each of these recipients received up to three months of financial support from Pink Fund in 2023, thanks to the generosity of donors like you.



“THERE WERE SO MANY APPOINTMENTS AND SO MUCH INFO WAS BEING GIVEN TO ME THAT I DIDN'T EVEN HAVE TIME TO THINK OF THE FINANCIAL STRESSES THAT WERE TO COME.

YOU'VE MADE GETTING THROUGH THIS A LITTLE EASIER AND WE ARE SO GRATEFUL! THANK YOU!”

Samantha C.



“I TRIED MY BEST TO PREPARE FINANCIALLY FOR WHAT I WAS FACING...BUT IT JUST WASN'T ENOUGH.”

“THIS HAS REALLY HELPED EASE THE STRESS AND ALLOWS ME TO FOCUS ON MY HEALTH AND RECOVERY.”

“I NOW KNOW I CAN MAKE IT, I'M GOING TO BE A SURVIVOR.”

“When you're diagnosed with cancer everyone tells you to rest. When in reality, your workload triples! Keeping up with medical bills, organizing them, trying to keep them from going to collections, weekly doctor appointments (sometimes daily), trying to recover from each treatment, processing all the information from the doctors, etc.

Nothing about cancer is restful, never mind the emotional rollercoaster you and your family are on. **But then to add the loss of work and the mountains of medical bills...it's been one of the most difficult times in my life.**

To receive some relief from the stress of trying to choose which bill to pay is such an incredibly huge blessing. A HUGE thank you to each one of you who has helped in giving us some financial relief. I can't say it enough, THANK YOU!”

Candy S.

“As a single mom hit with breast cancer, this has been by far the most serious fight for my life. Aside from the emotional part, the financial part is hard also. I did not know how I could work. I found Pink Fund from a support group I'm in, and I am so very happy to have a weight off my shoulder from my bills. **Thank you, Pink Fund, for helping with my bills. I now know I can make it. I'm going to be a survivor.**”

Cynthia R.

“Receiving this financial assistance from your grant foundation is so greatly appreciated for me and my family. **This has really helped ease the stress and allows me to focus on my health and recovery.** I cannot express how much this support means to me and how grateful I am for the opportunity to receive it. I am looking forward to a full recovery and to give back to your foundation to pay it forward. Thank you so much Pink Fund!

Michelle M.

“In January 2023 I was diagnosed with Stage 1 Breast Cancer. I thought that my journey would be a simple one because we caught it early. I was wrong. On March 30th I had surgery to remove two tumors and reconstruct my breasts. During the surgery a third tumor was found and removed as well. After the surgery, radiation followed with 20 treatments. I exhausted all of my sick time at my full time job and had no benefits from my part time job. **I tried my best to prepare financially for what I was facing, but it just wasn't enough.**

Pink Fund was able to help take the stress off of my shoulders by helping with a financial grant. Not only does your body suffer from cancer but your mental health suffers as well. **The Pink Fund helped so I did not have to worry about my bills, I could just focus on my treatment and myself.** It is my hope that one day I can repay the Pink Fund so that they may help the next warrior.”

Heather B.

THIRD PARTY INITIATIVES SEE GROWTH

This past fiscal year, Third-Party Fundraisers and Cause Marketing Partnerships continued to provide an important revenue stream to Pink Fund. People engaged their communities through sporting events with “Pink Out” games, golf outings, employee walks, t-shirt sales, and more. From dental offices to home builders to restaurants, businesses rallied in October and beyond to raise money for Pink Fund’s mission. Cause Marketing partners offered a give-back from the sale of a variety of sought-after products like sunglasses, cosmetics, craft beverages, clothing, and haircare.

