

## 10 YEARS OF COMPASSION! *continued*

Since 2011, Pink Aid has raised more than 4.6 million with an annual fashion show, corporate sponsorships and the support of so many incredible volunteers hosting school & community events, running online fundraisers and collecting individual donations. Pink Aid has provided 27 organizations throughout Connecticut with the funds to pay for essential household expenses, provide diagnostic testing, treatment, recovery garments, wellness, outreach and education. In the process, many hospitals, health providers and grass root organizations have quickly come to rely upon Pink Aid to help their patients.

In 2015, Pink Aid opened its' "Pink Purse" to deliver direct financial support to patients with breast cancer. "Pink Purse" funding has enabled almost 1,200 women to remain in their homes during recovery with the lights and heat on and food on the table. Each month, we receive requests from 30 women on average and pay \$900 in bills and provide an additional \$100 Stop and Shop food card. **With our current national crisis, the need is only increasing.**

Which leads us to the next decade. Currently Pink Aid operates only in the state

of Connecticut and since 2015, in Long Island where a talented and creative group of women have mirrored our efforts and expanded their reach. Here in Connecticut, the needs of some of our most vulnerable Pink Purse recipients were so great that Board Member Cari Kaplan, formed Pink Posse - an action-oriented group of volunteers who deliver extras when needed - food, bedding, towels and more.

**As Pink Aid's name and mission have become more recognizable in the region, requests for help have increased even beyond our local operating area to bordering states and communities. During the coming months as the full impact of the COVID-19 crisis is felt throughout the northeast, we will need to rely on one another to provide the critical financial support necessary to keep the vulnerable afloat. Pink Aid's founders and Board of Directors are working diligently to develop ways to meet these challenges, engage the community and guarantee that our donors' faith in us is always well represented. How will we meet these financial challenges? How can you get involved? Visit our NEW website at [www.pinkaid.org](http://www.pinkaid.org), join our Pink Aid Family and share the compassion today!**

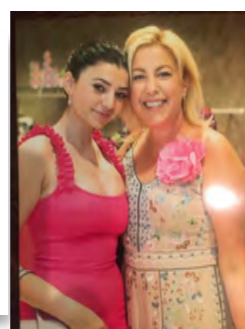
## HONOR THY MOTHER

### 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, or another mother you admire, a gift that is both meaningful and will make a real difference in the lives of others. A great deal of women that Pink Aid supports are feeling the double impact of their disease and the COVID-19 crisis. Consider donating in their honor or in your own mother's. Pink Aid will send a beautiful card acknowledging your thoughtful gift.



Photo: Jen Goldberg



To make a donation in honor of a special mother this Mother's Day, visit [pinkaid.org](http://pinkaid.org). or scan the barcode.

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



**pinkaid**  
compassion until there's a cure

P.O. Box 5157, Westport CT 06881



Marcia Selden Catering is a family-run group of first-class foodies, servicing New York and Connecticut's most luxurious events. Marcia, Robin and Jeffrey lead a savvy squad of culinary gurus and party perfectors who believe the belly rules the mind, and that the best way to kick off a party is to toast over a custom-made cocktail.

Whether it's a low-key clambake or the wedding of the century, MSC creates inclusive, memorable feasts of any celebration, matched with polished, personalized service that makes everyone feel like part of the family. With MSC everything is always taken care of, always memorable, and always a party!

Also check out their newest venture with celebrity chef Matthew Kenney. Naked Fig Catering is a luxury plant based catering company that curates unforgettable culinary experiences that redefine current standards.

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# PinkInk

SPRING 2020

pinkaid  
compassion until there's a cure

**PINK AID IS HERE FOR YOU  
AND HAS BEEN SINCE 2010.**



## YEARS OF COMPASSION

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COMPASSION UNTIL THERE'S A CURE

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WARRIORS

FOR 10 YEARS, PINK AID HAS PROVIDED "COMPASSION UNTIL THERE'S A CURE" TO WOMEN IMPACTED BY BREAST CANCER IN THE REGION. NOW MORE THAN EVER DURING THESE UNPRECEDENTED TIMES, PLEASE KNOW THAT PINK AID IS HERE - NOT JUST FOR THE PATIENTS WE SERVE - BUT FOR EACH OF YOU AND FOR EACH OTHER. WE HAVE WEATHERED THE PAST DECADE TOGETHER AS A FAMILY AND WILL FACE THE NEXT TOGETHER AS WELL.

