

PinkInk



WE'RE OPEN AND HERE
FOR YOU DURING THIS CRISIS

SINCE 2014, PINK AID LONG ISLAND HAS BEEN PROVIDING "COMPASSION UNTIL THERE'S A CURE" TO UNDERSERVED WOMEN IMPACTED BY BREAST CANCER IN OUR COMMUNITIES. 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 OTHER. AS NEW YORKERS AND LONG ISLANDERS WE HAVE WEATHERED MANY CHALLENGES, AND TOGETHER WE WILL AGAIN. PINK AID STRONG ISLAND IS OPEN AND HERE TO HELP.

Over the last six years we have raised more than \$2 million dollars with our annual fashion show, corporate sponsorships and with the support of many incredible volunteers — hosting social and community events, running online fundraisers and collecting individual donations.

Pink Aid has provided 22 organizations across Long Island the funds to pay for essential household expenses, provide diagnostic testing, recovery garments, wellness, outreach and education. In the process, every major hospital system on Long Island, individual health care providers, breast cancer coalitions and grass roots organizations now rely on Pink Aid to help their patients.

In 2017, Pink Aid Long Island launched its "Pink Purse" program to deliver direct emergency assistance to patients in financial need due to their breast cancer diagnosis. The "Purse" has assisted over 150 women with non-medical household expenses such as rent/ mortgage, utility payments, car insurance, payments and repairs, and cell phone bills. On average, we pay \$900 in bills and provide additional gifts of Stop & Shop food cards and Shell gas cards to patients in need. With our current national crisis, this need is only increasing.

As Pink Aid's name and mission have become more recognizable throughout Long Island, requests for help have increased steadily. During the coming months, as the full impact of the COVID-19 crisis is felt, we will need to rely on one another to provide the critical financial support necessary to keep the vulnerable afloat. Pink Aid is working diligently to develop ways to meet these challenges, engage the community and guarantee that our donors' faith in us is always well represented. Together, we will continue with "compassion" and persevere in the days and months ahead.

How can you get involved? Visit our NEW website at www.pinkaid.org, join our Pink Aid Family and share the compassion today!

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A POP OF PINK CAN MAKE ALL THE DIFFERENCE

Pink Aid's 6th Annual Luncheon and Fashion Show at Mitchells last October was a day filled with fun, compassion, commitment and so much love! Our memorable event was led by hard working and dedicated Co-Chairs Lauryn Koke and Pam Praetorius. The theme, "*Pink Pop - A Pop of Pink Can Make All the Difference*" was embraced by everyone in the room and beyond. It was a day of celebration shared by survivors, volunteers, donors and sponsors!

Due to the generosity of this community, we were able to raise over \$500,000, allowing Pink Aid to provide critical support to 19 Long Island breast cancer organizations, and funding for another year of Pink Aid's Pink Purse, a direct assistance program for patients in need.

As per tradition, Mitchells was transformed for the day. The spectacular setting featured a highly curated collection of one-of-a-kind denim jackets created by notable designers. Each jacket was a work of art and an ode to pop culture. The exhibition of Pop Art from Northport's Lamantia Gallery filled the room with color and amazing displays.

We were so honored to have Pink Aid's own Deb Placey as our Guest Speaker. Deb's celebrity as a career sports broadcaster was shared as well as her inspiring breast cancer journey. Then the crowd was treated to a surprise when former New York Islander Clark Gillies took the stage and auctioned off a signed Gillies jersey. That was just the start of an energetic live auction led by Chris Mitchell. So many hands went up for prizes such as Lady Gaga Live in Las Vegas, a "Choose Your Own Adventure" travel experience, and the crowd favorite "Year of Shoes" from Mitchells.

We were genuinely blessed to have Michelle DeCastro as our special guest. Michelle is a Breast Health Program

Social Worker who shared how Pink Aid's Pink Purse directly helps reach her in-need patients. Michelle's words touched everyone in the room. They helped support a record-breaking paddle raise, started by a very generous donation match for the Wall of Compassion from the Pufahl family, filling our Pink Purse to provide emergency financial assistance to women in need across Long Island.

