

PINK ♡ FUND

REAL HELP FOR THE OTHER PART OF THE FIGHT™

FY22 Annual Report





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 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 sought to give help and established Pink Fund in 2006. To date, the organization has made more than \$6 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,

Fiscal year 2022 was a banner year for Pink Fund. We reached new milestones, delivering more than \$1 million in financial support to breast cancer patients and their families. I signed 2,368 checks making payments to patients' creditors for housing, transportation, utilities, and insurance, providing REAL HELP FOR THE OTHER PART OF THE FIGHT™.

I am delighted with our new branding, and outstanding video, which clearly lays out the impossible choices some patients face. Please take 90 seconds to check it out on the home page of our website. You will not be disappointed.

This year we are **experiencing a 40% increase in requests for support. This may be due to delayed screenings, and the fact that I have traveled to various conferences meeting patient and nurse navigators who were unaware of our financial bridge program.** We need your help to ensure that no one going through treatment has to make impossible choices between their life or their life savings.

Since I founded Pink Fund 17 years ago, there have been times when I sense significant growth is on the horizon. This year is one of them. Pink Fund is growing rapidly, and our mission continues to touch the lives of patients, donors, friends, and families. I truly look forward to seeing where the next few years takes our organization. To those who make our work possible, I am deeply grateful.

Thank you for your past and ongoing support of Pink Fund.

Sincerely,

Molly MacDonald
Founder, CEO Pink Fund

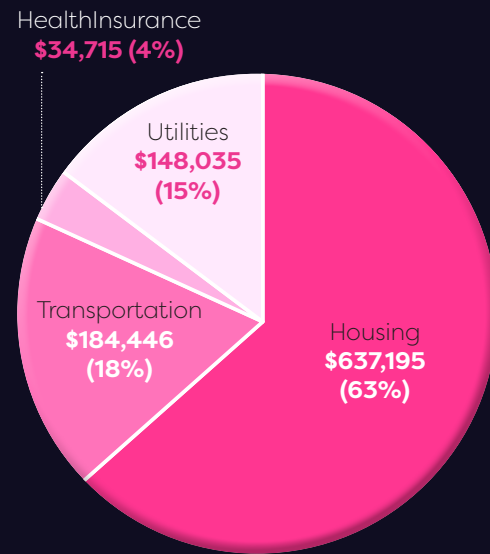




\$1,004,390.27

distributed

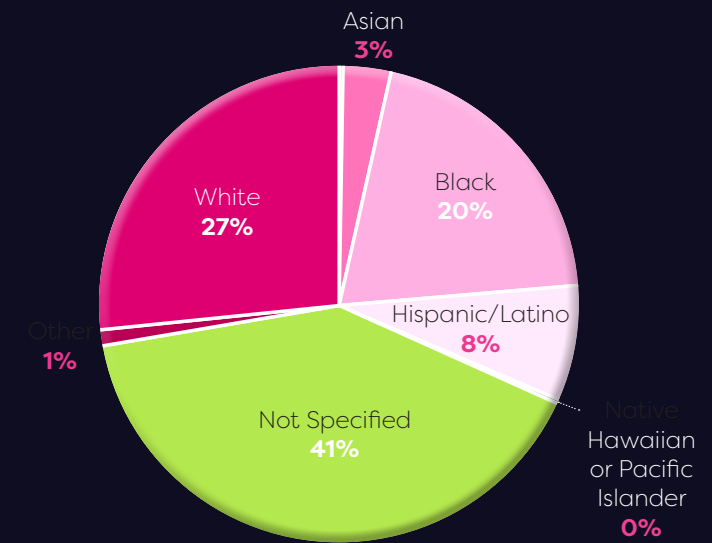
Payments by Category



372

recipients assisted

Ethnicity of Recipients



2022 FINANCIALS

Total Income **1,420,658.58**

Expenses by Class:

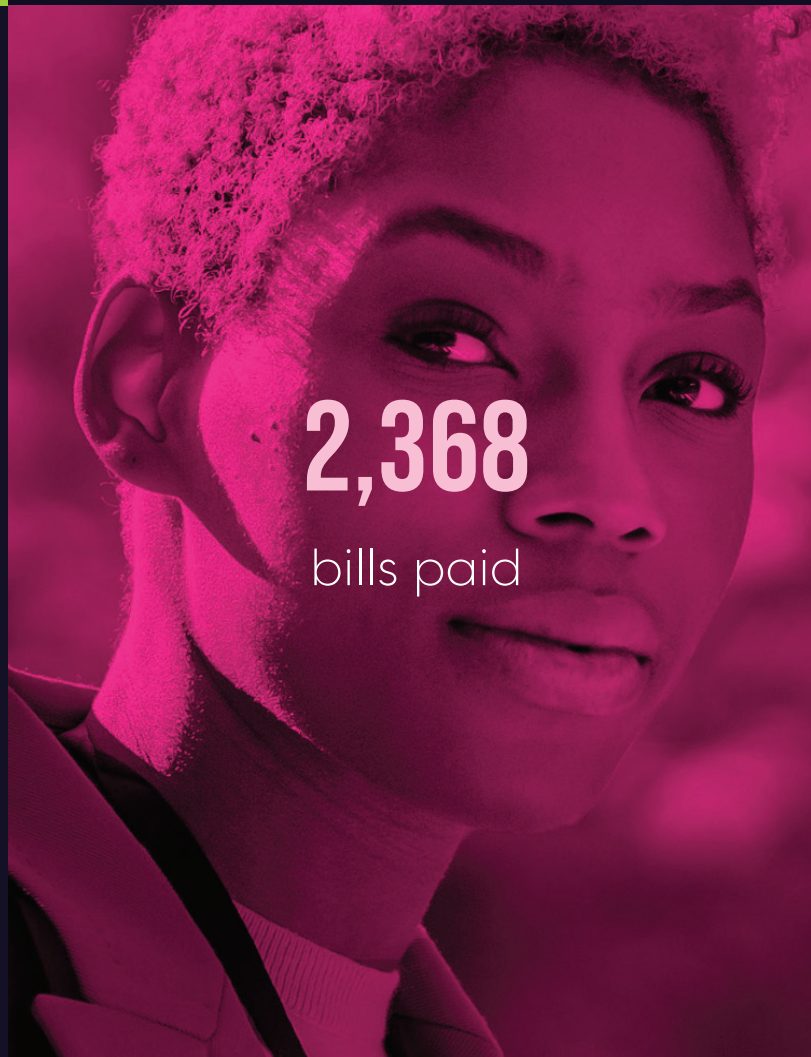
Program Services	1,456,171.51
Management & General	81,208.43
Fundraising	368,502.90
Total Expenses	1,905,882.84

Profit/(Loss) **(485,224.26)**

Net Assets as of 6/30/21 **1,679,280.04**

Plus: Net Loss **(485,224.26)**

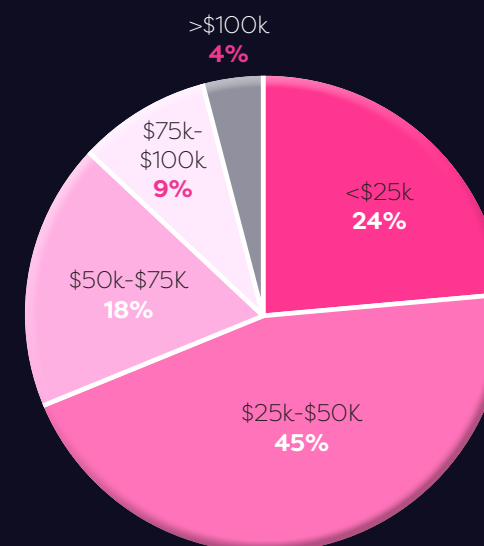
Net Assets as of 6/30/22 **1,194,055.78**



2,368

bills paid

Recipient Household Income



42

states where recipients live

THANK YOU FOR GIVING REAL HELP FOR REAL WOMEN

Each year, thanks to the generosity of donors like you, Pink Fund supports hundreds of breast cancer patients and their families who might otherwise lose their homes, cars, or even face bankruptcy. We love to share the thank-you notes we receive from our recipients. Mykal and Michelle received three months of assistance in 2022.