Ten years ago, Founders Andrew Mitchell-Namdar, Amy Katz, Amy Gross and Renée Mandis, came together with a shared vision. All had witnessed the financial, emotional and physical struggles that women living in our communities faced when diagnosed with breast cancer. Having just finished treatment herself, Amy Katz knew how hard the disease could be even with a supportive family, good insurance and financial resources.

She had heard the stories of women with little or no insurance in hospital waiting rooms. Suddenly unable to work, sick from chemo and radiation and facing mounting bills, these women and their families were thrown into crisis. While many charities support breast cancer research, fewer address these other equally critical concerns. Our founders were committed to doing something about it. *continued*

This year, we hope you will consider giving your mother, or another mother you admire, a gift that is both meaningful and will make a real difference in the lives of others.

Pink Aid's "Warrior Connection" gives women who have had or are still living with breast cancer a space to learn, share and celebrate their journeys.



## GRANTS 2020:

# PINK AID IS HERE TO HELP!

Whether you were just diagnosed or at any stage of your breast cancer journey, Pink Aid is here to help! Through our signature Pink Purse and Warrior Connection programs, as well as those we fund at partner organizations, we offer many services throughout Connecticut.

### JUST DIAGNOSED?

Pink Aid's Warrior Connection Support Connection  
Ann's Place  
Cancer Care Inc.  
Norma Pfriem Breast Center

### SCREENING & ADVANCED TESTING

Charlotte Hungerford Hospital  
Griffin Hospital  
Hartford Hospital  
Hospital of Central Connecticut  
Norma Pfriem Breast Center  
Saint Francis Hospital & Medical Center  
St. Vincent's Medical Center Foundation  
Stamford Health  
Yale-New Haven Hospital

### FINANCIAL ASSISTANCE PROGRAMS

BCEAF (Breast Cancer Emergency Aid Foundation)  
Pink Aid's Pink Purse  
Connecticut Cancer Foundation  
Danbury Hospital  
Day Kimball Healthcare  
Middlesex Hospital  
St. Vincent's Medical Center Foundation

### TRANSPORTATION

Pink Aid's Pink Purse  
Ann's Place  
Day Kimball Healthcare, Inc.  
Saint Mary's Hospital

### TREATMENT, WELLNESS & RECOVERY SUPPORT

Ann's Place  
Greenwich Hospital Yale New Haven Health  
Middlesex Hospital  
Necessities  
Norma Pfriem Breast Center  
Norwalk Hospital  
The Pink Chair Project  
Saint Francis Hospital and Medical Center  
St. Vincent's Medical Center Foundation



#### Danbury, serving Fairfield, New Haven & Litchfield Counties

Pink Aid is funding a bilingual social worker to conduct outreach and education to under-served communities, a children's therapeutic clinician, family program expenses and transportation for breast cancer patients.  
**Contact: Su Murdock at (203) 790 6368 or Email: su@annsplace.org**



Breast Cancer  
EMERGENCY AID FOUNDATION

#### Statewide

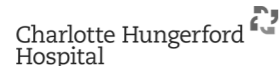
The BCEAF pays household expenses such as utilities, mortgage and rent directly for under-served women undergoing breast cancer treatment.  
**Contact: Shirley Freifeld at (203) 505-5796, or Email: email@bceaf.org**



CANCERCARE

#### Fairfield County, CT

Pink Aid is funding th Breast Cancer Services for Diverse Communities Program an outreach, providing breast health education and navigation for free screenings to under-served communities.  
**Contact: Kathy Nugent, LCSW knugent@cancercare.org or (201) 301 6809**



Charlotte Hungerford  
Hospital  
A Hartford HealthCare Partner

#### Torrington, serving Northwest Connecticut

Pink Aid is supporting Charlotte Hungerford Hospital's Pink Rose Program to provide screening and diagnostic testing for patients in financial need as well as Stop & Shop cards for gas for transportation to treatment. **Contact Tammy Rouleau, RN (860) 496-6819 or email: tammy.rouleau@hhch.org**



Connecticut  
Cancer  
Foundation  
Helping cancer patients.