Thanks to the generosity of so many, the silent auction was filled with dinners at local restaurants, jewelry, clothing and accessories from local stores, spa treatments, Broadway, professional sports and concert tickets, opportunities to play golf at exclusive courses, artwork and so much more. The "Fall Must-Haves" 2019 Fashion Show by Mitchells made us feel

**A DAY OF CELEBRATION SHARED
BY SURVIVORS, VOLUNTEERS,
DONORS AND SPONSORS!**

like we were sitting front and center at New York Fashion Week. Guests were treated to a delectable lunch from Marcia Selden Catering. Gift bags "POP-ed" with fun and useful gifts from local businesses. The highlight of the day, as always, was the Celebration of Life Fashion Show, where twelve survivors walked the runway with so much strength and passion. A fitting finale to a day filled with so much love, compassion and commitment to supporting local women in need battling breast cancer.

Covid has changed all of our worlds. We are working hard to plan a new event that will engage our survivors, volunteers, donors and sponsors to continue to raise funds for the women battling breast cancer who need our help now more than ever. Please follow us on social media for information and updates.

..... 6TH ANNUAL LUNCHEON & FASHION SHOW



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2020 Pink Aid Long Island Grantees

Pink Purse Recipients

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 fourth 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.

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 six women in need, selected by special lottery for the Long Island retreat in September, 2020. 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 sixth consecutive year of funding, Pink Aid's 2020 grant will again support the "Pink Aid Program," which to date has provided over 1,000 free breast cancer screenings to local, uninsured women.

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.

LONG ISLAND COMMUNITY HOSPITAL *(formerly known as Brookhaven Memorial Hospital)*

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.

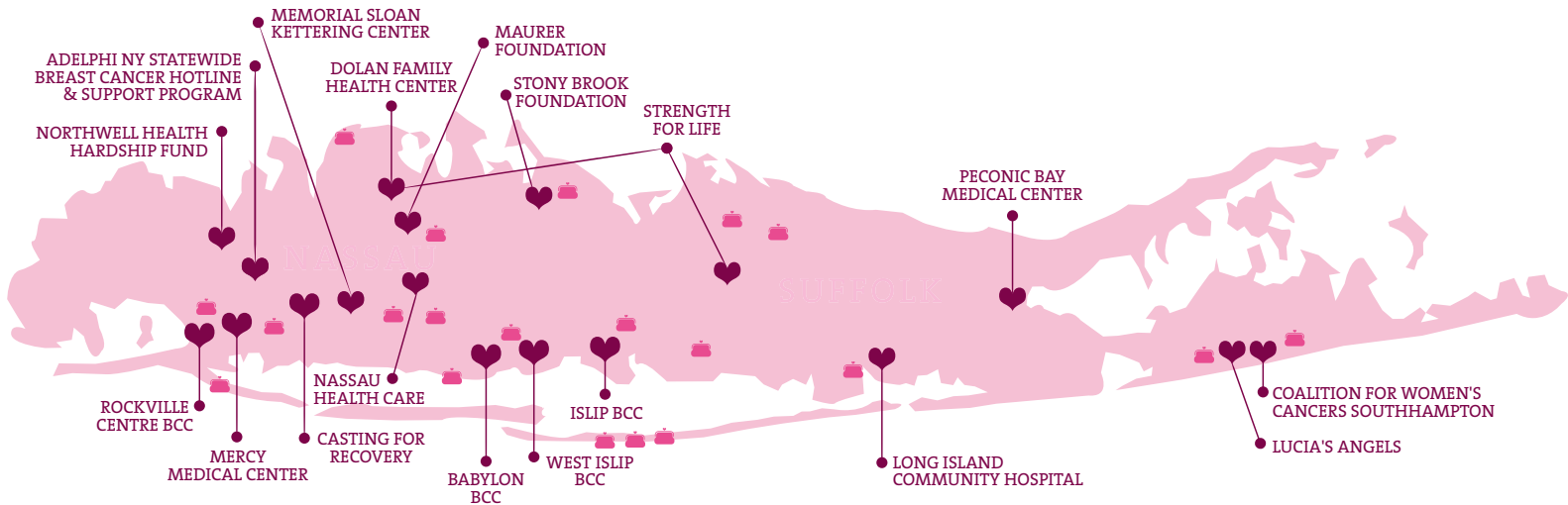
LUCIA'S ANGELS

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.