“I was diagnosed with stage 4 breast cancer the day before Thanksgiving 2021. I was a full-time realtor and mental health specialist. Upon learning of my illness, I had to stop working and start treatment. **This illness created a huge**

financial burden on my family, and each month we had to decide whether to pay my medical expenses or our living expenses. My support team at the cancer center referred me to Pink Fund for help. Pink Fund saved my family from late fees, cut utilities, and stress. We can now breathe a little more knowing we have the help of Pink Fund, and I can focus on getting better with less stress. Without the Pink Fund's help, we would still be juggling expenses so I could continue my treatments. I am truly grateful and humbled by your generosity. Thank you.”

Mykal B.



“WHEN I GOT THE NEWS ABOUT RECEIVING FINANCIAL SUPPORT FROM THE PINK FUND, I BURST INTO JOYFUL TEARS.”

Michelle E.



“I AM TRULY GRATEFUL AND HUMBLLED BY YOUR GENEROSITY. THANK YOU.”

Mykal B.

“I’m a registered nurse and have dedicated my life to helping others. When I learned I have cancer, it put me into a complete tailspin. I cried almost daily from the pressure of not knowing how I would get treatment and how we would stay afloat. My husband is a contractor and is self-employed. I’ve been receiving treatment for my breast cancer in Zion, which is over 600 miles from my home. To face this challenge together and stay side by side for several weeks of daily treatments, we both temporarily stopped working. I worried endlessly how we would pay our bills. I even considered seeking

less care closer to home so my husband could still work, and we wouldn’t fall further behind. **My husband insisted my care was more important than making house payments, but I couldn’t get past the thought of losing our home.** When I got the news about receiving financial support from the Pink Fund, I burst into joyful tears. For the first time since my diagnosis, I knew it was going to be okay. Now, instead of focusing on juggling our bills, I can truly concentrate on getting well.”

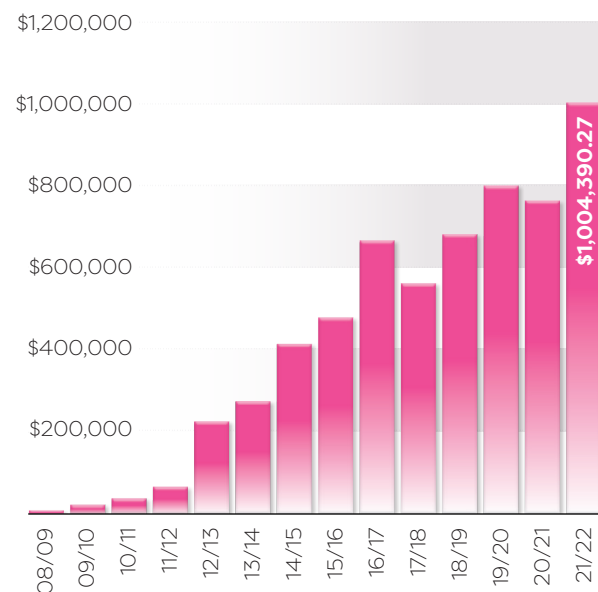
Michelle E.

PINK FUND 2022 MILESTONES

Annual Pink Fund Assistance Surpasses \$1 Million

In fiscal year 2022, Pink Fund distributed \$1,004,390.27 in direct financial assistance to breast cancer patients and their families. This is the first year we exceeded \$1 million in distributions, and it's nearly equal to the total we distributed in our first seven years combined.

Since its founding in 2006, Pink Fund's cumulative support now exceeds \$6 million.



Pink Fund Unveils New Branding

With help from the LUDWIG+ creative team, Pink Fund's new branding helps further communicate its mission.

Unveiled in June, the new logo features multiple shades of pink that signify the different stages and grades of breast cancer, the diversity of people Pink Fund helps, and recipients' sense of relief when their bills are covered—moving from a dark place and into the light.

Our new tagline, Real Help for the Other Part of the Fight™, emphasizes Pink Fund's work to combat the toxic financial burdens of a breast cancer diagnosis. The new branding campaign emphasizes the conviction that no one should have to sit in a chemo chair worrying about losing their home, having their car repossessed, or having their electricity cut off.



