

# PinkInk

**SPRING 2021**

## FOOD INSECURITY + BREAST CANCER

For so many of us, the last year has revealed just how interconnected we all are, and how one health crisis can make someone financially vulnerable — putting even the most basic of necessities, like food, out of reach.

When 9 year old Kristell's mother "Mary" was diagnosed with breast cancer at the end of 2019, the family was shaken, though comforted by the support of family and friends.

Then Covid-19 brought its challenges: Mary's community was one of the hardest hit by the virus, and her mastectomy, chemotherapy and reconstructive surgery all were delayed. Once the surgery took place, Kristell and her 4 year old sibling's school had closed due to the pandemic. An uninsured single mom, Mary needed to care for her two young children, tackle the challenges

of remote learning, and recover from surgery, all while isolated from help due to quarantine.



*Thank you Ms. Lois and the Pink Aid organization for all your help and support for my family. With Love, Kristell*

"We are so fortunate to have funding from Pink Aid to assist underserved patients," said Lois Goetz, Bilingual Social Worker with Adelphi University's Breast Cancer Program. "Food insecurity is already a grave need among this population. With Covid it only increased."

Pink Aid's Pink Purse program provided food cards to Mary and her family, and paid other essential household bills during their most critical time. "Without resources like the Pink Purse, we know sacrifices would have to be made. Patient outcomes and families themselves would suffer."

***Patients in financial distress due to a breast cancer diagnosis can apply to Pink Aid's Pink Purse at [pinkaid.org](https://pinkaid.org).***

## DID YOU DELAY YOUR ANNUAL MAMMOGRAM SCREENING DURING COVID?

When the COVID-19 pandemic began, many medical procedures considered non-urgent were delayed or cancelled. At the same time, many women delayed their regular screenings to avoid exposure to the virus. Others who lost employment due to the pandemic may have also had their health insurance lapse and could not afford the cost of a test.

"The COVID-19 pandemic has resulted in a record-breaking number of job losses across Long Island (and beyond), which inevitably has resulted in loss of health care coverage for many in our community," says Dr. Alice Kim, MD, the Director of Breast Imaging at Catholic Health's Mercy Hospital — a Pink Aid Grantee. "Pink Aid's funding allows Mercy to continue to serve our community, regardless of health care status, with free services for the uninsured.

Early detection is key; therefore, we encourage individuals to take advantage of the opportunity as soon as possible. Don't let the fear of COVID-19 keep you from making an appointment."

***If you or anyone you know is in need of a free breast cancer screening, Pink Aid is proud to fund these organizations to provide free mammograms to the uninsured:***

**Dolan Family Health Center**  
To book a screening  
call: 631-425-3104

**Mercy Medical Center**  
To book a screening  
call: 516 705 1301

**Nassau University Medical Center**  
To book a mammogram  
call: 516-572-3300  
or for questions call: 516-296-2121

# ..... PINK AID'S 7TH ANNUAL VIRTUAL CELEBRATION .....



## PINK THANKS TO OUR CORPORATE SPONSORS

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## SEEING THE FUTURE THROUGH ROSE COLORED GLASSES!

Pink Aid Long Island's Semi-Virtual 7th Anniversary Celebration, "Looking to the Future Through Rose Colored Glasses," was broadcast on Saturday, October 10, 2020. Hundreds of supporters on Long Island and across the country purchased event links and party packages. Viewers watched on their laptops, from their family rooms and in their backyards.

An amazing line up of guests celebrated with us including Pat Battle, Hoda Kotb, Susie Essman, Melissa Ethridge, and many more. Long Island's own Billy Joel delivered a message of hope and compassion. A performance by CMA's "Group of the Year," Old Dominion filled our homes and backyards with beautiful music and a band member's connection to the breast cancer community. Brunello Cucinelli wowed us with a sneak peak at the latest in cashmere.

Guests received lots of Pink Aid swag to get their parties started including specialty cocktail kits courtesy of Cylinder Vodka and treats from Marcia Selden Catering & Events. Our online auction was filled with fabulous prizes including a trip to Brunello

Cucinelli's Tuscan village Solomeo, a year of shoes from Mitchells in Huntington, golf outings at exclusive courses, and lots of great jewelry, wine, dining experiences and art.

The highlight of the event, as always, was the Celebration of Life Fashion Show. This year six survivors rocked the Pink Aid runway wearing cozy fashions from Mitchells. These brave ladies showed us so much beauty, strength and passion (even while wearing masks)!

