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What began in 2014 as a local effort to provide compassion and screenings to underserved breast cancer patients on Long Island has quickly grown to become a relied-upon source of funding across Nassau and Suffolk Counties.

After a record-breaking fourth October 2017 luncheon, and with the support of a variety of community-led fundraisers throughout the year, Pink Aid Long Island was able to surpass the $1 Million mark — providing over $1 Million in organizational grants and Pink Purse direct assistance to patients in just four years.

Our recipients range from small grass roots organizations to major hospitals. We currently support eight Long Island breast cancer coalitions with their “Lend a Helping Hand” compassionate care programs, and at the same time fund programs at hospitals across Long Island, from Adelphi’s Breast Cancer Support Program at Nassau University Medical Center on our western end to Eastern Long Island Hospital and Southampton Hospital on the eastern tip of the Island.

One of the most exciting parts of this journey to date has been working with our grant partners to seed and fund programs that did not exist prior to Pink Aid. Initiatives like the Northwell Health Pink Aid Breast Cancer Hardship Fund, the creation of new wellness classes in underserved areas with Strength for Life, and the recent addition of a bilingual, breast cancer specific Navigation Coordinator at Peconic Bay Medical Center all came about due to the existence of Pink Aid funding.

Finally, the successful launch of our Pink Purse Program has allowed us to help Long Island women directly, paying applicants’ non-medical, emergency household bills in a time of great need.

While the demand for funding continues to grow, Pink Aid enters its 5th year ready to rise to the challenge for the patients and organizations who depend on its assistance. None of this would be possible without the generous support of Pink Aid Long Island’s donors and generous volunteers.
Adelphi NY Statewide Breast Cancer Hotline and Support Program

Pink Aid funding will allow 20 uninsured/under-insured women to attend one of the Partnership’s "Pink Aid Program," which to date has provided over 700 free breast cancer screenings to local, uninsured women.

In its second year of partnership with Pink Aid, NYU Winthrop will be launching the Pink Aid Breast Fat Program to provide early detection and breast health screening. Women in the community will receive breast cancer education, screening, and follow-up through mammograms and health education. The Pink Aid Breast Fat Program is a great opportunity for women in the community to get screened and learn about breast health.

Babylon Breast Cancer Coalition

In its fourth consecutive year of funding by Pink Aid, Babylon Breast Cancer Coalition (BBCC) will support the Lend a Helping Hand Program. The BBCC's funding will allow the Coalition to give stage 4 breast cancer patients peace of mind knowing that they can receive non-medical financial assistance to ease their financial burdens.

Brentwood Bay Shore Breast Cancer Coalition

Pink Aid funding will provide transportation to and from treatment for surgical patients, to give stage 4 breast cancer patients peace of mind knowing that they can receive non-medical financial assistance to ease their financial burdens.

Brookhaven Memorial Hospital Medical Center Breast Cancer Survivorship Coalition

Northwell Health Breast Cancer Hardship Fund

Northwell Health Cancer Institute Breast Cancer Hardship Fund

Pink Aid’s partnership with the Northwell Health Cancer Institute Breast Cancer Hardship Fund provides non-medical financial assistance to low-income residents facing barriers to breast cancer care. This program helps uninsured and underinsured patients covering costs such as transportation, housing and utilities, food, household bills, groceries, and personal needs such as wigs, lymphedema sleeves and prostheses.

Lucia’s Angels

Lucia’s Angels was created in loving memory of a breast cancer patient whose dying wish was to help other women and their families with the kind of love and support she had during her toughest time. Lucia’s Angels provides assistance to women and families going through the final stages of breast cancer. Pink Aid funds will be used to give stage 4 breast cancer patients peace of mind knowing that they can receive assistance for non-medical costs to ease their financial burdens.

Mercy Medical Center

In 2017, Pink Aid’s first year of partnership with Mercy Medical Center provided over 200 free mammograms to women who would not normally have access to such critical, regular screenings. This year, Pink Aid’s funding will further support the Breast Cancer Survivorship Program’s outreach, potentially doubling the number of free screenings they will be able to offer uninsured patients. Located in Riverhead, Mercy is a member of the Catholic Health Services of Long Island.

Mercer Family Health Center

This community hospital’s survivorship program secures a large new population on Long Island’s North Fork and Shelter Island, this community hospital will utilize Pink Aid funding to provide free mammograms to local, uninsured residents.

Monae Foundation

Monae Foundation for Breast Health Education

Monae Foundation for Breast Health Education, in partnership with Pink Aid’s grant, is a grass roots organization focused on breast health education, early detection and risk reduction, utilizing the "Mammacare" program. Monae Foundation Educators touch provide self exam methods. This 2018 grant makes the fourth year of Pink Aid’s partnership in the Foundation’s Bilingual Outreach Program, promoting breast health awareness to uninsured and under-served residents across Long Island.

North Shore Neighbors

North Shore Neighbors is a grass-roots organization focused on breast health education, early detection and education. Maurer Foundation Educators touch provide self exam methods. In its second year of partnership with Pink Aid, North Shore Neighbors will continue offering financial support, strength and hope to women in the Towns of East Hampton, Southampton, Shelter Island and the Shinnecock Indian Reservation.

