

NATIONAL NEWS

University of Michigan Study Reveals Women Going Bankrupt from Breast Cancer.



A new research finds that women are going broke to pay for their breast cancer treatment.

In 2015, Pink Aid launched Pink Aid's Pink Purse emergency fund, as through our grant work we recognized a growing trend of families falling into financial crisis while heads of households were in treatment.

The national realities of this trend were confirmed by a recent study in which the University of Michigan Rogel Cancer Center found that 38% of breast cancer patients are terrified about the financial prospect of facing the disease

Researchers surveyed 2,500 patients treated for early-stage breast cancer, as well as 845 breast surgeons, medical oncologists and radiation oncologists. The results were published in *CANCER*, a journal of the American Cancer Society.

With all the advances in recent decades, treatment for early-stage breast cancer is more effective than ever. However, the study found that the financial ramifications of the disease can be dire. That's partly because insurance doesn't cover as much of the costs: 17% of patients spent more than 10% of their household income on out-of-pocket medical expenses related to treatment. Even many insured are in trouble when these costs are added to missed time from work. For the uninsured, it's worse.

Researchers found that African-Americans and Latinas had the most fears, including losing their homes, having their utilities shut off and cutting back on food because of treatment expenses.

While Pink Aid does not directly pay for medical expenses, we try to ease the burden for these families as much as we can. Through Pink Purse, we work directly with nurse navigators who identify patients who are struggling and seek help on their behalf.

Throughout Connecticut and Long Island, Pink Purse provides emergency funding to approximately fifty patients each month to help take care of their families. It is our hope that in the coming years, Pink Aid can bring Pink Purse to many more areas with communities in need.

Pink Purse Update

IN THE PINK

Pink Aid's Pink Purse Has Helped over 1,200 Breast Cancer Patients in CT with Direct Assistance

In the past three years, Pink Aid has seen a tremendous rise in Pink Purse applications. As medical expenses and deductibles continue to rise, the toll the disease takes on a family's financial health is a growing problem.

Pink Aid's Pink Purse now helps approximately 30 patients each month in Connecticut alone. While we would love to ease even more of the burden, getting a bill paid and a \$100 food card

means the world to these women. The thank you notes are truly heartbreaking. We thank the community for your support on their behalf.



Direct Assistance for Breast Cancer Patients

pinkaid

compassion until there's a cure

P.O. Box 5157, Westport CT 06881

Sponsor Highlights



VALERIE WILSON TRAVEL

No matter what your travel needs may be, Pink Aid founding sponsor Valerie Wilson Travel will provide the expertise and professionalism to optimize every

luxury travel experience. VWT is one of the largest private, women owned, travel consulting firms in the US. Despite its growth from a small office business to a travel industry powerhouse, Valerie Wilson Travel has managed to maintain the personalized touch and devotion to customer service that set them apart in the first place. *Proud Virtuoso member.*



J.P. MORGAN CHASE

"J.P. Morgan is proud to sponsor Pink Aid and support their mission of helping underserved women undergo breast cancer treatment with dignity. We are

excited to partner with an organization that provides much needed access to screening as well as financial and emotional support for women and their families in our community."

Timothy R. Powers, Executive Director & Banker, J.P. Morgan Chase



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YEAR-END GIFTING: SPREAD COMPASSION WITH A 2018 DONATION

Pink Aid is now able to receive either stock or cash donations. To make a personal or corporate donation, go to pinkaid.org or mail donations to Pink Aid, P.O. Box 5157, Westport CT 06881.

PINK INK: WINTER 2018-19

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Pink Aid 2018 8-Year Anniversary Luncheon

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Stories from the Purse; Young Leadership; Warrior Connection; Strong Island

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In the News/Sponsor Highlights

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Pink Aid 2018 Keynote Speaker: graphic novelist Marisa Acocella



Pink Aid Blushes in the Success of Our "Magical 8" Celebration!

Pink Aid's 8th Annual Luncheon and Fashion Show was certainly our "Magical 8!" Mitchells of Westport was brimming with a sold-out house of approximately 600 attendees, as we celebrated our warriors, medical healers, caregivers, sponsors, donors and volunteers.

Co-chairs Nancy Marshall, Linda Couturas and the entire Pink Aid family were overwhelmed and touched by the unwavering support and generosity of our community.

The program began with Pink Aid President Tammy Zelkowitz who presented the year's highlights including a video about "The Warrior Connection," our newest educational initiative to bring together and empower survivors.