Thanks to the generosity of our local community and our expanded virtual community, we raised over \$400,000 allowing Pink Aid to provide critical support to fifteen Long Island breast cancer organizations and funding for our Pink Purse.

Thank you to Ali and Chris Mitchell, who emceed the show from Mitchells in Huntington, and chaired the event along with Rosemary Connors and Lauryn Koke. Thank you to our volunteers, sponsors and donors who helped us to create a new and different event still filled with all the Pink Aid energy, love, compassion and fun!



### WELCOME LAURYN KOKE, OUR NEW PINK AID PRESIDENT

The Long Island Pink Aid family is pleased to announce Lauryn Koke as its new President! Lauryn has been an integral member of Pink Aid Long Island from its inception in 2014. Throughout her years of volunteering, Lauryn has held various roles, from co-chairing the Long Island Grant Committee for three years to co-chairing the auction and gift bag committees for numerous annual luncheons. Lauryn also served as co-chair of the 2019 Annual Luncheon. Most recently, Lauryn held the Vice President role on Pink Aid Long Island's Advisory Council, following in the footsteps of Immediate Past President, Rosemary Connors.

With a commitment to deepening the impact of Pink Aid's mission, Lauryn is focused on delivering compassionate patient assistance to the areas of greatest need across Long Island. "What motivates and inspires me is the direct impact Pink Aid makes on a woman's life while they are fighting breast cancer. Breast cancer can be financially devastating; to allow a woman battling this disease to stay in her home and have food on the table so that she can focus on her health is what drives me to advance our mission."

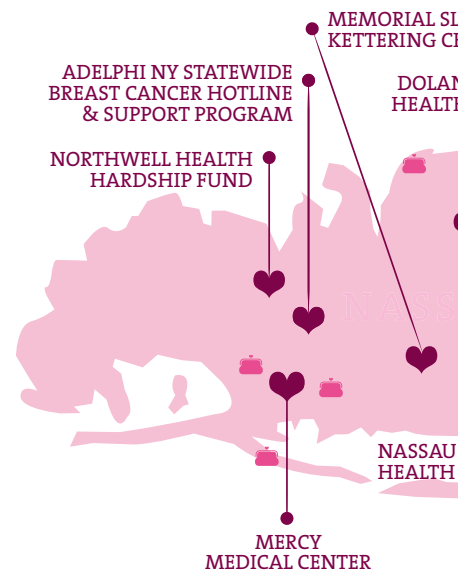
We are grateful to have Lauryn's history and depth of experience leading this exciting next chapter for Pink Aid Long Island.



*Lauryn Koke,  
President Pink Aid*

# ♥ 2021 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 fifth 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.

### **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 seventh consecutive year of funding, Pink Aid's 2021 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**

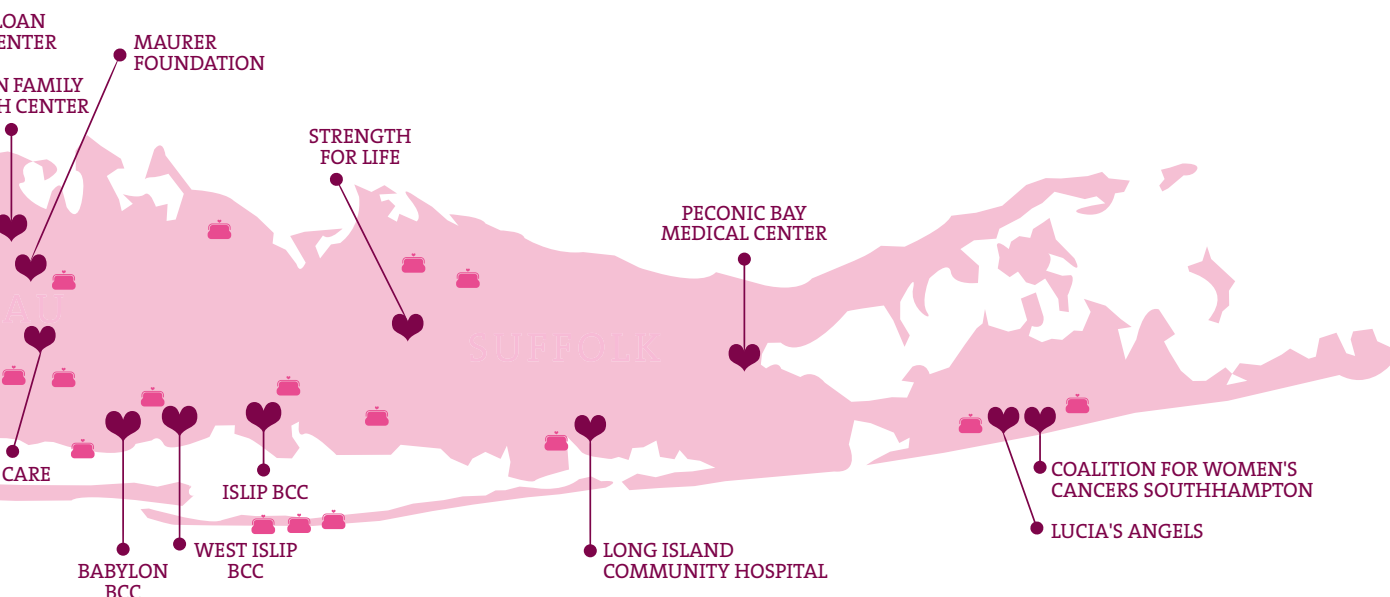
Women in need battling breast cancer often find that getting to and from treatment can be an enormous financial burden. Pink Aid's grant to the Islip Breast Cancer Coalition will help women in their local area get to and from medical appointments such as chemotherapy and radiation therapy and provide 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 and Lend a Helping Hand 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, housing and utility financial assistance, 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.



