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pinkaid
compassion until there's a cure

Paying It Forward

Pink Purse Grant Recipients Raise Funds for Other Patients in Need

Pink Purse grant recipients Rachel Mastin and Nicki Pierce are reminding us every day of one of the core missions of Pink Aid, "... to empower breast cancer survivors to heal by helping and inspiring others."

Rachel was diagnosed with Stage 3 breast cancer in 2015, which has since metastasized to her bones. The mother of two young children, Rachel is so appreciative of the support she received from Pink Aid, she has taken it upon herself to raise funds to put back into the Pink Purse. She is currently collecting items

"The Pink Purse has been very gracious to me, sending me food cards and paying my utility bills. I've had a long, tough road and you've come through for me. I'd like to do what I can to give back!"

— RACHEL MASTIN
PINK PURSE RECIPIENT

from friends and family to donate to "Olive My Stuff" consignment shop in Monroe, CT. A portion of the sale proceeds will go directly to Pink Purse.

Nicki also continues treatment for her battle with metastatic breast cancer. Grateful for the help she received from Pink Purse while she had been waiting for eligibility for other financial support, Nicki recently decided to share her birthday with Pink Aid. She asked friends and family to participate in a Facebook Fundraiser with all of the money going to Pink Purse.

Like Rachel and Nicki, we encourage all survivors to do what they can to support one another and "pay it forward."



Honor Thy Mother

Pink Aid's Annual Mother's Day Appeal

At Pink Aid, so many of our moms, like moms everywhere, have been affected by breast cancer. This year, we hope you will consider giving your mother a gift that is both meaningful and will make a real difference in the lives of others: a donation to Pink Aid.

The gift of a free mammogram can save a life. Or help fund a food card that can feed a family

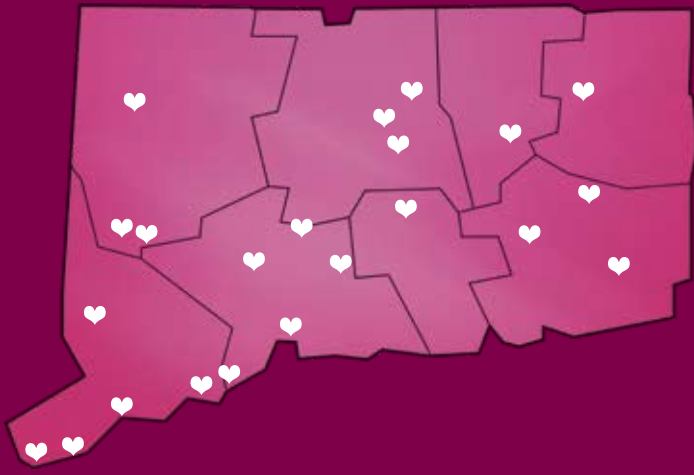
while a mom is in treatment. Or perhaps, help pay a breast cancer patient's rent for a month to keep her financially burdened family afloat.

A great deal of women that Pink Aid supports are mothers. Pink Aid will send a beautiful card acknowledging your thoughtful gift. We can't think of a more appropriate way to celebrate *all* mothers this Mother's Day!



To make a donation in honor of a special mother this Mother's Day, visit pinkaid.org.

We'll send her a beautiful card acknowledging your gift.



In Year 8, Pink Aid's Reach Grows to Include 5 New Organizations.

Each year, Pink Aid endeavors to spread its reach in helping more underserved patients and populations throughout the state.

With the word of our work spreading, the Grants Committee is excited to be partnering with five new grantee organizations. Ranging from Gardner House, a grass roots initiative run by a compassionate survivor to help others in her community, to smaller hospitals across Connecticut, they all share our mission to provide screening to all women and compassion and dignity to all patients in treatment.

Trendwise, we are seeing more organizations asking for help in providing financial navigators for those in need, more help with advanced screenings as co-pays increase and more organizations offering cold cap therapy.



