

PINKINK: SPRING 2018

1

Pink Aid's
Reach
Grows
in CT

2-3

Pink Purse
2018
Grant
Recipients

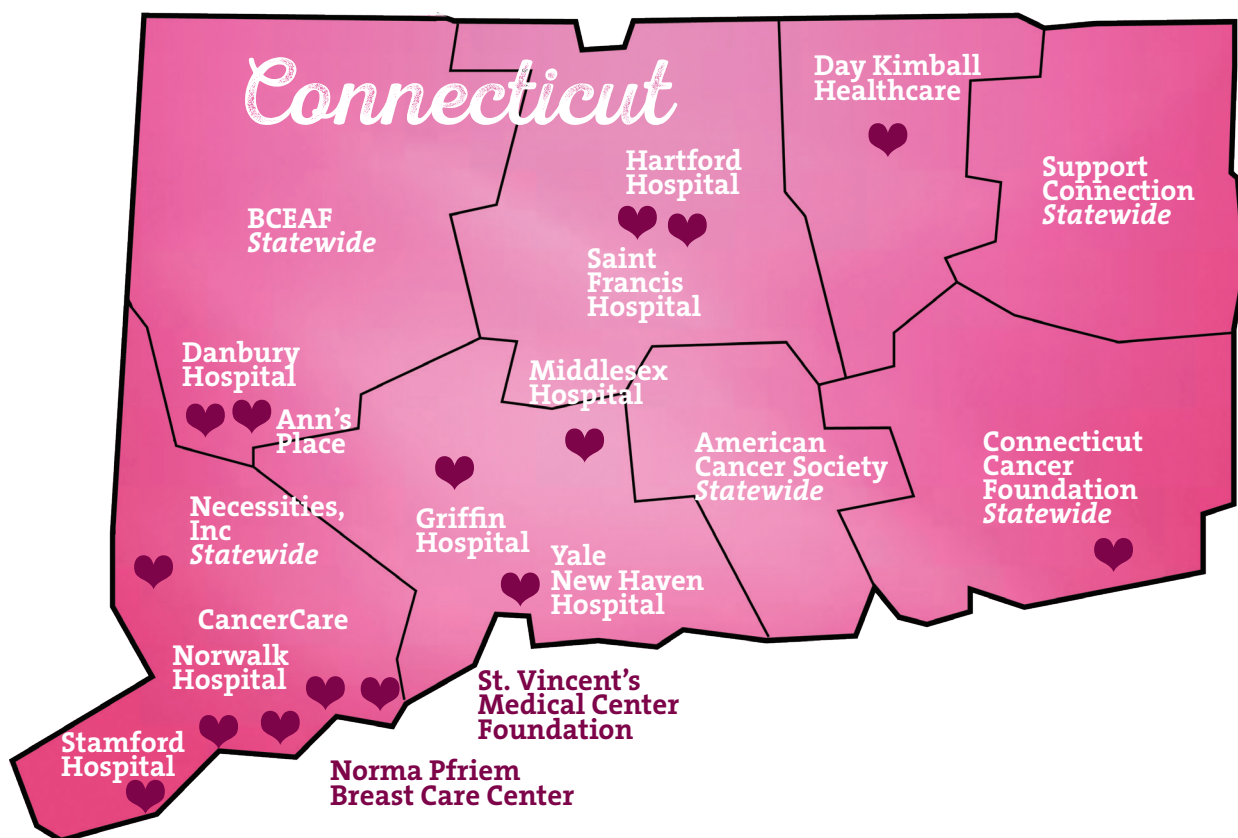
4-5

Spring
Events,
Health
Spotlight

6

Mother's
Day
Appeal
2018

pinkaid
compassion until there's a cure



Pink Aid's Impact is Seen Statewide

What started in 2011 as a local effort to provide compassion and screening to underserved breast cancer patients in Fairfield County has quickly grown to become a relied upon resource across Connecticut.