### 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 2021 grant marks the seventh year of Pink Aid’s partnership in the Foundation’s Bilingual Outreach Program, promoting breast health awareness to uninsured and lower socioeconomic individuals across Long Island.

### MERCY MEDICAL CENTER

Free mammograms and breast biopsies 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 and breast ultrasound screenings 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. Pink Aid’s funds will assist underserved breast cancer patients at MSK’s Nassau and Commack locations.

### NASSAU HEALTH CARE CORPORATION

In its third 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 sixth 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 fifth 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.

### 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 fifth year of partnership with Pink Aid, 2021 funding will support weekly exercise classes for underserved women, including Yoga classes specifically designed for cancer patients and survivors.

### 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-surgical recovery garments, transportation, child care, food, housecleaning and housing and utility financial assistance to women in need.

## PINK PURSE HEADING NATIONAL

As many Americans live paycheck-to-paycheck, the pandemic and unemployment are fueling the financial crisis for families across the U.S. To deliver Pink Aid's mission beyond the areas served by our Connecticut and Long Island chapters, Pink Aid is rolling out Pink Purse nationally. With seed funds raised through our Mother's Day appeal, Lipstick Challenge and a generous match, we started expansion through the Dubin Center at Mount Sinai and are now getting applications from around the country. We are pursuing national sponsors and grants to help spread our compassion!

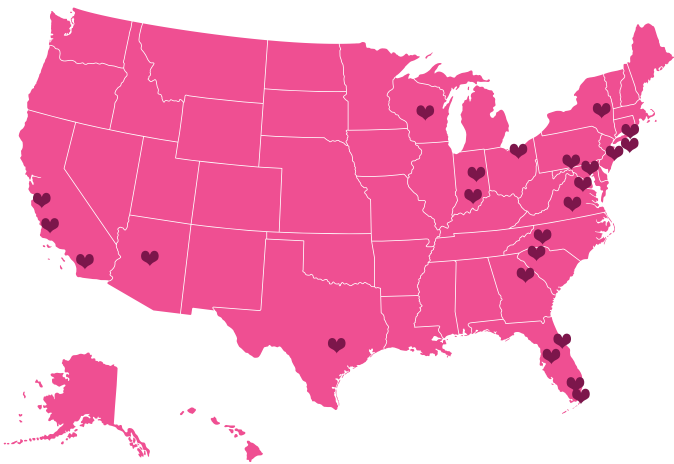
### **Stories from the Purse: Meet Kim from CA**

*Kim is a 43 year-old single mom from San Jose, living with her 15 year old son. Her older son, 20, is in the Navy, currently in quarantine, relying on Kim as well. Kim was diagnosed with Stage 11B breast cancer in February 2020. She completed chemotherapy in June, a bilateral mastectomy in July, and just underwent 6 weeks of radiation. Her social worker at Stanford Health located Pink Purse, helped her apply for a \$924 December rent payment and she was approved.*

*Working as a receptionist, Kim was laid off in March due to COVID. She applied for disability, which will probably end in January. She has to take a chemotherapy pill for 6 months and is highly stressed about finding work and paying rent. "Her mantra is "one day at a time!"*

### **Words from our Donors: Shelley Kassen**

*"As a survivor, I know how difficult recovery can be and I was blessed to not have the financial burden so many patients have to confront. Pink Aid is the one breast cancer organization that helps patients pay utilities, rent – the challenges of real life – efficiently, and with compassion. With Covid, the needs are greater, and I am proud to say that Pink Aid is rising to the challenge because its supporters will never back down!"*



## MEET MICHELLE STACK, PINK AID'S NEW EXECUTIVE DIRECTOR

Pink Aid is thrilled to announce our first Executive Director, Huntington resident Michelle Stack. Michelle will be overseeing both the CT and LI Chapters, as well as the National Expansion of the Pink Aid's Pink Purse emergency financial assistance program.

