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pinkaid
compassion until there's a cure



Pink Aid Spring Wellness Breakfast

On April 29, friends of Pink Aid gathered at the home of Amy and Neil Katz for Pink Aid's Inaugural Wellness Event. As Pink Aid recently expanded its mission to include empowering wellness and survivorship, we were thrilled to present our first wellness event on "A Holistic Approach to Overall Health, Nutrition and Cancer Prevention."

The guests were first treated to invaluable insights from Barry Boyd MD, Oncologist, Assistant Clinical Professor at Yale Medical School and one of the world's top scholars on Integrative Medicine. Dr. Boyd's groundbreaking studies and analysis utilize pure math and science to identify genetic, environmental and nutritional influences on cancer, often dispelling common myths. Some of Dr. Boyd's many fascinating findings include the fact that taller people are statistically more prone to cancer, a diet that includes soy is typically consistent with prolonged survival and that caffeinated coffee in moderation is beneficial in cancer prevention.

Next to speak was Holistic Nutritionist, Barbara Slaine, founder of the LIPHE Balance Center. A survivor herself, Barbara spoke about making healthy choices and not beating oneself

up for occasional straying. Barbara shared some of her favorite tricks to "tip the balance in the right direction," which include coconut oil, chia seeds, kale chips, "an avocado a day," keeping the cell phone away from your body as much as possible and thirty minutes of natural sunlight each day.

Our third speaker was Jacques Depardieu, Founder of the Center for Integrative Chinese Medicine in Darien, CT, who specializes in Eastern Medicine, Acupuncture and Chinese Herbology. Jacques spoke about Taoism and the role stress plays in our health. He spoke about the constant deluge of negative news and information coming at us and the importance of disconnecting from it. He also extolled such ironic wisdom as "It's probably healthier to eat a Big Mac than to completely stress over it."

In keeping with the theme, Jeff of Marcia Selden Catering, provided delicious and nutritious smoothies and light bites.

On behalf of the entire Pink Aid community, many thanks to our speakers, Amy and Neil Katz for their hospitality and generous underwriting of the event and to all that helped bring this inspiring event to fruition.

PINK AID GRANTS



Where Your Generosity Goes

Pink Aid Grants Include First “Pink Aid Transport Van,” to Bring Underserved Women to Norwalk Hospital for Screenings & Treatment.

In this, our second year, Pink Aid invited grant applicants that run programs which meet our mission, to apply for grants. The need and response we received from organizations, ranging from large and national institutions to grassroots local programs, were overwhelming.

Thanks to your incredible generosity, having raised close to \$500,00, we were able to satisfy many of these requests.

One of the exciting developments in our grant process was the opportunity, in some cases, to work with recipients to create new Pink Aid sponsored initiatives in an effort to serve our community better. To the right is a summary of the phenomenal programs for women being funded with your support.



Introducing The New Pink Aid Food Card!

This year, through an idea initiated by St. Vincent's, we have created the Pink Aid Food Card.

As food is the most basic need of any family of a woman undergoing treatment, several of our grant recipients are partnering with Stop & Shop, who provide them at a 5% discount and where other necessities may be purchased as well.



2013 Pink Aid Grant Recipients

American Cancer Society

The new American Cancer Society of Southwestern, Connecticut provides a variety of medical and educational services to cancer patients in the region. Pink Aid's grant will pay for the purchase of wigs, mastectomy bras, breast prostheses and compression garments for breast cancer patients who couldn't otherwise afford them.

Breast Cancer Emergency Aid Foundation

A "grass roots" 501C3 organization founded by Westport survivor Sheila Freifield, BCEAF helps breast cancer patients in our area with non-medical expenses, such as utility bills, rent and car payments, while they are in treatment. Sheila works tirelessly, receiving and paying bills directly to help women in need. Patients are referred to her by social workers at many hospitals from Greenwich to Hartford. As her work so closely meets our mission, we were able to double her grant, so that she could provide more women with the maximum amount of aid permitted.