This was followed by a spring fashion presented by designer Lela Rose, our talented and generous fashion sponsor, who came on stage to introduce her fanciful collection.

Next, guest speaker, graphic novelist Marisa Acocella inspired the audience to put #mefirst, and later treated guests to a signed copy of her funny and moving bestseller "Cancer Vixen."

Our Pink Purse Wall of Compassion raised needed funds for emergency aid, thanks to many generous donations, motivated by "Better Being Bracelets" by Anna Stein and a \$100,000 match by a special Pink Patron.

For the first time, we were treated to a musical performance at Pink Aid, as co-chair Linda Couturas moved the crowd to their feet with a powerful rendition of the song "Rise Up," accompanied by her band members.

Last but not least, our show-stopping finale of Warriors strutting the runway with style and grace brought down the house.





Pink Aid's Eighth Annual Luncheon & Fashion Show — Oct. 3, 2018

Photo © Bruce Plotkin Photography

IN THE COMMUNITY

Pink Passion Reigns This Fall

CARI & KEITH KAPLAN



Happy 50th to Cari and Keith Kaplan, who are celebrating their milestone birthdays by raising funds to help underserved local breast cancer patients and their

families with emergency assistance. Thank you for creating a heartfelt way to make your occasion truly meaningful.

WESTPORT POLICE GOES PINK



For the month of October, the Westport Police Department took part in the "Pink Patch Project." All month long, officers wore uniform shirts with a pink patch to help spread awareness and bring attention to the fight

against breast cancer. Proceeds from the program were donated to Pink Aid CT.

"BE THE CHANGE" CAMPAIGN



Westport Downtown Merchants Association and the local businesses participated in Pink Aid's "Be The Change Campaign". Store patrons donated their spare change.

Loose change does help make a difference in the lives of patients needing financial support and compassionate services in Connecticut.

CROWDFUNDING CAMPAIGNS

IT'S EASY TO START YOUR OWN, HERE'S HOW TO GET STARTED:

1. Pick your project. Campaigns need to be specific, with clear goals, and realistic funding targets.
2. Tell your story, add pictures or video for added impact.
3. Choose the right crowdfunding platform. *Go Fund Me* is one of many sites available. Do your research and find the best suited for your needs.
4. Spread the word. Once you've published your crowdfunding campaign, share it through emails and social media. The wider your reach, the more potential for success.
5. Thank donors and keep update your audience on developments.

PINKTOBER@SAUGATUCK ROWING CLUB



Many thanks to Mo's Oct. 14th Workout to benefit Pink Aid & St.Vincent's Mobile Mammography.

ON LONG ISLAND

"Strong Island Raises Over \$500k at #5!"

Spirits soared at Pink Aid LI's 5th luncheon. The blush-themed event included many special moments, including a stunning "Best of Fall 2018" runway show from Vince, inspiring words by guest speaker Carolyn Gusoff, a tribute to LI founding president Ali Mitchell and a standing ovation as 25 alumnae models from their first 4 years took a final loop at the Celebration of Life Fashion Show. Bravo!



Left: Long Island Luncheon Committee Right: Keynote Speaker, NBC's Carolyn Gusoff
Photo © NYC&G/LandinoPhoto



IN THE SCHOOLS

Play 4 Pink : Local Teams Join the Cause



One of the highlights of the year is the passion that swarms our youth as they put on their pink to raise awareness and funds and Play 4 Pink Aid each October!

Top Left: Staples Wreckers Football continued their long tradition of support for Pink Aid and women with breast cancer at their October game against Norwalk.

Middle Left: UConn Huskies fundraiser at popular Storrs Pub Grille 86 organized by Victoria Matero

Bottom Left: Pink ribbons, provided by Papyrus, were tied along Main Street by students in Staples & Weston High Schools' Pink Aid Clubs.

Top Right: Weston High School Pink Out Week October 22- 26! Bake sales were held daily and raffle tickets were sold throughout the week at Volleyball, Soccer, Field Hockey and Football games. Thank you to the Weston High School Pink Aid Club (now the 2nd largest club at Weston High School), Presidents Elizabeth Byer & Rachel Finkel for your energy, enthusiasm & support. GO TROJANS!

Middle Right: First Selectman, James Marpe and Selectwoman, Jennifer Tooker pose with the Staples Field Hockey Team for their annual Pink Day game...GO WRECKERS!

Bottom Right: Random Hacks of Kindness. Students gathered at the Carver Center in Norwalk to learn how to code for a cause by developing prototype smartphone apps for local nonprofit organizations.