First-time fundraisers and partnerships, paired with longstanding relationships looking to re-engage each year, **brought Pink Fund a 40% increase in funds year over year.**

OUTREACH EFFORTS EXPAND IN 2023

In FY22-23, Pink Fund continued its unwavering commitment to support breast cancer patients through outreach efforts **targeting hospital systems, private practices, pharmacies, and nonprofits.** Our mission to alleviate the financial burden of breast cancer treatment gained significant momentum throughout the year, thanks to the dedication of our team and the unwavering support of our partners.

Pink Fund recognizes the vital role of social workers and patient navigators in the cancer care continuum. **Our targeted outreach efforts engaged with over 800 contacts in the last fiscal year.** Additionally, our team provided educational resources to enhance their awareness of our programs, making it easier for them to connect eligible patients with our services. The result was an increase in the number of patients benefiting from our financial assistance, ensuring they could

We were honored to partner with Fleet Farm, a chain of retail farm stores in the upper Midwest, for a point-of-sale round up campaign that far exceeded both of our expectations. The campaign **raised over \$187,000 in one month** from customers making small donations at the cash register, often rounding up their purchases to the nearest dollar.

We are grateful to all who put in hard work fundraising for Pink Fund, not only for the financial support it provides, but also the awareness and visibility it brings to our mission.



focus on their recovery without financial stress.

In addition, Pink Fund partnered with organizations such as the Dr. Susan Love Foundation and the Inter-Tribal Council of Michigan/National Native Network to deliver joint webinars ensuring more patients are able to receive timely assistance during their breast cancer journey. These partnerships proved invaluable, demonstrating the power of collaboration within the nonprofit sector.

Through strategic partnerships and dedicated engagement, we have touched the lives of countless breast cancer patients, easing their financial burdens and enabling them to focus on their path to recovery. As we look ahead, Pink Fund remains committed to expanding our outreach and continuing to empower patients and their families in the fight against breast cancer.



EYES UP HERE
IT'S TIME TO SHIFT OUR FOCUS TO THE
FINANCIAL PART OF THE BREAST CANCER FIGHT.



In March 2023, Pink Fund launched an impactful awareness campaign, “Eyes Up Here.” This initiative aimed to shine the spotlight onto the often-overlooked financial burdens that accompany the disease.

The “Eyes Up Here” campaign featured striking visuals of real breast cancer survivors and recipients who have received vital support from Pink Fund. Images from the campaign are featured on the cover of this report. Theresa Strehl, a participant in the campaign, shared her story of being the sole breadwinner for her family, facing potential homelessness due to mounting medical bills.

“They tell you not to worry, they tell you stress is your enemy – then you get a bill the size of two small houses. Without Pink Fund I would’ve had to add homelessness to my list of things to deal with.”

The campaign not only raised awareness but fostered corporate relationships that make an immediate, tangible impact on patients and their families during their treatment journeys.

“Eyes Up Here” was rolled out across various media platforms, targeting corporate partners, donors, and patients in need of assistance.

This campaign highlighted the financial aspect of the breast cancer battle, emphasizing the urgent need for financial support alongside ongoing research efforts to improve survivorship outcomes.

Pink Fund remains dedicated to its mission, and with the support of campaigns like “Eyes Up Here,” it continues to serve an ever-growing number of breast cancer patients in their time of need.

2023 KEY PARTNERS

\$100,000+

Fleet Farm
Ford Warriors in Pink
Snap-on Tools

\$50,000+

Daiichi Sankyo
Gilead
NVR/Ryan Homes
Tammy Z Memorial
Tournament

\$20,000+

Blossoms for Pink
Bringin' Back The 80's
Festival
Exact Sciences
Kohl's Community with
Heart Program
Smile Partners
Title Connect

\$10,000+

Metropolitan Commercial
Bank
Pink Turn and Burn
Seagen
Tito's Handmade Vodka
Towne Mortgage
The Village Club
Foundation

