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In the
Community

pinkaid
compassion until there's a cure



673

BREAST CANCER
PATIENTS HAVE
RECEIVED EMERGENCY AID
SINCE MAY 2015 LAUNCH

Breast Cancer Patients Across the State Rely on Pink Purse

Launched in May 2015 with funding from our most passionate supporters, Pink Aid's Pink Purse provides emergency assistance to breast cancer patients for necessities such as rent, utilities, food cards, wigs and recovery garments. Applications come from patient navigators at hospitals throughout the state. Applications have risen from 4-5 per month to a high of 36 in a single month last summer, now averaging about 30 per month.

Applications are reviewed and processed quickly to help keep families afloat while patients receive treatment. The highest percent of the nearly \$275,000 paid to date has been to help with housing expenses (rent and mortgage) followed by utilities such as heat and electricity. In February 2016, the maximum a patient could apply for was raised from \$599

in a calendar year to \$1,000 and the average has increased to \$837. Thanks to a generous donor, each applicant also receives a \$100 Stop & Shop card. More than 150 patients have received this added bonus!

As we enter our third year of Pink Purse, we anticipate that applications will continue to grow, making funding decisions more difficult. We can't stress enough how much these patients appreciate your support. We're also excited to announce that Pink Purse Long Island will begin accepting applications this summer!

Breast cancer patients with documented financial need may apply to Pink Aid's Pink Purse through their nurse navigator or social worker. Applications may be found on our website at pinkaid.org under "Apply."

In Year 6, Pink Aid's Partnerships Grow & Flourish Statewide!



Ann's Place

Danbury, serving Fairfield, New Haven & Litchfield Counties

Ann's Place is a beautiful 17,000 square foot cancer support center. Pink Aid is funding a Latino outreach and education program as well as financial assistance and counseling through their Health Equity Initiative for breast cancer patients in need.



Breast Cancer Emergency Aid Foundation
Statewide

BCEAF directly pays household bills (utilities, rent and more) for underserved women undergoing breast cancer treatment. Patients are screened and referred to BCEAF by hospitals and breast cancer centers via social workers and patient navigators throughout Connecticut.



CancerCare Outreach & Wig Program
Fairfield County, CT

Through Cancer Care's Connecticut office, Pink Aid is funding a Latino Outreach & Education professional and providing financial assistance to underserved breast cancer patients.



Connecticut Sports Foundation
Based in New London, CT with Statewide Reach

The Connecticut Sports Foundation provides financial assistance to cancer patients and funds research projects. Pink Aid is funding a Grant Recipient Program to provide financial aid with household expenses to breast cancer patients in need.



GRIFFIN HEALTH

Griffin Hospital

Derby CT, serving Lower Naugatuck Valley region

Pink Aid is helping under-insured patients that can't meet their deductibles with funds toward follow-up screening and testing after questionable mammography results.



Hartford Hospital

Greater Hartford area

Through Hartford Hospital's robust Mobile Mammo program, Pink Aid is funding mammograms, diagnostic screenings and a community liaison for outreach and coordination.



Middlesex Hospital

Middletown, CT, serving Middlesex County

Pink Aid is providing financial assistance to underserved breast cancer patients as well as compassionate treatment garments, including radiant wraps for radiation patients, scarves, head coverings and sleep caps.



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.



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

Norma Pfriem is a Breast Care Center affiliated with Bridgeport Hospital. Pink Aid's grant will fund mammograms, ultrasounds, biopsies and genetic testing for underserved women, a support group for patients in Bridgeport, as well as wigs, bras and prosthetics for patients in need.



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

Through a 6-year partnership with St. Vincent's, Pink Aid is funding free screenings through their mobile mammo unit as well as financial assistance and compassionate services for their underserved breast cancer patients.

SPECIAL THANKS TO CONNECTICUT'S CORPORATE SPONSORS

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Saint Francis Hospital & Medical Center
Hartford, CT

Saint Francis is a 300-bed hospital serving greater Hartford. Pink Aid's grant will fund an integrative wellness program, including acupuncture, mind-body work, yoga, massage therapy and nutrition therapy during treatment.



Stamford Hospital
Greater Stamford Area

Stamford Hospital's breast cancer program serves thousands of women in the Greater Stamford area. Pink Aid's grant will fund screening mammograms and diagnostic ultrasounds at Stamford Hospital as well as post-mastectomy durable goods, including wigs, bras and prosthetics.



Support Connection
Greater Danbury, CT Area

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



Western Connecticut Health Network (Danbury Hospital)
Greater Danbury, CT Area

Pink Aid's grant will provide diagnostic testing, help fund a financial aid assistant to help navigate patients in need and will provide food and gas cards and lymphedema sleeves.



