

1

\$1 Million
Awarded
to Patients
in Need

2-3

2018 Grant
Recipients

4-5

Pink Aid
Long Island:
4 Years
Strong

6-8

In the
Community
Sweat4Pink
Coming in
Year 5

pinkaid
compassion until there's a cure



PINK AID LONG ISLAND: \$1 MILLION AWARDED SINCE 2014

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.

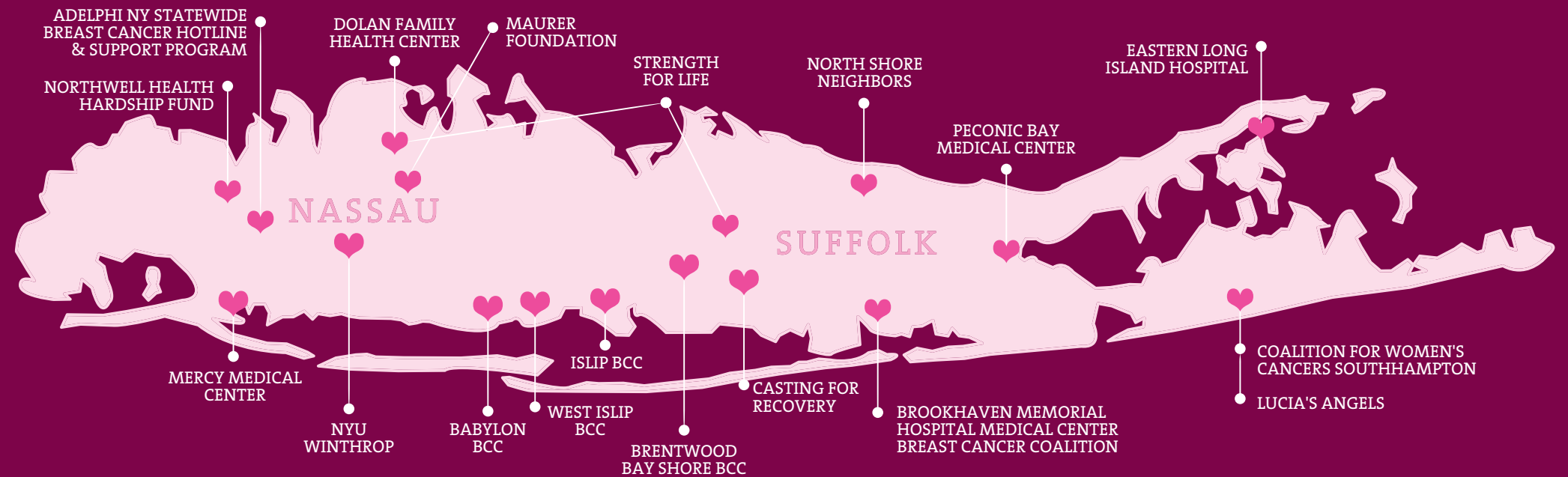
Our recipients range from small grass roots organizations to major hospitals. We currently support eight Long Island breast cancer coalitions with their “Lend a Helping Hand” compassionate care programs, and at the same time fund programs at hospitals across Long Island, from Adelphi’s Breast Cancer 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.

Pink Aid Long Island 2018 Grantees



Adelphi NY Statewide Breast Cancer Hotline and Support Program

Run by the Adelphi University School of Social Work, this program provides Bilingual counseling, patient navigation and support services to underserved women receiving care for breast cancer at Nassau County University Medical Center, and referrals from other Long Island hospitals such as Mercy Medical Center, Northwell Health, St. Francis Hospital and NY Winthrop. Pink Aid funds will also provide assistance with transportation, food cards, wigs, prostheses and household bills for patients in need.



Babylon Breast Cancer Coalition

In its second year of funding from Pink Aid, this well-established coalition has been helping women in the large coverage area of Babylon Township since 1993. Pink Aid's grant will support the BBCC's Lend a Helping Hand Program, providing non-medical financial assistance to underserved patients, including housing and utility bill payments, housekeeping, delivery of meals and transportation to and from treatment.



Brentwood Bay Shore Breast Cancer Coalition

Founded in 1994 by local resident Elsa Ford, this coalition offered the first ever Latina breast cancer support group on Long Island. Pink Aid funds will be utilized to provide non-medical financial assistance to women in treatment, including transportation, child care, post-surgery recovery garments, wigs, and household bill payment.



Memorial Hospital Medical Center

Brookhaven Memorial Hospital Medical Center Breast Cancer Survivorship Coalition

This community hospital's survivorship program assists a large in-need population on the eastern end of Long Island. Pink Aid's grant will provide patients who qualify for assistance with wigs, lymphedema sleeves, meal delivery, grocery cards, and transportation to and from treatment.



Casting for Recovery

Casting for Recovery provides unique wellness retreats that combine breast cancer education and peer support with the therapeutic sport of fly fishing. Pink Aid's grant will fund participation costs for three women in need, selected by special lottery for the Long Island retreat in September, 2018. In partnership with Pink Aid, a Bilingual application is now also available.



Coalition for Women's Cancers at Southampton Hospital

This coalition has been making a difference in the lives of many East End women for more than 20 years. Their mission is to create and sustain a supportive network in the community for women affected by breast cancer. With Pink Aid funds, the CWC will continue offering financial support, strength and hope to women in the Towns of East Hampton, Southampton, Shelter Island and the Shinnecock Indian Reservation.



Dolan Family Health Center

This freestanding primary care center provides comprehensive care, including adult medicine, obstetrics/gynecology and pediatric services to the medically underserved residents of Northwest Suffolk County. In its fourth consecutive year of funding, Pink Aid's 2017 grant will again support the "Pink Aid Program," which to date has provided over 700 free breast cancer screenings to local, uninsured women.