American Cancer Society *National/Connecticut Chapter*

Pink Aid will help fund transportation for cancer patients through the Road to Recovery Program and assist with funding free wigs through their Look Good Feel Better program.



Ann's Place *Danbury, serving Fairfield, New Haven & Litchfield Counties*

Pink Aid is partially funding a bilingual social worker to conduct outreach and education to underserved communities as well as a financial assistance program for breast cancer patients.



Breast Cancer Emergency Aid Foundation *Statewide*

The BCEAF pays household expenses such as utilities, mortgage and rent directly for underserved women undergoing breast cancer treatment.



CancerCare Outreach & Wig Program *Fairfield County, CT*

Pink Aid is funding an outreach program, providing breast health education and navigation for free screenings to underserved communities. Pink Aid is also funding a financial assistance program for these patients.



Charlotte Hungerford Hospital *Torrington, serving Northwest Connecticut*

Pink Aid is supporting new grantee Charlotte Hungerford Hospital's Pink Rose Program and Pink Rose Fund to provide twenty ultrasounds and eight diagnostic mammograms to patients with demonstrated financial need.



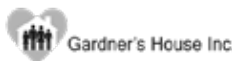
Connecticut Cancer Foundation *Based in New London, CT with Statewide Reach*

Connecticut Cancer Foundation provides financial assistance to cancer patients. Pink Aid is funding their Grant Recipient Program to provide up to \$500 in financial aid to breast cancer patients.



Danbury Hospital *Greater Danbury, CT Area*

Pink Aid's grant will provide breast cancer screening and diagnostic testing, help fund a financial aid navigator, and will provide food and gas cards for breast cancer patients in need.



Gardner's House *Serving Hartford Area*

New to Pink Aid, Gardner's House is a grass roots organization that helps patients thrive by offering resources needed for survival. Pink Aid is helping fund an Empowering Survivors Advocate and financial aid for 11 patients.





Greenwich Hospital
Serving Greenwich Area

New Pink Aid partner, Greenwich Hospital will use our grant to provide 40 underserved breast cancer patients with gift cards for recovery items, including lymphodema sleeves, wigs and skin cream for radiation burns.



Norwalk Hospital
Greater Norwalk, CT Area

Pink Aid is continuing to support Norwalk Hospital's Cold Therapy for Taxane Chemotherapy Program, a treatment to help prevent hair loss during chemotherapy.



Griffin Hospital
Derby CT, serving Lower Naugatuck Valley region

Pink Aid is helping to fund The Valley Breast Wellness Initiative with financial assistance to support diagnostic testing for women who can't meet their deductibles and might otherwise forego these tests.



Saint Francis Hospital & Medical Center
Hartford, CT

Pink Aid's grant will provide funding for screening, diagnostic and genesting testing and help fund the hospital's Integrative Medicine Therapies program.



Hartford Hospital
Greater Hartford area

Pink Aid is continuing to partner with Hartford Hospital's robust Mobile Mammo Program by funding mammograms and diagnostic screenings to their population in need.



Saint Mary's Hospital Foundation
Waterbury, serving New Haven County

Pink Aid's grant will provide transportation to and from breast cancer treatment to patients in the large geography of communities they serve.



Hospital of Central Connecticut
Greater New Britain Area

New grantee, Hospital of Central Connecticut, will utilize Pink Aid's funds to provide mammograms and ultrasounds to their underserved population.



St. Vincent's Medical Center Foundation
Greater Bridgeport, CT Area

Through a 8-year partnership with St. Vincent's, Pink Aid is funding screenings and diagnostic testing as well as financial assistance and compassionate services for underserved breast cancer patients.



Middlesex Hospital
Middletown, CT, serving Middlesex County

Pink Aid is helping fund a financial advocate, providing financial aid and funding head coverings for their Dignity in Details initiative.



Stamford Hospital
Greater Stamford Area

Supporting the Breast Cancer Grant Program, Pink Aid funds will provide screening mammograms, ultrasounds and MRI's. Pink Aid is also funding the purchase of durable goods for women in need.