#### 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.  
**Contact: Jane G. Ellis at (860) 388-0788 or email: Ellis@sportsfoundation.org**



#### 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.  
**Contact: Amy DePaola 203 739 7382 Email: amy.depaolo@wchn.org**



#### Greater Danbury, CT Area

Pink Aid's grant will be used for the Day Kimball Homemakers program, to provide at-home non-medical healthcare, personal and home care as well as transportation for patient's needs. **Contact Crystal Auger, Oncology Nurse Navigator: CAuger@daykimball.org 860.928.6541, ext. 3848**

Yale  
NewHaven  
Health  
Greenwich  
Hospital

#### Serving Greenwich Area

Greenwich Hospital will use our grant to provide under-served breast cancer patients with gift cards for recovery items, including lymphedema sleeves, wigs and skin cream for radiation burn. **Contact: Kristine Capretti, Oncology Program Director, kristina.capretti@greenwichhospital.org**



GRIFFIN HEALTH

#### 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. **Contact: Christine Cooper at (203) 732 1599 or Email: ccooper@griffinhealth.org**



#### 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. **Contact: Mickey Orkin at (860)-972-1265 or Email: mickey.orkin@hhchealth.org**



The Hospital  
of Central Connecticut

#### Greater New Britain Area

Hospital of Central Connecticut, will utilize Pink Aid's funds to provide mammograms and ultrasounds to their under-served population.  
**Contact: Denise Jones-Gagne, Community Program & Outreach Organizer Email: denise.jones.gagne@hhchealth.org**



#### Middletown, CT, serving Middlesex County

Pink Aid is helping fund the Dignity in Details initiative, funding head coverings and providing financial assistance. **Contact: Amber Kapoor, (860)-358-2023 or Email: amber.kapoor@midhosp.org**



#### Statewide

Survivor Maureen Lutz makes patented bags for mastectomy patients, an under-served group, with all the "necessities" one wouldn't normally think of, including hand-sewn pillows to ease pressure under the arms. **Contact: Maureen Lutz at (203) 561-6038, or Email: maureen@necessitiesbag.org**



#### Greater Bridgeport, CT Area

Pink Aid's grant will fund cold cap therapy to prevent hair loss during chemotherapy, screening and diagnostic testing, as well as wigs, prosthetics and , group and individual counseling to under-served breast cancer patients. **Contact: Donna Twist at (203) 255-5300 or Email: Donna.Twist@bpthosp.org.**



#### 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. **Contact: Linda Versea (203) 855 3517 or Email: linda.versea@wchn.org**



#### Statewide

If you are currently in treatment for breast cancer and are unable to pay essential household expenses, such as rent or utility bills. **Apply to Pink Aid's Pink Purse at pinkaid.org or call 1-844-PinkAid.**



WARRIOR  
CONNECTION

#### Statewide

Pink Aid's Warrior Connection is a supportive group of breast cancer survivors. If you are newly diagnosed and don't know where to turn, we will "match" you with a survivor that has had a similar diagnosis to help navigate you to find medical, financial and emotional support.  
**Contact: Amy Katz: amyk@pinkaid.org or tammyz@pinkaid.org**



#### Fairfield, Litchfield and lower New Haven Counties

Pink Aid is funding new grant partner the Pink Chair Project to help them used towards the costs of providing reclining chairs to the homes of breast cancer patients to make them more comfortable during treatment. **Contact Cara Spath at (203) 592-1287 pinkchairproject@gmail.com**



#### 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. **Contact: Sharon O'Brien (860) 714 7451 or Email: sobrien@stfranciscare.org**