Through statewide outreach and as word of our mission has spread, we have enjoyed working with and developing grant partnerships with organizations in six of Connecticut's eight counties. As several of our grantees (American Cancer Society, Breast Cancer Emergency Aid Foundation, Connecticut Cancer Foundation, Necessities Inc. and Support Connection) as well as our Pink Purse fund, provide statewide services, we strive to make Connecticut the most humane state in which to battle the disease.

One of the most exciting parts of this journey has been working with grant partners to seed and fund programs that did not exist prior to Pink Aid. Exciting initiatives like the cold cap program at Norwalk Hospital, the Health Equality Initiative at Ann's Place, the Compassionate Care program at Yale's Smilow Boutique, the Valley Breast Wellness Initiative at Griffin Hospital and Dignity in Details at Middlesex all help and allow us to spread compassionate care services where it is needed most.



What are the latest hormonal treatment recommendations for pre-menopausal and postmenopausal women? **Why is bone health so important and necessary?** How do optimal lifestyle choices affect your health?

Warriors! At long last, Pink Aid is realizing our vision to offer an informative lecture series for breast cancer survivors that have walked our runway and those touched by breast cancer in the community. Be our guest and join your fellow Warriors for a special morning of bonding, education and conversation.

*Thursday, May 3rd, 2018 11am-12:30pm
Home of Amy Katz 45 Little Fox Lane, Westport, CT
Please RSVP by April 25 as seating is limited.
To register: Call 203.682.PINK or go to pinkaid.org*



Introducing
Pink Aid's
**WARRIOR
CONNECTION
LECTURE
SERIES**



**Featured Guest Speaker:
Richard S. Zelkowitz, MD**

Medical Director of the Smilow Family Breast Health Center/Breast Oncologist at Norwalk Hospital. Dr. Zelkowitz, a renowned breast cancer clinician often collaborates on therapies, treatment and research with Memorial Sloan Kettering.

**Guest Speaker:
Michelle Dailey, LMFT**

Whittingham Cancer Center at Norwalk Hospital

**Introducing:
Barbara Cervoni, LMSW, ACSW**
Director of Services & Communication/
The Support Connection, Inc.

Join Us for Our First Golf Event to Benefit Pink Aid!

Calling all scratch golfers and recreational players! For our male supporters and ladies too, we have a terrific day planned for all. Mark your calendars for Monday, June 4th at Rolling Hills Country Club in Wilton, CT, a premier 18-hole championship course. Open to men and women, it's sure to be a great day of fun, while you support breast cancer patients in need throughout Connecticut. *To Register or Sponsor: visit pinkaid.org or email info@pinkaid.org* Pink Shirts Optional!

GOLF

to benefit
pinkaid
compassion until there's a cure

11:00 AM REGISTRATION
12 NOON LUNCH
1:00 PM SHOTGUN START
5:30 PM COCKTAILS & AUCTION
6:30 PM DINNER

Sponsorship Opportunities Available
Contact: George Caravakis (203) 650-7680
John Crowe (203) 526-0833
email info@pinkaid.org
To register, visit pinkaid.org

FAIRFIELD COUNTY OPEN
ROLLING HILLS COUNTRY CLUB
MONDAY, JUNE 4TH, 2018
Visit pinkaid.org for
registration and information

*Monday, June 4, 2018
Rolling Hills Country Club
Wilton, CT*

*11:00am Registration
12noon Lunch
1:00pm Shotgun Start
5:30pm Cocktails & Auction
6:30pm Dinner*

In Year 7, Pink Aid Sees New Trends in Granting to 18 Organizations.

This year, Pink Aid's Grants Committee had a more difficult task than ever, as both the need across the state and awareness of our organization continued growing. While we still have the greatest "asks" in financial assistance and screening, we are seeing an increased need for help with diagnostic testing. As deductibles rise, sadly many women have been opting out of further testing after suspicious mammograms. We are helping stop this trend in this high risk population.