Necessities, Inc.
Statewide

Survivor Maureen Lutz makes patented bags for mastectomy patients, an underserved group, with all the "necessities" one wouldn't normally think of, including hand-sewn pillows to ease pressure under the arms.



Support Connection
Greater Danbury, CT Area

Through a grant partnership with Pink Aid, Support Connection provides a peer hotline for all Connecticut residents. Their team of survivor/peer counselors provides emotional support & navigational help M-F, 9am-5pm.



The Norma F. Pfriem Breast Care Center
Greater Bridgeport, CT Area

Pink Aid's grant will fund cold cap therapy for ten patients, screening and diagnostic testing, as well as provide wigs, prosthetics, wellness services, counseling and food cards to underserved breast cancer patients.



Yale New Haven Hospital
Greater New Haven, CT Area

Yale New Haven continues its Pink Aid Compassionate Care Program at the Joel Smilow Breast Boutique, which will fund wigs, prostheses, lymphedema sleeves, other recovery necessities and food cards.

Welcome New Co-Presidents Deb Placey & Jean Lepore!



If you're part of the "Pink Aid family," you may know Deb Placey as the spirited auctioneer at all of Pink Aid's annual luncheons, co-chair of our 2nd Annual Luncheon, or as the narrator and voice in all of the Pink Aid videos. Or, you may know her as many sports fans do – as an on-air sportscaster on ESPN and MSG Network for many teams, most recently the New Jersey Devils.

You may also know Jean Lepore as Pink Aid's social media guru, running our Facebook and Instagram pages, with inimitable compassion, wit and style. A former Secretary and Pink Aid VP, Jean brings invaluable insight from her career as a member of MSKCC's Pain & Palliative Care team and Nurse Clinician in MSKCC's Evelyn Lauder Breast Center, where she mainly worked with women with Stage IV Breast Cancer, undergoing investigational treatments.

"As a sports reporter, I knew that fans came to be entertained... and take their minds off the "real world." Now it's time for me to join the real world! I was honored to be asked to take on this role and literally jumped at the chance. Jean and I feel a tremendous responsibility to keep this organization growing. I could not be more excited to start this journey."

—DEB PLACEY

"Having worked in research, I know how important it is, but also how important it is to provide support to women in treatment. I've seen the enormous strain a cancer diagnosis puts on individuals and families. If you lack the finances or support network, where can you turn? Pink Aid is helping to close that gap."

—JEAN LEPORE

Now, we hope you get to know them together as Pink Aid's "dream team!" We couldn't be more thrilled that these two dynamic women, who have been involved with Pink Aid since "Year One" and have each sat on our board for six years, have agreed to lead the organization for a two-year term into our 10-year anniversary. Please join us in giving them a Big Pink Welcome!

Meet Our Warriors-Turned-Co-Chairs: Debbie Katz and Katherine Matero



Pink Aid is ecstatic to introduce our two event chairs for this year's 9th Luncheon & Fashion Show!

Deb Katz walked in the 2018 Warrior Fashion show with her daughter, Olivia. Deb and her husband Marc also have a son Miles. Deb co-founded JoyRide Cycling Studio, currently works at Athleta in Westport and serves on the board of A Better Chance in Westport.

Deb was diagnosed with invasive ductal carcinoma after a routine mammogram and ultrasound in January 2018. With zero family history of breast or other cancers, she is a poster child for why regular exams save lives.

Katherine Matero is a wife to Richard and mom to daughters Nicola and Victoria. Currently a high school tennis coach and tennis team captain, she has worked at Xerox and American Express, is a former actress & model, and even sang with the NYC Grand Opera at Carnegie Hall, Lincoln Center and Summer Stage in Central Park.

Katherine was diagnosed with Stage 2B lobular breast cancer in 2013 after feeling a lump through a self-check, four months after her mammography came back with "nothing suspicious." That experience compelled her to share her story. She walked our runway in 2017 and feels now that, "I love the person I've become, because I fought to become her."



P.O. Box 5157, Westport CT 06881

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