Witness Project of CT, Inc.
Bridgeport, CT (Also serving Norwalk and Stamford)

The Witness Program is a grass roots organization that advocates for impoverished breast cancer patients of African American descent. Pink Aid is funding a breast health outreach and education program for African American women in the greater Norwalk and Stamford areas.



Yale-New Haven Hospital
Greater New Haven, CT Area

Yale New Haven Hospital will continue its Pink Aid food card program, helping patients care for their families while in treatment. We will also continue to provide lymphedema sleeves, wigs, bras and prosthetics and other treatment necessities through the Joel Smilow Cancer Center Boutique.

The Perfect Way to Honor Someone Special!

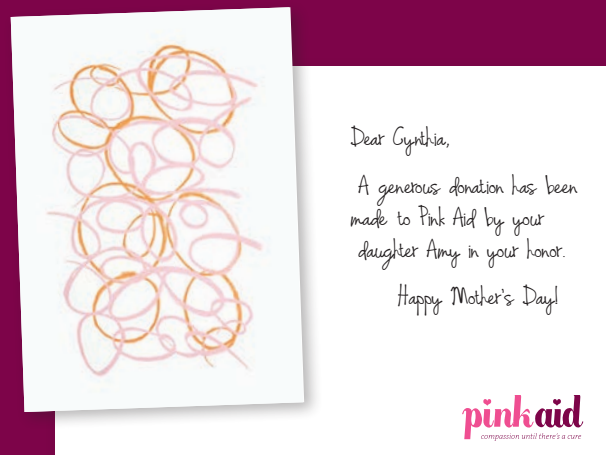
Pink Aid's Mother's Day Appeal

For Mother's Day, it's always nice to give a special gift or send flowers.

This year, why not make someone special feel really great with a meaningful gift that can make a real difference in the lives of others. The gift of a free mammogram that can save a life. A gift card that can feed a family while mom is in treatment. Or perhaps, you would like to help pay a breast cancer patient's rent for a month and help keep their family afloat.

A great deal of the women Pink Aid supports are mothers. We can't think of a more appropriate way to celebrate all mothers this Mother's Day!

Please use the enclosed self-mailer to make your donation.



CRN INTERNATIONAL
FRAN BURGER REALTY GROUP
THE GRANOLA BAR
KATTEN MUCHIN ROSENMAN LLP
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VOLVO OF WESTPORT

We'll notify her of your beautiful gift with this limited-edition thank you card with personalized message!

NOTES FROM THE PURSE

KIMBERLY

“

Your thoughtful generosity is greatly appreciated. I am now able to focus on what is important — my healing, and watching my one-year-old run around and get into everything!

”

LYNN

“

It is heart-warming to know that there are people who really do care and go above and beyond to help people when they are down.

”

KELLIE

“

There aren't enough words to say 'thank you' for the 'compassionate assistance.' I look forward to getting a chance to 'pay it forward' in the future.

”

RENÉE

“

I've been extremely hesitant to ask anyone for help since I started treatment. It was such a relief to know I wouldn't have to worry about paying my rent this month.

”

To get involved, contact: amy@katzemail.com

Help is Just a Call Away: A Support Hotline For Breast Cancer Patients!

At Pink Aid, we have long had a dream of offering all the breast cancer patients and survivors we serve with a peer support hotline. Now, through a grant partnership with Support Connection, that vision has become a reality! Support Connection is a breast cancer hotline, manned by peer counselors, all of whom are breast cancer survivors. The hotline will offer two critical kinds of support: emotional support for breast cancer patients and survivors; and navigational support to help new breast cancer patients find resources.

With Pink Aid's grant support, Support Connection's team is being educated on the landscape of Connecticut's breast health centers, doctors and programs. We are thrilled to offer this service. If you know anyone who needs confidential, compassionate support, tell them to call!



1-800-532-4290

Breast Cancer Support Hotline Open Mon.-Fri., 9am-5pm year-round

Get to Know Carla Sullivan, Pink Aid's First Director of Programs & Operations



With seven years and two chapters, the business of running Pink Aid has succeeded in overwhelming our volunteers.

So, it is with great excitement

that we introduce our new Director of Programs & Operations, Carla Sullivan. Carla started in February and is already well into proving herself an invaluable asset.

With twenty years of professional and volunteer experience in the non-profit world, Carla is passionate about helping organizations advance their missions. Most recently, Carla was the Director of the Fairfield Awards Dinner, Fairfield University's signature fundraising event for student scholarships held annually in New York City. Carla also ran a nonprofit consulting practice, partnering with board

and staff leadership to improve organizational systems and support board development, training and governance, resource development, constituent cultivation, recognition, and donor database analysis.