In our "Treatment, Recovery and Wellness" category, this year we are supporting two hospital programs that provide cold cap therapy. Cold cap therapy allows women undergoing chemotherapy to preserve their hair. This service is cost prohibitive to underserved women and one of many compassionate care services Pink Aid supports with passion.



American Cancer Society National/Connecticut Chapter

Supporting the ACS Connecticut chapter of Breast Cancer Support Services throughout the State of Connecticut, 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

Ann's Place is a 17,000 square foot cancer support center. Pink Aid is partially funding a bilingual social worker to conduct outreach and education to underserved communities, funding facilitated support groups as well as a financial assistance program for their breast cancer patients.



Breast Cancer EMERGENCY AID FOUNDATION

Breast Cancer Emergency Aid Foundation Statewide

The BCEAF pays household expenses such as utilities, mortgage, 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®

CancerCare Outreach & Wig Program Fairfield County, CT

Through Cancer Care's Connecticut office, Pink Aid is funding an outreach program providing breast health education and navigation for free screenings to indigent and underserved communities. Pink Aid is also funding a financial assistance program for these patients.



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

Formerly the Connecticut Sports Foundation, 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

In partnership with Danbury Hospital, Pink Aid's grant will provide breast cancer screening and diagnostic testing, help fund a financial aid assistant to help navigate patients in need to obtain funding, and provide food and gas cards for breast cancer patients.

DAY KIMBALL HEALTHCARE

Day Kimball Healthcare
Windham County, CT

Through the Day Kimball Homemakers Division, hundreds of women have been helped with in-home nonmedical needs. Pink Aid is helping support this program for the first time, allowing women to receive long or short term home care, personal care as well as transportation to appointments and other needed outings.



GRIFFIN HEALTH

Griffin Hospital
Derby CT, serving Lower Naugatuck Valley region

Serving an area that once had the highest mortality rate from breast cancer in the State of CT, Griffin Hospital instituted its Valley Breast Wellness Initiative. Pink Aid is helping to fund this initiative with financial assistance to support diagnostic testing for women who can't meet their deductibles and might otherwise forego these tests.



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

Middlesex Hospital
Middletown, CT, serving Middlesex County

Supporting their Dignity in Details initiative, Pink Aid is funding the purchase of compassionate treatment garments, including radiant wraps, head scarves, sleep caps and head coverings for radiation patients as well as providing financial aid to underserved breast cancer patients.



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 a new initiative, providing treatment to help prevent hair loss (cold cap therapy) during chemotherapy, screening and diagnostic services, as well as provide wigs, prosthetics, wellness services and counseling to underserved women undergoing breast cancer treatment.



Norwalk Hospital
Greater Norwalk, CT Area

With the recent collaboration of Norwalk Hospital and Memorial Sloan Kettering, the medical physicians both aim to work together to bring the latest and newest advances in cancer care to Fairfield County patients. Funding from Pink Aid will allow Norwalk Hospital to continue its Cold Therapy for Taxane Chemotherapy program, a treatment to help prevent hair loss during chemotherapy.



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

Through a 7-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.



Saint Francis Hospital & Medical Center
Hartford, CT

Pink Aid's grant will provide funding for screening and diagnostic testing, help fund the hospital's Integrative Medicine Therapies program which provides various therapeutic services to breast cancer patients, and funds to help with transportation costs to medical appointments.



Stamford Hospital
Greater Stamford Area

Supporting the Breast Cancer Grant Program at Stamford Hospital, Pink Aid funds will provide over 300 screening mammograms. Pink Aid is also funding the purchase of durable goods for women in need.



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.



Yale New Haven Hospital
Greater New Haven, CT Area

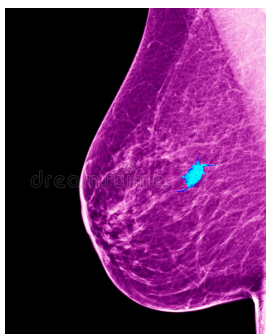
Yale New Haven Hospital continues its Pink Aid Compassionate Care Program for Breast Cancer Patients at the Joel Smilow Breast Boutique, which will fund wigs, prostheses, lymphedema sleeves and other recovery necessities, including food cards.

