

WHAT'S NEW?

PINK AID'S "MOVEMENT" TO TURN 50 STATES PINK!

Before Covid, we had just begun to roll out Pink Purse with the program we piloted at The Dubin Breast Health Center at Mt. Sinai in New York City. Despite the challenges of Covid and because of the expanded need and isolation of breast cancer patients at this time, in 2020 we forged on and opened up the Pink Purse across the United States.

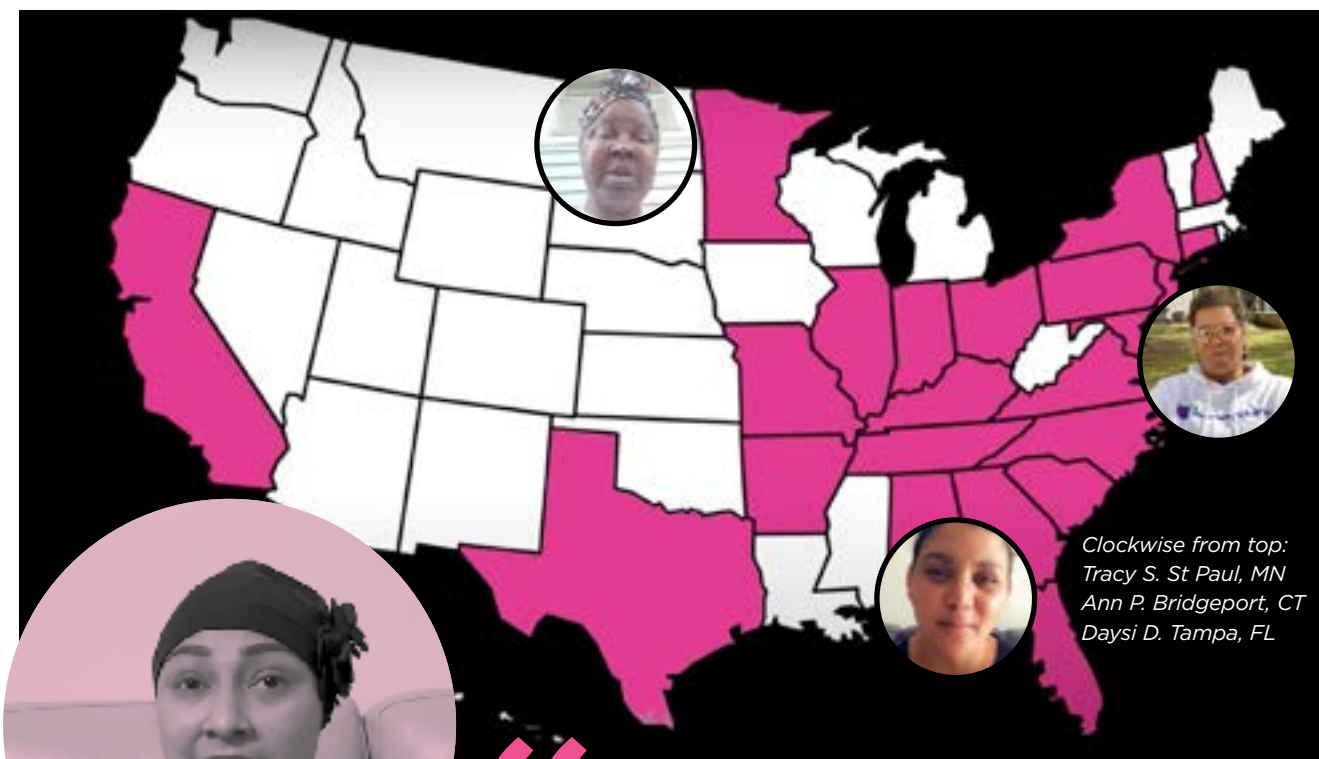
Word of Pink Purse spread quickly. Our first national application came from a breast cancer social worker in Maryland and in a matter of months, we had applications from patients in 30 states.