Peconic Bay Medical Center

Peconic Bay Medical Center, the largest hospital on Long Island’s East End, and the Suffolk County hub for the NYS Department of Health’s Cancer Services Program, Peconic Bay Medical provides non-medical financial assistance to uninsured and under-served patients in need.

Pink Aid’s funding will support their weekly exercise classes for uninsured cancer patients and survivors to enhance the recovery process. In its second year of partnership with Pink Aid, 2018 funding will support weekly exercise classes for uninsured cancer patients in Bay Shore and Huntington Station, including new Yoga classes specifically designed for cancer patients and survivors. In addition, Pink Aid funding will allow an uninsured/cancer-cause woman to attend one of the organization’s annual Long Island retreats.

Pink Aid’s funding will support the "Lend A Helping Hand" program, which offers wigs, prostheses and post-op garments, transportation, child care, food, housing assistance and financial assistance to uninsured breast cancer patients in need.

Strength For Life

Strength For Life provides exercise classes and weekend wellness retreats for breast cancer patients and survivors to enhance the recovery process. In its second year of partnership with Pink Aid, 2018 funding will support weekly exercise classes for uninsured cancer patients in Bay Shore and Huntington Station, including new Yoga classes specifically designed for cancer patients and survivors. In addition, Pink Aid funding will allow an uninsured/cancer-cause woman to attend one of the organization’s annual Long Island retreats.

West Islip Breast Cancer Coalition

West Islip Breast Cancer Coalition is a grass roots organization that provides support services for Long Island women in treatment for breast cancer. Pink Aid’s grant will support their “Lend A Helping Hand” program, which offers wigs, prostheses and post-op garments, transportation, child care, food, housing assistance and financial assistance to uninsured breast cancer patients in need.
Pink Aid Long Island:

Zen-sational 4th Year!

Pink Aid’s Luncheon and Fashion Show at Mitchells in Huntington has become one of the Fall’s most anticipated events. In its 4th year, the annual October event brought together a sold out crowd of 350, raising over $400,000 to improve the lives of women in need as they undergo testing, treatment and recovery from breast cancer.

Co-chaired by Rosemary Connors, an ardent Pink Aid supporter and Susan Cohen, a past Celebration of Life Fashion Show model and breast cancer survivor, the Long Island Event Committee put together a fabulous day inspired by the “Zen Spaces” theme. Decorative Buddha statues flanked the entrance to the event, welcoming attendees into a beautiful setting that encouraged everyone to “Celebrate Your Happy Life.” In partnership with NY Cottages & Gardens Magazine and Valerie Wilson Travel, the incredible silent auction offered top interior designers,包括 Tammy Windmill, Noli Interior Design, Stack Studio, Katherine Jessica Interiors, Kate Singer Home, DeRisi Designs, Beach Glass Designs, Sea Green Designs, Kim E. Courtney Interiors, English Country Home, Eileen Kathryn Boyd Interiors (Window Sponsors), Heritage Farm & NYG&G (Design Sponsors), Unique Health & Fitness (Sport Sponsors), Unite Healthcare (Firm Sponsors), RBC Capital Markets (Pink Tourmaline Sponsors), UnitedHealthcare (Pink Sapphire Sponsors), PNC Bank (Pink Topaz Sponsors), PriceWaterhouseCoopers LLP (Pink Pearl Sponsors), and the Wolf Family, Bill Wolf (Founding Sponsors).

The event featured guest speaker and beloved NBC 4 New York newscaster Pat Battle who strutted onto the stage in hot pink boots and set the tone for the day with her exuberant energy. Diagnosed in 2010 with ductal carcinoma in situ, Pat shared moments from her own personal journey, including her decision to share her story, surgery and treatment in an hour-long special on “Weekend Today in New York.” In addition to garnering two Emmy Nominations, the segment inspired thousands of women to undergo mammograms and fueled Pat’s mission to be a champion of early detection. The triumphant Celebration of Life Fashion Show brought the audience to their feet as twelve beautiful women accompanied by loved ones (including one Labrador Retriever!) adored the runway with “Best of Fall” fashions by Vince. The outpouring of support continued at the “Wall of Compassion,” where donors filled the Wall’s Pink Purse with donations, enabling Pink Aid to continue to provide compassionate care assistance to thousands of breast cancer patients in emergency financial need across Long Island.

After a wonderful Asian-inspired lunch from Marcia Selden Caterers, pink fortune cookies and sensational gift bags, attendees went home inspired and satisfied with a sense of accomplishment and community, already abuzz in anticipation of Pink Aid’s 5th annual luncheon, coming this October, 2018!

**SAVE THE DATE:** Oct. 17, 2018

Pink Aid Long Island’s Fifth Annual Luncheon & Fashion Show @ Mitchells Huntington

We are thrilled to welcome Pat Peterson as our as our 2018 Luncheon Chairperson! For more information about Pat, check out the back cover.