THE PINK FUND LAUNCHES TWO NEW PROGRAMS IN 2022

Real Hope Now Education Program

In the spring of 2022, Pink Fund launched an education initiative, *Real Hope Now*, to inform breast cancer patients, nurse navigators, social workers, and oncologists about our programs.

The program reaches patients at the time of diagnosis with information on how to mitigate the financial burdens of breast cancer treatment. Materials were based on identified gaps from the University of Michigan and MD Anderson study "Financial Toxicity During Breast Cancer Treatment, A Qualitative Analysis to Inform Strategies for Mitigation," which analyzed data from Pink Fund recipients.

A printable poster targets newly diagnosed breast cancer patients with awareness and information to mitigate financial toxicity during treatment. The poster is provided through outreach efforts to cancer centers and oncology offices, and patients directly through our website and social media.

Real Help Now Card

The COVID-19 pandemic created new challenges for breast cancer patients and their families. As Pink Fund pivoted to build program awareness and access for patients in underserved areas, we identified the need for immediate assistance as patients wait the three-to-six week processing time for application review and approval.

In July, Pink Fund launched a pilot program in Michigan, the *Real Help Now Card*™. The \$300 pre-paid debit card covers essential expenses for breast cancer patients in active treatment and their families. The funds on the card can be used to help remove barriers to treatment including the cost of fuel, groceries, and parking fees at treatment centers. The *Real Help Now* card, combined with the new *Real Hope Now* education program and the core mission financial assistance programs, builds an even stronger bridge of support to improve patients' treatment adherence and survivorship outcomes.



2022 KEY PARTNERS

\$100,000+

Seed Foundation
Shawn and Richard
Tomasello

\$50,000+

Ford Warriors in Pink
Donald R. and Esther
Simon Foundation
Smile Partners
Snap-on Tools
Tammy Z Memorial
Tournament

\$20,000+

Evelyn Barrack
Genesee Sno Packers
Lingenfelter Foundation
NVR/Ryan Homes
Roka Sports
Roselyn Meyer
Family Foundation
Sigma Enterprises
The Casey & Family
Foundation
Title Connect
Towne Mortgage
U.S. Money Reserve

\$10,000+

Blossoms For Pink
Christina Busuito, MD
and Nate Marshall, MD
Susan Hayden
and Steve Hochman
Hologic Charitable Fund
Marie and Gary Kadlec
Kyle J Sleicher Tool Sales
MacDonald Broadcasting
Molinello Family
Foundation
Pink Turn and Burn
Joan Primo
and David Yared
Warstic

\$5,000+

Ashley Stewart
Astrazeneca
Bringin' Back
The 80s Festival
Bristol Myers Squibb
Patricia and Daniel Corby
Corby Cup
Detroit Country Day School
Eileen and Ronald Eckstein
EY
Finicity
Fresh Kitchen
Brigid McGrath
Patricia and Ronald Meeks
PNC Bank

Power Gen. Division,
Local 223. UWUA,
AFLCIO (DTE)
Rockstar Original
San Jose Fire Department
Local 230
Laura Segal
Jacqueline Stefko
The Village Club
Foundation
TI Fluid Systems
UBS Financial Services
Wallauer Paint And Design
Leah Ware
Carol Ziecik

\$3,000+

Athletes Unlimited
Boeing
Deborah and
Tom Braciszewski
Buckeye Shooting Center
CAI (Computer Aid, Inc)
Katie Carpenter
Colleen Rothschild Beauty
Essential Bodywear
Heidi Floyd
Sandra Geier
Givslly
iVantage Group
Laurie and Carl Jenkins
Jolt Credit Union
Norden Aquavit
North Brothers
Charitable Organization
Pela
Public Service Credit Union
Michelle and Walter
Quillico
Racquet Club
at Seven Lakes
Real Producers
of Wayne County
Regional Medical Imaging
Patricia and
Stephen Sankey
Liz Schondelmayer
and Tyler Ekizian
Short's Brewing Company
Rebecca and
Richard Sorensen
Nathan Stobezki
The Sleep Code