Breast Health Spotlight: The Importance of Screening in Older Women.

In recent years, there has been much debate about appropriate age guidelines for screening mammograms, not only on the younger, but also on the older end of the age spectrum.

Of course, women with known genetic markers are advised to be more vigilant and often start screening at a younger age.

But older women of average risk have received less guidance and mixed messages about how long to continue testing. Many women stop seeing their gynecologists as regularly in the decades following menopause.



In 2009, the U.S. Preventive Services Task Force (USPSTF) recommended that mammograms shouldn't be encouraged in women ages 75 and older because they might not benefit from screenings. The report maintained that no research had shown that these women would benefit from regular mammograms.

Several medical organizations and advocacy groups, however, including the American Cancer Society and The National Comprehensive Cancer Network, didn't agree with the USPSTF conclusions, which were controversial and not widely adopted by doctors.

A large study, conducted by the Radiological Society of North America in 2016, involving nearly 7 million examinations, subsequently found that women "benefit from screening mammograms until age 90."

Nearly all experts would agree that annual screening doesn't make sense for an older woman who wouldn't want to be treated for breast cancer because of personal preferences or other advanced health issues. Still, many women age 75 and older are in reasonably good health and would want to be treated should they be diagnosed with breast cancer. And please note, women older than 90 should be encouraged to get a mammogram as well if they are well enough to consider treatment.

"The older you get, the greater the risk of breast cancer. All women should continue yearly mammograms with advancing age, as long as they are well enough to withstand treatment. Early detection always improves one's chances for the best prognosis."

*Dr. Arlene Sussman
Director of Women's Imaging, Brookhaven Hospital
(a Pink Aid Long Island Grant Partner)
Medical Director, Virtual Radiologic*

MANY THANKS TO OUR 2017 CORPORATE SPONSORS!

FOUNDING SPONSORS

MITCHELL STORES
CONNECTICUT COTTAGES
& GARDENS
WSAA, INC.
VALERIE WILSON TRAVEL INC.

PINK STAR DIAMOND SPONSORS

THE WILLIAM T. MORRIS
FOUNDATION

PINK OPAL SPONSORS

THE CASHMERE SALE

PINK SAPPHIRE SPONSORS

AUDI FAIRFIELD
MERCEDES-BENZ OF FAIRFIELD
PORSCHE FAIRFIELD

PINK TOPAZ SPONSORS

BAND TOGETHER CT
BRONSON POINT MANAGEMENT
JP MORGAN CHASE & CO.
NORWALK HOSPITAL

PINK PEARL SPONSORS

DAVID FALK/
NEWMARK KNIGHT & FRANK
MARCIA SELDEN
CATERING & EVENTS
MATTERA CONSTRUCTION CO., LLC
NORWALK RADIOLOGY
CONSULTANTS
SHOPE RENO WHARTON
ARCHITECTURE
STARK

PINK TOURMALINE SPONSORS

BILL KINNEARY & ASSOCIATES
CONLON & MCGLYNN, LLC
CRN INTERNATIONAL
FRAN BURGER REALTY GROUP
THE GRANOLA BAR
JULIE WALSH REALTOR/
COLDWELL BANKER
KATTEN MUCHIN ROSENMAN LLP
NEW BEAUTY & WELLNESS
RICK GARCIA SALON
SOLEIL TOILE
SPECS
SUPERIOR SEAFOOD
TOTAL WINE & MORE



P.O. Box 5157, Westport CT 06881

Pink Aid's Mother's Day Appeal

A Meaningful Way to Honor A Special Woman!

This year, consider honoring an extraordinary mom on Mother's Day with a special gift that is both meaningful and will make a real difference in the lives of others. Visit pinkaid.org to see how your gift can help. Donate the gift of a free mammogram that can save a life. Or why not help fund a food card that can feed a family while 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. We can't think of a more appropriate way to celebrate all mothers this Mother's Day!



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

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