#### 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. **Contact: Robin Sills, RN, BS Email: robin.sills@stmh.org**



#### 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 under-served breast cancer patients. **Contact: Vickie Ogden at (203) 576-6158 or email vickie.ogden@stvincents.org**



#### 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. **Contact: Maria Uva (203) 667 0931 or Email: muva@stamhealth.org**



#### Statewide

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. **Helpline: (914) 962 6402 or email: Barbara.cervoni@supportconnection.org**



#### 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 and recovery necessities as well as genetic testing. **Contact: Linda Penn (203) 200-1330**



## WHAT'S NEW?

# A WORD ABOUT WARRIORS...



WARRIOR  
CONNECTION

When you visit our website or social media feeds you may see the word "Warrior" over and over. Several years ago, Jo Levenson and Elida Gollomp, chaired our October event. Both had been treated for breast cancer and both felt strongly that "survivor" and "patient" didn't fit the women they saw in the mirror each morning. They saw themselves as warriors

When you visit our website or social media feeds you may see the word "Warrior" over and over. Several years ago, Jo Levenson and Elida Gollomp, chaired our October event. Both had been treated for breast cancer and both felt strongly that "survivor" and "patient" didn't fit the women they saw in the mirror each morning. They saw themselves as warriors

waging a personal war against breast cancer each day regardless of what the future might hold. Today, our "Warrior Connection" gives women who have had or are still living with breast cancer a space to learn, share and celebrate their journeys. Look for upcoming lectures and get-togethers and other opportunities to embrace your inner warrior and "empower breast cancer survivors to heal by helping and inspiring others."

For more information or to get involved: info@pinkaid.com

**“ Thank you for your help with our mortgage and Stop & Shop Gift Card. It brought tears to my eyes, seeing we are so financially strapped right now. I just finished my 2nd round of chemotherapy and of course not feeling well, but your generosity and help makes it a little easier. Thank you from the bottom of my heart. ”**

Lisa M & Family

## IN THE NEWS

# A PINK PURSE RECIPIENT WHO WON'T LET BREAST CANCER GET HER DOWN



Pink Purse recipient Sidoni Capo Chichi with grandson Jordan Booker.

It was an eye-opening experience when filmmaker & long time supporter Susan Aronson and Pink Aid Chairman Amy Katz went to the home of Pink Purse recipient, Sidoni Capo Chichi.

"It was everything I imagined from reading her Pink Purse application, but much more heart-wrenching to witness in person the daily struggles for Sidoni and others we help," Amy said after the visit. "Seeing is believing."

Sidoni Chichi Capo is a 62 year-old woman from Benin, West Africa who lives with her daughter Denoumi and her two autistic grandsons. Sidoni has no insurance and her daughter has been paying her medical bills out-of-pocket for 9 years. Sidoni is being treated at Bridgeport Hospital for metastatic disease. She

is undergoing aggressive chemotherapy, but as Pat Poniros, RN at Norma Pfriem Breast Center said, "she always has a smile on her face and is so grateful for all that anyone does for her." Her fear of doctors had kept her from getting help for a long time.

Sidoni could not get over how kind and generous people have been, even complete strangers. Faith, family and community keeps her spirit strong as she bravely battles the disease.

Pink Purse paid \$1000 toward her rent and provided a \$100 food card. Susan and Amy brought her a "LOVED" necklace and gift card to her favorite diner to take the family out for a filling meal.

"As the purse is emptied the heart is filled!"

### WHERE DO THE PINK PURSE FUNDS GO?

- ♥ Rent&Mortgage
- ♥ Utilities (i.e. electricity, heat, gas, & hot water)
- ♥ Food (\$100 Stop & Shop Grocery Cards)
- ♥ Transportation to and from hospital visits and treatment centers to include Uber gift cards and car payments
- ♥ Childcare during chemotherapy, radiation, and surgery
- ♥ Post-Surgical Recovery Garments (i.e. wigs & lymphedema sleeves)



Sidoni's daughter putting on her LOVED necklace by designer Genevieve Lau, who donates a necklace to a woman with cancer for every necklace sold.