Carla supports causes dedicated to improving the lives of the underserved with a focus on women and children, so Pink Aid is a perfect fit. Working part time alongside Carla, Susan Robinson will continue as Business Manager on Pink Purse and Pink Aid's financial systems.

We feel very fortunate to have found Carla. We look forward to a new era of growth under her tenure!

Welcome to Pink Aid's New Co-President Tammy Zelkowitz

We are thrilled to welcome a long-term member of the Pink Aid family, Tammy Zelkowitz as Co-President! Tammy's Pink Aid resume includes five years as a Board Member, a stint as past Secretary, and co-chair of Pink Aid's third annual luncheon. Married to breast cancer oncologist, Dr. Richard Zelkowitz, helping women with breast cancer is a way of life for Tammy and her family. Five years ago, Tammy started "Get Your Pink

On," a breast cancer awareness and fundraising campaign, working with athletic teams at Staples High School. In addition, for two years, Tammy chaired Norwalk Hospital Cancer Center Benefit Walk, and is a past committee member of the Norwalk Hospital Gala.

Born and raised in Brooklyn NY (which has become a cool thing to say!), Tammy is a realtor for William Pitt Sotheby's in Westport, CT, where



Tammy Zelkowitz, right, joins Susan Byer, left, as Co-President.

she lives with her family. We couldn't be more thrilled to inaugurate Tammy as Co-President!

SWEAT 4 PINK @ JOYRIDE WESTPORT!

Join us Sunday, June 11th at 5:30pm for Simultaneous Classes followed by refreshments

SPINNING • JOY X • PILATES

Sign up at joyridestudio.com

For more information, visit pinkaid.org



Pink Aid Long Island:



Pink Aid Long Island surpassed all expectations with a record-breaking \$350,000 raised to assist local uninsured and underinsured women battling breast cancer at its 3rd Annual Luncheon and Fashion Show hosted at Mitchells of Huntington on October 19th, 2016.

Co-chaired by Mary Emlock and Roseanne Cavallaro with reflections by guest speaker celebrity fashion stylist and consultant Ann Caruso, the event featured a runway show of Spring 2017 looks from Escada, an exquisite lunch by Marcia Selden Caterers of Connecticut, and wonderful gift bags full of goodies, thanks to Gift Bag Sponsor Daniel Gale Sotheby's International Realty. The annual "Celebration of Life/Warrior Fashion Show" brought the

house to its feet when twelve inspiring and beautiful breast cancer survivors modeled Mitchells fashions and strutted down the runway, accompanied by loved ones who had provided special support throughout their breast cancer journey.

Other recent Pink Aid Long Island highlights included a successful Sweat 4 Pink fundraiser, a golf tournament hosted by Huntington Crescent Club's Ladies Golf Group and Pink Aid Long Island's inclusion in the Creative Cups 2017 Calendar in support of Adlephi's Breast Cancer Hotline and Support Program.

Save the Date for Pink Aid's Fourth Annual Long Island Luncheon on Wednesday, October 18th 2017!

SPECIAL THANKS TO LONG ISLAND'S CORPORATE SPONSORS

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& SCHMIDT, LLP
THE CLAIRE FRIEDLANDER
FAMILY FOUNDATION

DAVID LANDAU &
ASSOCIATES
DRS. RANDALL FEINGOLD,
RON ISRAELI, PETER
KORN, DAVID LIGHT AND
JONATHAN BANK

Three Years “Strong!”

Our Chapter Across the Sound Has Donated Over \$600,000 to 16 Organizations on Long Island

Adelphi NY Statewide Breast Cancer Hotline and Support Program
Nassau County via Nassau University Medical Center

Providing bilingual counseling, navigation and support services to underserved breast cancer patients, as well as help with transportation, food cards, wigs, prostheses and household bills.

Babylon Breast Cancer Coalition | *Babylon Township*

This well-established coalition will use funding to provide additional financial assistance to women in need, especially those patients with Metastatic breast cancer.

Brentwood Bay Shore Breast Cancer Coalition
Brentwood & Northern Bayshore

The first Latina breast cancer support group on Long Island assists a large Spanish-speaking population and will use funds to support meetings, hotline, navigation services and financial assistance.

Brookhaven Hospital Breast Health/Cancer Center
South/Eastern Suffolk County

Grant will provide eligible patients on the eastern end of Long Island with wigs, lymphedema sleeves, meal delivery, grocery cards, and transportation to and from treatment.