Photography provided by: Cottages & Gardens Magazine, Tina Dalych, and John Vater of Spa Adriana.
Opening Long Island’s Pink Purse

Thanks to generous donations made at the October 2017 Luncheon’s Wall of Compassion, Pink Aid Long Island was able to launch the Pink Purse program, providing compassionate assistance directly to patients in financial need due to their breast cancer diagnosis.

The Pink Purse provides emergency assistance for non-medical household expenses such as rent and mortgage assistance, utility payments and groceries, allowing Pink Aid to pay bills for patients who might have nowhere else to turn.

Pink Purse is working closely with nurse navigators and social workers from various hospitals and coalitions across Long Island to reach people in need during treatment. By relieving some of the day to day financial burdens, we hope to encourage recovery and return to normalcy one person and family at a time.

Look for information coming this Spring on how to participate in this year’s Sweat 4 Pink events! Studio dates, times and locations will be posted to our Pink Aid Long Island Facebook page.

Pink Aid Pop-Ups: Every Bit of Pink Helps

Have you ever wanted to get some friends together for a fun night to talk, watch the Bachelor, or shop? You can turn any gathering into a fundraiser for Pink Aid by having a Pink Pop-Up Party! From lemonade stands, to pottery painting nights, to a 50th birthday party, no gathering or donation is too small to make a difference.

So be creative and have some fun! Funds raised can be sent by check to Pink Aid Long Island, PO Box 5157, Westport, CT 06881.

Welcome to our new Co-President!

Ali Mitchell and the Pink Aid team welcome Rosemary Conners as the new Co-President of Pink Aid Long Island. We are thrilled to have her leadership and compassion guiding us into 2018!

Melissa Etheridge Rocked the House at Pink Rock!

When breast cancer survivor Melissa Etheridge played the Paramount in Huntington last November, she made the event a fundraiser by offering Pink Aid the best seats in the house.

Seventy-five Pink Aid supporters purchased special VIP access tickets and were treated to a rock star experience. The evening began with an intimate Pink Rock pre-party sponsored by TD Bank in the legendary Founder’s Room, including a private concert from Melissa’s talented opener, folk artist Adam Ezra. The Pink Rockers then headed to their special block of up front floor seats for the main event, singing and dancing the night away.

One special Pink Aid supporter had THE best seat in the house: Denise DeAcetis won the Melissa Etheridge VIP package at Pink Aid’s October Luncheon. She got to personally meet the Grammy Award Winner backstage, where Melissa signed one of her guitars and took photos with Denise and friend Christine Conte.

The one-night event raised over $11,000 for Pink Aid. What a spectacular night, thanks to the generosity of Melissa Etheridge, TD Bank, Brian Doyle and the Paramount of Huntington!

DONOR SPOTLIGHT WITH BRIAN DOYLE

Paramount Champions Pink Aid

Breast cancer is a cause that is very personal to the family of staff at the Paramount. Brian Doyle, Director of the Paramount said, “One of the club’s managers, who as of this year is cancer free, brought our previous desire to help into clearer focus. She’s one of the main reasons we have been working with Pink Aid and continue to do so. A fighter and supporter our girl has participated in numerous events including the Pink Aid 4th Annual Fashion Show where she walked down the runway with her mother.”

The Paramount’s partnered concert with Pink Aid and Melissa Etheridge gave their patrons a way to support our efforts in a wonderfully fun way. “The money that was raised went to a dear cause, close to our hearts — and we cannot wait to pair up with Pink Aid again for future events,” said Doyle.

Since Opening on September 30th, 2011, The Paramount has become a top live entertainment venue. Located in Huntington, New York, The Paramount hosts an average of 200 events per year, including a variety of concerts, comedy, boxing and other special events. In the 7 years since opening, The Paramount has quickly established itself as the premier live venue on Long Island.
Pink Aid Long Island is thrilled pink to announce its 5th Anniversary Luncheon and Fashion Show this October!

Long time sponsor Daniel Gale Sotheby's International Realty has supported Pink Aid from the beginning, both financially and with the time, energy and talents of many of its local agents. This year, we are proud to announce that Daniel Gale will be the $20,000 Title Sponsor of Long Island's October Luncheon at Mitchells in Huntington.

In addition, Daniel Gale President and Chairman, Patricia Petersen will serve as Chair of the Luncheon. Pink Aid caught up with Pat in her office in Cold Spring Harbor to talk about why our mission means so much to her Daniel Gale team.

Pink Aid: DG has supported Pink Aid since year one. What is it about the Pink Aid Mission that resonates with Daniel Gale Sotheby’s?

Pat: All the money raised stays locally on Long Island and reaches the right audience—underserved women and their families who are on this difficult journey so they are not alone.

Pink Aid: What is it about the Pink Aid Mission that resonates with you, personally?

Pat: Many in my real estate family (900 sales associates, 80+% women) have been directly impacted by breast cancer. I and the entire DG organization have been moved, saddened & exhilarated by their determination and courage in the face of this dreadful disease. We live in hope and continue to do whatever we can to support each other. Breast cancer does not discriminate, affecting women of every age and income level. Pink Aid provides women and families from underserved communities with the critical tools and resources to confront the challenges of the disease with dignity and hope.

“All the money raised stays locally on Long Island and reaches the right audience.”