Eastern Long Island Hospital

A first-time grant recipient for 2018, ELIH will be creating a new program called "Pink Aid Breast Fit" to promote early detection and breast health awareness. Serving a large uninsured population on Long Island's North Fork and Shelter Island, this community hospital will utilize Pink Aid funding to provide free mammograms to local, underserved residents.



Islip Breast Cancer Coalition

Women in need battling breast cancer often find that getting to and from treatment can be an enormous financial burden. Pink Aid's grant to the Islip Breast Cancer Coalition will help women in their local area get to and from medical appointments such as chemotherapy and radiation therapy and provide financial assistance for housing and utilities, grocery cards, 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.



MAURER FOUNDATION

breast health education

Maurer Foundation for Breast Health Education

Founded by breast surgeon Dr. Virginia Maurer in 1995, the Maurer Foundation is a grass roots organization focused on breast health education, early detection and risk reduction. Utilizing the "Mammacare" program, Maurer Foundation Educators teach proper self exam methods. This 2018 grant marks the fourth year of Pink Aid's partnership in the Foundation's Bilingual Outreach Program, promoting breast health awareness to uninsured and lower socioeconomic across Long Island.



Mercy Medical Center

In 2017, Pink Aid's first year of partnership with Mercy Medical Center provided over 100 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 Rockville Center, Mercy is a member of the Catholic Health Services of Long Island.



North Shore Neighbors

A grass-roots organization run by one devoted volunteer, North Shore Neighbors strives to alleviate the financial stress of local neighbors in need battling breast cancer, allowing them to focus on making their strongest possible recovery. Pink Aid funds will support non-medical expenses such as household bill payment, transportation, and grocery cards.



Northwell Health Cancer Institute Breast Cancer Hardship Fund

Pink Aid is proud to partner with Long Island's largest health system, funding the third year of Northwell's "Pink Aid Breast Cancer Hardship Fund." This Fund provides non-medical financial assistance to low-income residents facing barriers to breast cancer care.



NYU Winthrop

In its first year of partnership with Pink Aid, NYU Winthrop will be launching the Pink Aid Breast Health Community Outreach and Education Program to provide breast health education and awareness and promote the importance of regular screenings to underserved, lower socio-economic and bilingual communities on Long Island.



Peconic Bay Medical Center

Northwell Health

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 provides medical care to a large underserved population across the county's 2,200 square miles. The new, "Pink Aid Hardship Fund" will provide transportation to and from treatment, post-surgical recovery garments, wigs, groceries and financial assistance to breast cancer patients in need.



Strength For Life

Fighting Cancer With Exercise

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 underserved women in Bay Shore and Huntington Station, including new Yoga classes specifically designed for cancer patients and survivors. In addition, Pink Aid funding will allow 20 uninsured/under-insured women 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, housecleaning and financial assistance to women in need.



\$70,000+

committed to direct emergency financial assistance for patients in need.



Applications for Pink Purse assistance
can be found on our website:
PINKAID.ORG

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 a return to normalcy one person and family at a time.

SWEAT 4 PINK



HOOPS4PINK

Even the men got into the Pink Aid spirit last Spring as close to 50 brave souls participated in the First Annual Sweat 4 Pink Basketball tournament. Thanks to our four team coaches: Adam Wolf, Kyle Mostransky, Michael Finnegan and former NBA All-Star and Cold Spring Harbor's own Wally Szczerbiak for their time and leadership. Each of the four teams battled it out in the Cold Spring Harbor High School Field House. When the final buzzer sounded, it was no

Look for information coming this Spring on how to participate in this year's Sweat4Pink events! Studio dates, times and locations will be posted to our Pink Aid Long Island Facebook page.

surprise that Team Szczerbiak were the champions of the evening.

The post party, back in Huntington Village, was hosted by our good friends and co-owners of Old Fields BBQ - Rory Van Nostrand and Dave Tunney.

The boys will be at it again this Spring, May 30th, continuing to raise money for Pink Aid on the hoops courts of CSH High School. Stop down to cheer on your favorite team--the event starts at 6:30PM. A donation of \$25 or more that night will get you a Sweat 4 Pink t-shirt!

*Thanks to our 2018 Sweat4Pink Sponsors:
Daniel Gale Sotheby's International Realty,
Gellerman Orthodontics, Mostransky &
Associates, Organic Krush, Unique Health
& Fitness*

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.

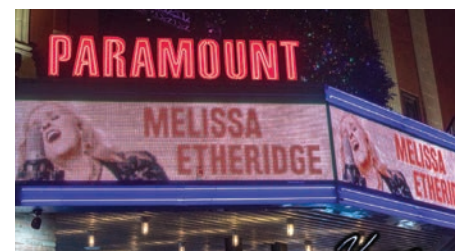
So be creative and have some fun! Funds raised can be sent by check to Pink Aid Long Island, PO Box 5157, Westport, CT 06881



PINK AID IN THE COMMUNITY



MELISSA ETHERIDGE AT THE PARAMOUNT



BACKSTAGE MELISSA ETHERIDGE GREET PINK AID VIPS

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.



BRIAN DOYLE

Welcome to our new Co-President!

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



2018 CO-PRESIDENTS, ALI MITCHELL AND ROSEMARY CONNORS

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.

THE PARAMOUNT





P.O. Box 5157, Westport CT 06881



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 here 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.



PAT PETERSON

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



PAT PETERSON, 6TH FROM LEFT, WITH HER DG TEAM AT THE 2017 PINK AID LUNCHEON