Over this short period of time, Pink Purse has developed relationships with a network

of Nurse Navigators at breast cancer centers and hospitals around the country. Through these relationships we identify and vet patients in need.

This growing awareness quickly began to attract our first national sponsors. It is our goal to build on this momentum. We seek to partner and develop programs with national sponsors and foundations. We are building our network of Nurse Navigators to help us locate patients and families that need our help. We also hope to build fundraising communities around these breast health centers that will join our "movement."

If you know someone in any part of the country that would like to join our Movement as a sponsor, donor or volunteer, please contact info@pinkaid.org



Clockwise from top:
Tracy S. St Paul, MN
Ann P. Bridgeport, CT
Daysi D. Tampa, FL

"I want to thank Pink Aid for helping my family in such a time of need. In the midst of the Covid crisis, I was diagnosed with breast cancer and my husband was laid off. Pink Aid was a resource that assisted me through all the havoc that was going on."

Yajaidra M.
Jacksonville, FL



PARTNER SPOTLIGHT

PRIMARK
Supporting Breast Cancer Awareness



Despite the Covid variants and a prolonged pandemic, Pink Aid had its most successful fundraising year yet! That success was due, in large part, to our stellar Corporate Partnership team led by Robyn Barger & Marria Pooya,

who worked tirelessly and passionately to articulate the importance of our mission locally as well as nationally through the expansion of Pink Purse.

Forty-nine corporate partners committed to providing, *compassion until there's a cure*. International retailer, Primark, chose to support Pink Aid this year in conjunction with their launch campaign to bring post-mastectomy garments and lingerie to women at affordable prices. The campaign featured real women being treated for breast cancer. Primark's collection is available now at their stores in Boston DTX, Danbury, Staten Island, Brooklyn, and Sawgrass Mills.



SPREAD COMPASSION WITH A 2021 YEAR-END DONATION

Pink Aid is able to receive stock or cash donations. To make a personal or corporate donation, go to pinkaid.org or mail donations to: Pink Aid, P.O. Box 5157, Westport CT 06881.

2021 CORPORATE PARTNERS

TITLE PARTNERS

THE BAINBRIDGE COMPANIES ♥ CÓDIGO 1530 TEQUILA
DARCARS AUTOMOTIVE GROUP ♥ GOLDMAN SACHS
PRIMARK

FOUNDING PARTNERS

MITCHELLS STORES ♥ CTC&G ♥ WSA, INC.

PINK PARTNER PARTNERS

ALLERGAN AESTHETICS, AN ABBVIE COMPANY
JACK RESNICK & SONS

PINK FUTURE PARTNERS

DAVID FALK/NEWMARK ♥ GARTNER ♥ HARLEY CAPITAL
THE HARTFORD HEALTHCARE CANCER INSTITUTE ♥ HOLOGIC
THE KIEV FOUNDATION ♥ MAPLEWOOD SENIOR LIVING
MARCIA SELDEN CATERING & EVENTS
MATTERA CONSTRUCTION ♥ NORWALK RADIOLOGY
CONSULTANTS ♥ PARK CITIES ASSET MANAGEMENT