Necessities Bag

Another grassroots organization and labor of love, survivor Maureen Lutz designed the "Necessities Bag" with all the quirky things a breast cancer patient needs to be more comfortable during treatment. To deliver a "human touch," the bag has a hand sewn pillow and other homemade items which enhance

the effect of caring to the recipient. Our grant went to provide these bags to women in need.

Norma F. Pfriem Breast Care Center

Norma Pfriem is a dedicated Breast Care Center that provides comprehensive education, screening, diagnosis, team-directed treatment and integrated support services to women, regardless of ability to pay. Pink Aid is funding their rapidly growing Medically Underserved Initiative. Our grant will provide free breast care screening, diagnostics and wellness and emotional support services to high risk women in the Greater Bridgeport area.

Norwalk Hospital's Smilow Family Breast Health Center

This year, we are pleased to announce that we have partnered with Norwalk Hospital to fund and pilot a completely new initiative. Pink Aid is underwriting a Pink Aid Transport Van, which will educate and bring women from underserved areas in for free mammograms and screening and will be also used for transport to treatment, in cases of need. We have developed this program as partners in an effort to diagnose and treat women, most of whom have children, who would not otherwise be screened and treated.

St. Vincent's Breast Center

Pink Aid is thrilled to partner again with St. Vincent's Medical Center Foundation'. Our grant

will fund mammography screening and compassionate support programs. This includes helping to fund St. Vincent's Mobile Mammography Unit, which is equipped with new GE screening equipment and aggressively targets areas of greatest need in the Bridgeport area. Compassionate services are administered through their SWIM Program and include Pink Aid Food Cards, aid with childcare and household expenses and other services evaluated on an as-needed basis.

Triple Negative Breast Cancer Foundation

Triple Negative is one of the more rare, but more aggressive forms of breast cancer. Triple Negative patients require BRCA 1 genetic testing to be properly diagnosed and treated, which is prohibitively expensive for the underinsured. Pink Aid is funding a Genetic Testing Pilot, which will enable 15-20 underserved patients who test positive for Triple Negative breast cancer to get the genetic testing, so that they may be treated properly in an effort to save lives.

Yale-New Haven Hospital

Pink Aid is pleased to initiate a partnership with The Smilow Breast Care Center at Yale-New Haven. Our grant will provide ever needed Pink-Aid Supermarket Gift Cards as well as wigs, prosthetics and recovery garments through their wonderful Boutique.



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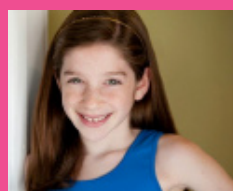
Pink Aid's (new) Mission

Something wonderful and somewhat unexpected has happened since Pink Aid was founded little more than two years ago.

While our original mission only included helping underserved women, we have been repeatedly told of Pink Aid's healing and empowering effect on survivors (and all involved) as well. Many have embraced the Survivor Fashion Show as an opportunity to "break through a glass wall" when they are ready. As such, we have made a minor tweak on our mission statement:

"Pink Aid's mission is to help underserved women in our communities survive breast cancer treatment with support and dignity and to empower breast cancer survivors to heal and inspire others."

Meet Our Youngest Supporter



In lieu of gifts, for her 11th birthday, Sarah Milner, a 5th grader in Woodbridge, CT, asked her friends to make a donation to Pink Aid. Last year, Sarah collected gifts for girls who live in the Boys & Girls Village of Milford. After Sarah's mom, Stacy Milner attended the 2nd Pink Aid Luncheon this past October, she shared her experience with her daughter, who decided this year Pink Aid would be the recipient of her philanthropy. Sarah also chose Pink Aid to honor her 4th grade teacher, Mary Vincintorio, who was diagnosed with Breast Cancer last summer. Don't expect this to be the last we see of Sarah Milner. She announced to her mom that Pink Aid will be her mitzvah project for her Bat Mitzvah in the the spring of 2015!

SAVE THE DATE: PINK AID 3RD ANNUAL LUNCHEON, OCTOBER 3, 2013!