Researchers surveyed 2,500 patients treated for early-stage breast cancer, as well as 300 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 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 Latinos had the most fear, 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 financial assistance to approximately 50 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.

In the past three years, Pink Aid has seen a tremendous rise in Pink Purse applications. As the study highlighted, the financial crisis while heads of households were undergoing breast cancer treatment was more dire. That's partly because insurance doesn't cover much of the costs: 17% of patients spent more than 10% of their household income on out-of-pocket medical expenses related to treatment.

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Merry 10th to Car and Keith Kaplan, who are celebrating their milestone birthdays by raising funds to help undererved local breast cancer patients and their families with emergency assistance. Thank you for creating a heartfelt way to mark your occasion truly meaningful.

Westport Police Goes Pink

For the month of October, the Westport Police Department partook in the “Pink Patch Project.” All month long, officers were uniformed 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 truly make a difference in the lives of patients needing financial support and compassionate service in Connecticut.

Pink Passion Reigns This Fall

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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.

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