Michelle brings extensive experience to her new role, having previously worked for the UJA Federation of New York and Estée Lauder Companies. More recently, Michelle ran her own Management Consulting business, which included considerable work for many local and national non-profits.

When asked about her new position, Michelle said, "I am honored to be joining such an important mission and hard working team. So much has been achieved in a short time. I look forward to being a part of the growth and initiatives of the future as we take Pink Aid to the next level."

We are excited for this latest chapter in Pink Aid history, and look forward to continuing to see our mission of compassion grow and expand with Michelle on board. Welcome Michelle!



*Michelle Stack,  
Pink Aid Executive Director*



## COMPASSION IN ACTION

OUR SUPPORTERS  
FIND CREATIVE  
WAYS TO SHOW  
THEIR SUPPORT

THANK YOU TO  
OUR COMMUNITY  
BUSINESSES AND  
INDIVIDUALS FOR  
THEIR INCREDIBLY  
GENEROUS  
DONATIONS IN THE  
MONTH OF OCTOBER  
IN HONOR OF BREAST  
CANCER AWARENESS  
MONTH.



**Mask Kords** launched sales of a Pink Power Package — a pink camo mask with a matching Mask Kord and donated a portion of sales in October to Pink Aid. *Thank you Laura Weinstock, our former Pink Aid survivor model volunteer for donating a portion of sales from all Pink Power Packages to Pink Aid!*



**Lax for Hope** is a local lacrosse tournament benefiting local Long Island breast cancer charities. *Thank you to Carol Rose and Tracy Weiner of The Yellow Jackets Elite Lacrosse club for donating a percentage of monies raised from Lax for Hope.*



### J. McLaughlin Sip & Shop

J. McLaughlin's Locust Valley retail store graciously hosted a Sip & Celebrate during Breast Cancer Awareness Month in October.

*A percentage of sales are donated to Pink Aid Long Island.*



### East Of Egg T-Shirts

East of Egg, a local t-shirt company, donated a percentage of proceeds from Instagram sales during October's Breast Cancer Awareness Month.

*Thank you to Connor Sullivan & Stewart Carlin!*



### Artist Stephen Bezas

donated the proceeds of the raffle held at the opening reception for his Dots and Grids art exposition at Spotlight at The Paramount in Huntington.



### Trinity Solar Pink

Trinity partners with local non-profits, including Pink Aid, to help them raise money while providing their members with a no-cost solar installation.

*Trinity Solar will contribute \$100 for every qualified consultation and \$1,000 to Pink Aid for every homeowner that has solar installed*



### St. John's Episcopal Church

in Huntington held its annual Harvest Fair, organized by the Episcopal Church Women.

*A percentage of the fair's proceeds were graciously donated to Pink Aid. A special thank you to Reverend Duncan A. Burns and the Episcopal Church Women, including Fran Gorman and Chris Boccia.*

## COMMUNITY EVENTS

Community engagement and support is crucial to our mission — and partner events can be a lot of fun! Interested in hosting a fundraising event for Pink Aid with your business or community group?

Contact Community Outreach Chairperson Carolyn Kelly Walkin at [carolynw@pinkaid.org](mailto:carolynw@pinkaid.org).



P.O. Box 5157, Westport CT 06881

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## HONOR ALL MOTHERS!

### PINK AID'S VIRTUAL FOOD DRIVE FOR A MOTHER IN NEED

(AND SPECIAL GIFT FOR YOUR MOM, TOO.)



**Mother's Day Virtual Food Drive.** This Mother's Day, honor a mom you love by giving a mom in need the gift of feeding her family. With food insecurity on the rise, this is a meaningful way to gift your mom, while making a real impact. With your donation, Pink Aid will directly purchase food cards and direct them to mothers that need them the most.



**Pink Aid Insulated Shopping Tote.** With every donation of \$100 or more, Pink Aid will send the mom you wish to honor a stylish reusable shopping bag that will show her support of Pink Aid!

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

*For every Mother's Day donation, we'll send her a beautiful card acknowledging your thoughtful gift.*