PINK COMPASSION PARTNERS

ANONYMOUS ♥ BLUEPOINT WELLNESS OF WESTPORT
CANVAS LEADERSHIP, LLC, ♥ CATCH A LIFT FUND
CLAPBOARD HILL PRIVATE WEALTH ♥ COLDWELL BANKER
REALTY ♥ CONCIERGE PHYSICIANS OF WESTPORT
DERMATOLOGY PHYSICIANS OF CT
♥ EMBRACE ORTHODONTICS
GAULT RENOVATION ♥ GAULT FAMILY COMPANIES
GREEN THUMB INDUSTRIES ♥ GREENWICH MEDICAL SPA
GROOVE ♥ IMPERIAL DENTAL ASSOCIATES
INTERLUDE HOME ♥ KATTEN MUCHIN ROSENMAN LLP
NUVANCE HEALTH/NORWALK HOSPITAL ♥ PENSKE TRISTATE
THE POST CT ♥ RDM FINANCIAL GROUP AT HIGHTOWER
RMA OF CONNECTICUT ♥ RMR WEALTH BUILDERS, INC.
SBA LOAN GROUP, LLC ♥ SHARKEY'S CUTS FOR KIDS
SPECS OF FAIRFIELD/WESTPORT/DARIEN
STARK CARPET ♥ STEW LEONARD'S WINES & SPIRITS
SUPERIOR SEAFOOD ♥ SUSAN TRACY'S HOUSE WHISPERERS
TANNER WHITE ARCHITECTS

PinkInk

WINTER 2021/22



"I want to thank Pink Aid for helping my family in such a time of need. In the midst of the Covid crisis, I was diagnosed with breast cancer and my husband was laid off. Pink Aid was a resource that assisted me through all the havoc that was going on."

Porsha A
Indianapolis, IN

p.2 PINK AID'S 2021 "VIRTUOUS EVENT"

To stay clear of the Delta Variant on the rise this summer, in lieu of the highly anticipated "Pink-a-Cabana" live event, Pink Aid aired a signature "Virtuous Event" on October 7th.

p.3 PINK AID DRAWS NATIONAL ATTENTION

As Pink Purse begins to spread compassion across the country and Pink Aid Co-Founder Amy Katz is honored by the New England Patriots, Pink Aid attracts its first national sponsorships.

p.5 PINK AID'S PINK PURSE NOW IN 30 STATES!

Pink Aid's "movement" to spread compassion across the country has rolled out quickly as Pink Purse has now helped struggling breast cancer patients in 30 states.

AN EMOTIONAL MESSAGE FROM PATIENTS AND FRIENDS TOUCHED BY PINK AID

Pink Aid's October 7th "Virtuous Event" was a 20-minute broadcast with "no bells and whistles," underwritten so that 100% of the proceeds could help breast cancer patients in need. The video (now available at pinkaid.org) was packed with emotion, information and celebration.

Partners and supporters tuned in for messages "directly from the heart," featuring guest host Stephanie Szostak of ABC's "A Million Little Things" sharing her mom's journey with breast cancer. In addition, Pink Aid Co-Founder Amy Katz shared a deeply personal and inspiring message about her breast cancer recurrence and treatment during the pandemic.

Pink Aid's founders and leadership shared their burgeoning vision for expanding Pink Aid's Pink Purse Program nationally, and recipients from across the country shared how the Pink Purse has positively affected them and their families. Event chairs Marria Pooya and Asante Robinson and Pink Aid's 2021 warriors kicked off the "World's Longest Conga Line" to raise money for women throughout the U.S. (more below)

Extraordinary corporate support and our most successful auction ever will fund our Connecticut Grants and Pink Purse CT as well as Pink Purse National programs to meet our collective goal of providing "compassion until there's a cure."



Top to bottom: Guest Speaker Stephanie Szostak; Pink Aid Founders Andrew Mitchell-Namdar, Renée Mandis, Amy Katz & Amy Gross with Stephanie Szostak; Pink Aid Event Co-Chairs Asante Robinson and Marria Pooya

FUN-RAISING: IN THE PINK-A-CABANA SPIRIT

THE WORLD'S LONGEST CONGA LINE

In keeping with our 2021 "Pink-a-Cabana" theme, event chairs Marria Pooya and Asante Robinson, turned pandemic disappointment into a spirited and exciting celebration of this year's Warriors,

as they kicked off the "World's Longest Conga Line." Running throughout October, the Conga Line is the brainchild

of a passionate and generous donor, who also provided a match for this exciting initiative.



The Conga Line raised funds to help breast cancer patients across the U.S., while helping build awareness of the Pink Purse program for potential donors and partners nationally who share our mission.