Continued on next page

♥ 2020 Pink Aid Long Island Grantees

👛 Pink Purse Recipients



Continued from previous page

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 2020 grant marks the sixth 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

Free mammograms will be provided to women who would not normally have access to such critical, regular screenings. Currently, Pink Aid's funding will further support the Breast Cancer Survivorship Program with Molecular Breast Imaging for those women with higher than average risk for breast cancer. Located in Rockville Center, Mercy is a member of the Catholic Health Services of Long Island.

MEMORIAL SLOAN KETTERING CANCER CENTER

Pink Aid is proud to partner with Memorial Sloan Kettering Cancer Center with their Food to Overcome Disparities Program (FOOD). The program is a hospital-based pantry program designed to address food insecurity among cancer patients in active treatment.

NASSAU HEALTH CARE CORPORATION

In its second year of partnership with Pink Aid, Nassau Health Care Corporation will provide breast cancer screenings at Nassau University Medical Center to uninsured/under-insured women ages 40-49 that are not covered under the Nassau Cancer Services Program.

NORTHWELL HEALTH CANCER INSTITUTE BREAST CANCER HARDSHIP FUND

Pink Aid is proud to partner with Long Island's largest health system, funding the fifth 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.

PECONIC BAY MEDICAL CENTER

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. In the fourth year of funding for the "Pink Aid Hardship Fund", two bilingual nurse navigators assist patients to provide transportation to and from treatment, post-surgical recovery garments, wigs, groceries and financial assistance to breast cancer patients in need.

ROCKVILLE CENTRE BREAST CANCER COALITION

Rockville Centre Breast Cancer Coalition provides support services to those in their community in treatment for breast cancer. In its second year of partnership with Pink Aid, 2020 funding will support non-medical expenses such as transportation to and from treatment, meal delivery, household expenses and child care.

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 fourth year of partnership with Pink Aid, 2020 funding will support weekly exercise classes for underserved women, including Yoga classes specifically designed for cancer patients and survivors as well as a new writing workshop. In addition, Pink Aid funding will allow 20 uninsured/under-insured women to attend one of the organization's annual Long Island retreats.

STONY BROOK FOUNDATION

Pink Aid will be partnering with the Stony Brook Foundation to help fund their Circle of Wellness Program. This program will focus on the aftermath and potential side effects of breast cancer treatment. Funding will support non-medical expenses such as housecleaning, lymphedema garments, and wigs.

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.

STORIES FROM THE PURSE

HELPING LIVES, TOUCHING HEARTS

Pink Aid's Pink Purse has helped over 150 breast cancer patients on Long Island with direct financial assistance. Nothing humbles us more than to share some of their individual stories and to pass along their notes of thanks.

"Sharon" was initially diagnosed with breast cancer 18 years ago. After a routine mammogram, she had a reoccurrence in January of 2019. Soon after, Sharon fell on ice and broke her hip, femur, and arm — leaving her unable to drive to her job in interior design. Pink Aid assisted Sharon with direct payment of her electric, cable and cell phone bills while she was in treatment and healing, and eventually she was able to return to work.

Due to COVID-19 "Meghan," a hair stylist, has been out of work since the salon she works at closed in mid March. Meghan has been going

through a second round of chemotherapy due to a reoccurrence of triple negative breast cancer while raising two children alone. Her credit cards were maxed out and the stress was mounting. The Pink Purse was able to pay Meghan's mortgage and car repairs as she continues to fight for health and financial stability.

As Sharon, Meghan and so many women like them know, there is tremendous emotional relief in knowing that the bills are being paid. In her heartfelt thank you note to the Purse, Sharon said, "Your kindness has helped to relieve some stress, and I can now concentrate on healing."

We are grateful to all the generous donors and volunteers who support and make the Pink Aid's Pink Purse such an important and much-needed program.