\$5,000+

Athletes Unlimited
The Benevity Community
Impact Fund
Blue Cross Blue Shield of
Michigan
Boeing
Essential Ingredients
EY
Genentech
Genesee Sno Packers
Hologic
Icon Restaurant Group
Kyle J Sleicher Tool Sales
Lake Trust Credit Union
Lingenfelter Foundation
LymphedIVAs
Norden Aquavit
PNC Bank
Precision Medicine Group
Public Service Credit Union
Selendy Gay Elsborg
Sigma Beauty
UniWorld Group
Wanigas Credit Union
C10s in the City

\$3,000+

Colleen Rothschild Beauty
Cornerstone Staffing
Solutions
Edgewood High School
Hi-Tech System Services

iVantage Group
Jimmy Choo USA
Lark Avenue Car Wash
Maru Hospitality Group
Mendoza Comics
National Shrine of the
Little Flower Basilica
Saylor NYC
Seven Haircare
Short's Brewing Company
Tata Tape
Tau Beta Association
Wallauer Paint and Design
Subterranean Super Sale

\$1,000+

Arsenal
Ascension
Astrazeneca
The Bank of America
Charitable Foundation
Beaumont
Birch Run Area Schools
CAI
CFCS
Comerica Bank
Detroit Country Day School
DeVere Insulation
Essential Bodywear
Fifth Third Bank
The First National Bank of
Central Texas
G.A.P. Food Brokers
Greycastle Security
James Clemens High
School
KPMG
LUDWIG+
Martin Tool
Moonglow
National Corvette
Restorers Society,
Michigan Chapter
North Bros Charitable
Joseph O'Connell
PFA Recycling
Pisoni Vineyards and
Winery
RAM Construction Services
ROKA Sports
Seaholm Volleyball
Boosters
Sheltair Aviation
Somerset Plastic Surgery
Specialty Manufacturing
Terra Stoneworks
TI Fluid Systems
TLC Apparel & Embroidery
Tuscola County 4H Horse
Leader Committee
UAW Local 668
UBS Financial Services
UHY
University of Toledo UT
Avengers Assemble

Waterford Wolverines
Football
Wildfire Credit Union

INDIVIDUAL DONORS

\$100,000+

Seed Foundation

\$50,000+

Mary Storer Foundation
Shawn and Richard
Tomasello

\$25,000+

The Casey & Family
Foundation
Roselyn Meyer Family
Foundation
Kimberly and Kenny Rueter

\$10,000+

Evelyn Barrack
Rachel Burns
Christina Busuito, MD and
Nate Marshall, MD
Ranjana and
Jayantkumar Kamdar
Molinello Family
Foundation
Joan Primo and David
Yared

\$5,000+

Mary Bradish
Eileen and Ronald Eckstein
Loree and Mark Frank
John R & Margrite Davis
Foundation
James Lewis
Brigid McGrath
Julie and Richard
Penington
Janine and Kevin Rinke
Laura Segal
Leah Ware

\$3,000+

April Gaffney
Stacey and Jason Raznick
Julie Scherler
Michele Sophiae

\$1,000+

Michele Ahern
Mary Alice and Robert
Alleger
Jacqueline Arias
Nichole Beran
Phillip Beyer
Ellen Bieler
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Jennie Carroll
Gargi Choudhary
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Conway Family
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Patricia and Daniel Corby
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Maggie Gerich
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Susan Hayden and Steve
Hochman
The Hoenes Family
Foundation
Alfred Jackson
Brenda and Manouchehr
Kambakhsh
Dean Kelsey
Constance and Thomas
Lipari
Barbara Ludwig
Molly MacDonald
Linda Marks
Virginia and Steven Mason
Morgan Family Legacy
Trust
Joseph O'Connell
Fran and Pat Parsons
Thomas Pettit
Donna Petty
Carol Praxmarer
Linda and Steven Ross
Toni Sakcriska
Shaw Family Intermediate
Fund
John Sirek
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Pink Fund

P.O. Box 607
Southfield, MI 48037
www.pinkfund.org

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