DARCARS ANNOUNCES TRANSPORTATION PROGRAM

Darcars, one of the largest dealership groups in the country, announced an exciting new partnership with Pink Aid that will help ease transportation issues for hundreds of women across the U.S.

Transportation can have a significant impact on breast cancer patients, especially those undergoing radiation treatments, who must get to and from the hospital consecutively for a period of weeks. Women without cars, money for gas and/or access to public transportation often have to choose between getting to

treatment or paying for food for their families. The Darcars Automotive Group Transportation Program will pay for gas cards, Uber rides, parking, car payments and car insurance costs. Learn more about Darcars at Darcars.com.



John Darvish, Darcars Automotive Group CEO (center), pictured with from left to right Pink Aid Board Members: Amy Gross, Michele Corenman and Amy Katz, Vanessa Darvish, Samanta Morash and Pink Aid 2021 Luncheon Chair Marria Pooya.

IN THE NEWS

PINK AID CHAIRMAN AMY KATZ HONORED BY NEW ENGLAND PATRIOTS

This fall, Pink Aid Co-Founder and Chairman Amy Katz was named a "2021 Myra Kraft Community MVP" and received a \$10,000 donation from the New England Patriots Foundation's Whittingham Cancer Center.

The Myra Kraft Community MVP Awards were presented to 26 women and men who exemplify leadership, dedication, and a commitment to improving their communities through volunteerism.

Following the ceremony, Amy reflected on her involvement with Pink Aid, "I am humbled to be recognized in this way, but I really don't think of what I do every day as volunteering. It's a part of me and my daily life. I feel like my personal mission is to help other women who have been diagnosed with breast cancer to get

to the other side with strength, positivity, dignity, resources, and realistic expectations. The unknown is often so much scarier than the disease itself."



COMPASSION IS NEVER CANCELLED

SUPPORTERS FIND CREATIVE WAYS TO SHOW THEIR SUPPORT

THANK YOU TO EVERYONE FOR THEIR INCREDIBLY GENEROUS DONATIONS IN THE MONTH OF OCTOBER IN HONOR OF BREAST CANCER AWARENESS.

Oct 1 - Staples Pink Out

Oct 1 - 31 - Casinelli Insurance Agency Inc. State Farm Insurance Companies Quotes = Donations

Oct 1 - 31 - SoNo 1420 Vodka Sales. Pink customized branded bottles

Oct 1 - 15 - Pink Aid cookies from Sweet P Bakery - were available at The Porch at Christie's

Oct 1 - 30 - Gartner Group held Breast Cancer Awareness events throughout the month.

Oct 1 - 30 - Gault Energy hosted Pink events throughout the month.

Oct. 5-12 - Vince Pop Up at Mitchells

Oct. 10th - 10-10 Shopping Event

Oct. 13 - MaisonMarché

Oct. 13 - Staples Fe/Ho Pink Out (Fresh)

Oct. 14 - Gypset Event hosted by Jenn Gerla

Oct. 15 - Fairfield Prep Freshman Football Game

Oct. 16 - Westoberfest

Oct. 18th - Staples FeHa Pink Out Game (JV/V)

Oct. 18-31 - Pink Aid Banners hang up and down Main Street

Oct. 26th - Groove Percentage of Sales Event

November 4th - "Reading with Robin" proceeds from Authors' Event book sale



Pink Aid's Pink Posse delivered 50 bags to 5 hospitals in the Connecticut area in honor of Breast Cancer Month. Each bag had a \$25 gift card to Stop and Shop, a blanket, slippers, and various other items to help patients during treatment.



Bandier/Dancebody, Jackie Goldschneider Event. Andi Sklar hosted this fun dance/shopping event on Sept. 29th.



Greenwich Medical Spa In recognition of Breast Cancer Awareness month. Greenwich Medical Spa employees wore pink every Thursday, and GMS generously donated a percentage of sales from all their locations to supporting Pink Aid!