COMMUNITY EVENTS

VICTORIA TERENCEZ MEMORIAL 5K RUN/WALK

Christopher Terenzi, Erin Oshan, Jessica Weil-Glassman and Helene Kriegstein present members of Pink Aid LI's Advisory Council with a check for \$12,500



For the second year in a row, the Victoria Terenzi Foundation donated proceeds from their Annual Victoria Terenzi Memorial 5K Run/Walk to Pink Aid Long Island.

The annual Run/Walk, which takes place at Caumsett State Park on Lloyd Neck, had 242 participants this year, and raised an impressive \$12,500 for Pink Aid.

Athletic teams from Cold Spring Harbor High School were among the attendees, including team members from Crew, Girls Soccer, Girls Volleyball, Girls Swimming and Cheerleading.

When Mrs. Terenzi was teaching, she would award students extra credit when she witnessed them display certain positive attributes. She called them her "Terenzi Points." This year those attributes were posted throughout the course on decorative signs - patience, inquisitiveness, diligence, attentiveness, perseverance, thoughtfulness, responsibility and helpfulness, adding a very special spirit — to the race this year.



COMMUNITY EVENTS



VIRTUAL YOGA FOR PINK AID

Forty participants came together this April for a virtual Community Yoga class thanks to Pink Aid Advisory Council Member Maria Pappas and fellow yoga instructors Rachel Ackley, Jolis Rodriguez, Darshana Thacker Jhaveri and Donna Brennan. The Zen online gathering raised over \$900 and helped raise awareness of the critical resources available through Pink Aid's Pink Purse.

BILL WOLF PETROLEUM GAS PROMOTION



IN THE PINK!



Front Street raised \$2,500 with their employee Spirit Week, raffle and "Wear Pink Day."

The second annual Kids Tennis event at Huntington Indoor Tennis had over 20 attendees and raised \$1,400.



Thank you to local students Veronica Walkin and AnnaBell Young for organizing once again!



Pink Aid, The Next Generation! raised over \$250 with their bake sale to support Pink Aid!

Nine year old Riley Mullen, along with sister Molly and friends Hannah Sliwak, Tyler Altholtz, Devyn Longo and Adeline Rodriguez



Thank you to long-time sponsor Bill Wolf Petroleum for the month-long promotion at key Long Island Shell Gas Stations which raised over \$4,300. During the promotion's opening weekend, Pink Aid Grant Recipient, Stony Brook Cancer Center, even had their mobile screening van "Pinky" on hand for tours throughout the day! Funds raised through the Bill Wolf Petroleum promotion will allow Pink Aid to provide gas cards as add-on gifts to Pink Purse recipients in 2020.



P.O. Box 5157, Westport CT 06881

..... GRANTEE SPOTLIGHT

MEMORIAL SLOAN KETTERING CANCER CENTER FOOD PANTRY

Pink Aid is proud to be partnering with Memorial Sloan Kettering for the first time this grant year, and the program couldn't have come at a better time. The "Food to Overcome Outcome Disparities (FOOD)" Program is a hospital-based pantry program designed to address food insecurity among cancer patients in active treatment in order to improved treatment adherence and outcomes.

Cancer patients often face obstacles such as diminished appetite, treatment-related nausea and limited mobility. Patients need a healthy diet to regain strength and heal. This need is especially

great, however, for low-income patients and families struggling with food insecurity.

Pink Aid's grant of \$16,500 will provide nearly 5,000 meals for breast cancer patients and their families. Pink Aid's funds will be directed to Memorial Sloan Kettering's first Long Island based FOOD pantry, located at MSK Nassau, and will support a planned extension of the program to their MSK Commack location. In addition to providing healthy, nutritious foods, the program will also connect patients with social workers, nutritionists, and patient financial services.

Compassion Is Not Cancelled!!!

WE ARE WORKING HARD TO PLAN A NEW EVENT THAT WILL ENGAGE OUR SURVIVORS, VOLUNTEERS, DONORS AND SPONSORS TO CONTINUE TO RAISE FUNDS FOR THE WOMEN BATTLING BREAST CANCER WHO NEED OUR HELP NOW MORE THAN EVER. PLEASE FOLLOW US ON SOCIAL MEDIA FOR INFORMATION AND UPDATES.