Casting for Recovery *All Long Island*

Unique wellness retreats that combine breast cancer education and peer support with the therapeutic sport of fly fishing. They will use our funds to cover costs for three women in need to attend their September 2017 retreat and create a bilingual application.

Coalition for Women's Cancers at Southampton Hospital
Easthampton, Shelter Island and Shinnecock Reservation

Creating and sustaining a supportive network in the community for women affected by breast cancer for more than 20 years, CWC will utilize grant funds for financial support, strength and hope.

Dolan Family Health Center
Huntington Township and North/Western Suffolk County

In its third year of funding, Dolan will utilize funds for the “Pink Aid Program,” which to date has provided over 500 free breast cancer screenings to medically underserved local residents.

Islip Breast Cancer Coalition
Islip Township, Islip to Hauppauge, including Fire Island & Brentwood

Grant will provide patients with transport to chemotherapy and radiation treatment and provide financial aid for utilities, food cards, and personal needs such as wigs and prostheses.

Lucia's Angels
East End of Long Island, North & South Forks

Created in loving memory of a breast cancer patient, Lucia's Angels provides assistance to women and families going through the final stages of breast cancer. Funds will be used to give Stage 4 patients peace of mind knowing that they get receive assistance for non-medical costs.

Maurer Foundation *All of Long Island*

The third year of Pink Aid's partnership in the Bilingual Outreach Program, promoting breast health awareness to lower socioeconomic groups and teaching proper self exam methods utilizing the “Mammacare” program.

Mercy Medical Center *Nassau County, located in Rockville Center*

A member of the Catholic Health Services of Long Island, Mercy Medical Center's Breast Cancer Survivorship Program will use funds to provide free mammograms for over 100 underserved women.

North Shore Neighbors
North Shore from Smithtown to Riverhead

Funds will support this grass-roots organization in providing non-medical expenses such as household bill payment, transportation, and grocery cards to neighbors in need, so they can focus on recovery.

Northwell Health Breast Cancer Hardship Fund
Breast Cancer patients in treatment at Lake Success Campus
Funding the second year of Northwell's “Pink Aid Breast Cancer Hardship Fund,” grants will support Long Island's largest health system in providing non-medical financial assistance to low-income residents.

Peconic Bay Medical Center *All of Suffolk County*

The largest hospital on Long Island's East End, and Suffolk County hub for the NYS Dept. of Health's Cancer Services Program, Peconic Bay will use the “Pink Aid Hardship Fund” to provide transportation to treatment, recovery garments, wigs, groceries and financial aid.

Strength for Life *Based in Port Jefferson*

Funding will allow 20 uninsured/under-insured women to attend one of the organization's annual Long Island wellness retreats and additional patients to attend exercise classes in underserved local communities.

West Islip Breast Cancer Coalition
West Islip, plus all other areas of LI not currently covered by a coalition
Grant funds will support West Islip's “Lend A Helping Hand” program, which offers wigs, prostheses and post-op garments, transportation, child care, food, housecleaning and financial assistance.

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PINK AID IN THE COMMUNITY

Pink Rocked!

Friends of Pink Aid were on their feet at "British Rock," Band Together's Pink Rock benefit concert at FTC. Some even found themselves dancing onstage to a well-curated set list by the Stones, U2, Bowie and other favorites from across the pond. From the Tito's cocktails at CRAVE to the raffle courtesy of Golf Performance Center Ridgefield, Marcia Selden Catering, WEST & Tula Jem, a great time was had by all. A special thank you to Pink Aid Clubs of Weston High School & Staples – YOU ROCK!



Knits & Nibbles: Helping Seniors & Survivors



In 2009 Ellen Lane started "Knit One Nibble One" in order to expand the production and distribution of healing shawls to people undergoing chemotherapy. Her idea was to create kits with all the materials needed so knitters (even beginners) could readily "knit a hug."

As a thank you, Ellen bakes and includes "Nelle's Nibbles" in the kit. To date approximately 2000 shawls have been delivered to Fairfield County and New Haven

infusion centers. Whether knitting at home or as part of the Westport Senior Group (partial group shown on left), where they knit and nibble weekly, these dedicated knitters have made a big difference to those in need. Not only do people feel the benefit of having a cozy shawl during infusion but they also appreciate knowing they are supported through their journey. *If you are interested in "knitting a hug", contact Ellen at knitonenibbleone@gmail.com.*

Weston & Staples Pink Aid Shoot Out

Fifteen teams from Weston & Staples High Schools got together and raised more than \$400 for Pink Aid at our first joint community event, organized by schools' Pink Aid Clubs. Weston won, but the whole event was the real star!



*Pink Aid Shoot Out logo
designed by Weston High
School Junior Georgia Burkard*