\$1,000+

Mary Alice and Robert
Alleger
Arsenal Company
Barbara and
James Axelson
Tom Banas
Barton Malow

Natasha Batayeh
Beaman Ford
Bill Brown Ford
Birch Run Area Schools
Birmingham Bloomfield
Chamber
Birmingham Seaholm
High School
Volleyball Boosters
Adam Bischoff
Black Diamond Group
Brenda and Manouchehr
Kambakhsh
Bright Funds
Brighton Retail
Bruce Stein and
Neal Zalenko
Philanthropic Fund
Capelli Sport
& Rush Soccer
Charger Properties
William Connolly
Mary Ellen and
Mark Conway
Toni Cromwell-Rue
CSS
Vito Dacchille
Dell Technologies
Derderian, Kann,
Seyferth & Salucci
Elaina Dickinson
Diversified Members
Credit Union
Thomas Dix
Nicole Dore
Douglas E. Mitchell
Charitable Foundation
Dow Chemical Employees
Credit Union
Fairfield Prep Football
Julie Fershtman
First American Title
Insurance Company
Jennifer Flatt
Ford's Garage Restaurants
Loree and Mark Frank
John Frontera
Greycastle Security
Toby Haberg
Kimberly Hall
Christa Harrison
Brenda and David Hawkes
John Hebert
Shane Heskett
Michael Horan
HTI Cybernetics
Huntlake
Alfred Jackson
Joan Memorial
Softball Clinic
David Juliani
Kimberly-Clark

Stephan Koerner
KPMG
Lake Trust Credit Union
James Lewis
Constance and
Thomas Lipari
LymphedIVAs
Linda Marks
Maru Hospitality Group
Virginia and Steven Mason
Carol McNaughton
Mendoza Comics
Monroe Nutrition
National Shrine of the
Little Flower Basilica
NCRS Michigan Chapter
Kristin and
Matthew Nichols
NVR Building Products
Joseph O'Connell
OMPT Specialists
Ron Orié
Elizabeth Palacios
Fran and Pat Parsons
Pisoni Vineyards
and Winery
Timothy Plaster
Powers Catholic
High School
Rain Marketing
Janine and Kevin Rinke
Linda and Steven Ross
Rotterdam Jewelers
Jennifer Ryan
Ryan Homes BLH
Ryan Homes BLS
Joyce Salisbury
Julie Scherler
Dan Sherman
Sierra Packaging
& Converting
Mary Beth Smykowski
Spark*I Bands
Subterranean Super Sale
Susan Aach Ceramics
The Livonia Beat
Training Ground Athletic
Traverse City
Professional Firefighters
Travis Turner
Tuscola County 4H Horse
Leader Committee
UHY
Velasquez Contractor
Monish Verma
Jeff Wall
WBS Charity Foundation
Joan and Jay Wedeven
Worksmart

2022 BOARD OF DIRECTORS

Molly MacDonald

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Director*

Gary Kadlec

*Chair
President (Retired), Diplomat*

Fran Parsons

*Vice President
Customer Financial Services
Manager – Europe, Asia and
South America (Retired),
Federal-Mogul Powertrain*

Shannon Crone

*Treasurer, Director
Advisory Executive Director,
Ernst & Young, LLP*

Thomas Pettit

Owner, Tamale Group

Wanda Hammoud

*Director
Head of Human Resources,
VaccinateDetroit/
Park Pharmacy*

Marcela Mazo Canola

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Assistant Professor of Medicine,
Division of Hematology –
Oncology, Breast Medical
Oncology, UT Health San
Antonio Mays Cancer Center*

Linda Ross

*Director
Executive Vice President
and Chief Legal Officer,
Trinity Health*

Dan Sherman

*Director
Founder and President,
The NaVectis Group*

Judy Vindici

*Director
Director of Philanthropy
(Retired), The Arbor
Hospice Foundation*

2022 STAFF

Molly MacDonald

Founder, CEO

Jennifer Yin

Director of Operations

Tracey Cholish

Director of Development

Katie Maxwell

*Community
Development Manager*

Carolyn Pindzia

*Senior Program Manager
& Patient Navigator*

Rosalind Sample

*Executive Administrative
Assistant*



Pink Fund

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