



# THE INTERSECTION OF BREAST CANCER & POVERTY



## **Countless Breast Cancer Patients Face Financial Crisis**

*Pink Aid is unique in its focus to help breast cancer patients currently in treatment that are in need of compassionate care and emergency financial assistance.*

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

## Pink Aid's Mission

To provide compassionate support, critical resources and emergency financial assistance to underserved breast cancer patients and their families.

## Pink Aid's Vision

*To compassionately empower individuals throughout the entire breast cancer cycle: from outreach and screening in underserved communities; to wellness, recovery and financial assistance during treatment; to encouraging survivors to heal by helping and inspiring others. Until there's a cure.*

**Why Pink Aid?** Pink Aid is uniquely positioned to address the needs of breast cancer patients undergoing treatment, providing compassionate services and emergency financial assistance to financially insecure breast cancer patients in dire need *within just a few days*. Our goal is for patients to focus on their healing and cancer treatment, rather than financial consequences a breast cancer diagnosis may bring.



"ONE OF THE SADDEST THINGS FOR ME TO SEE IS PATIENTS WHO ARE BATTLING BREAST CANCER, AND YET ALSO STRUGGLING WITH THEIR MOST BASIC FINANCIAL NEEDS. UNTIL THE PINK PURSE, I HAD NEVER ENCOUNTERED AN ORGANIZATION THAT CAN HELP PATIENTS WITH THEIR MOST BASIC NEEDS IN FINANCIAL CRISIS WITH JUST A 24 OR 48 HOUR TURNAROUND."

*Dr. Elisa Rush Port  
Associate Professor of Surgery,  
Icahn School of Medicine at Mount Sinai Hospital.  
Cofounder/Director of the Dubin Breast Center at  
the Tisch Cancer Institute, Mount Sinai Health System*



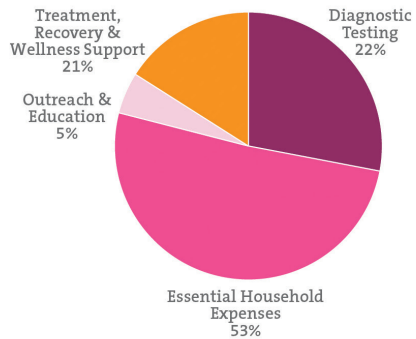
# MEETING OUR MISSION

## PINK AID IS HERE TO HELP

### HOW MANY WE HAVE HELPED



### WHERE THE FUNDS GO



### LOCAL



**Over \$6.6M awarded to 47 CT and LI organizations**

### NATIONAL



*Direct Assistance for Breast Cancer Patients*

**Over 2,000 Breast Cancer Patients have received more than \$1.8M of Emergency Aid Since 2015 Launch**





## *Direct Assistance for Breast Cancer Patients*

Pink Aid's Pink Purse program was created in response to the dire epidemic of unmet needs of breast cancer patients who were not only struggling with their diagnosis and treatment, but with its significant financial ramifications. Launched in 2015 with the singular focus of providing emergency financial assistance for essential household expenses, Pink Aid's Pink Purse has proudly helped over 2,000 breast cancer patients.

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### Stories from Pink Aid's Pink Purse

Pink Purse is Pink Aid's signature national program, providing emergency financial assistance to breast cancer patients in need.

Visit [pinkaid.org](http://pinkaid.org) to hear their stories.



INDIANAPOLIS, IN

The Pink Purse helped Portia with rent payments while undergoing treatment for stage 3 breast cancer.



MELVILLE, NY

A bilingual social worker helps the needs of women like Domatilla.



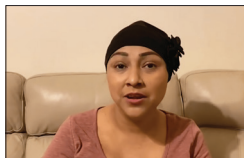
NORWALK, CT

"This is the most difficult time, emotionally, physically & financially."



SYOSSET, NY

Navigating the physical, emotional & financial impact of breast cancer.



JACKSONVILLE, FL

Yajaira expresses her gratitude for the financial help given by the Pink Purse.



BRIDGEPORT, CT

"Pink Purse kept my lights on!"  
Joan's spirit was never broken!

# FACTS

## BREAST CANCER CAN DESTROY A FAMILY FINANCIALLY

### THE IMPACT OF FINANCIAL TOXICITY

Along with the toxicity of chemotherapy, the extra costs of cancer treatment and/or loss of family income can lead to “financial toxicity,” as unaffordable bills create stress, anxiety and hopelessness. Pink Aid helps patients focus on healing, rather than on the financial burden that comes with a breast cancer diagnosis, so that they can keep their families functional and on track.

**FACT:** 1 in 8 women will receive a breast cancer diagnosis in their lifetime

**FACT:** Each year, over 10 million families in the US will be unable to pay for basic needs because of medical expenses

**FACT:** 50% of bankruptcies are the result of illness or illness-related job loss

**FACT:** 1 in 833 men will receive a breast cancer diagnosis in their lifetime.

**FACT:** Between 20-30% of women diagnosed with breast cancer will lose their jobs

**FACT:** 78% of Americans live from paycheck to paycheck

**FACT:** Programs that provide screening and diagnostic services at no cost to low-income women can mitigate the adverse effect of poverty and the stage at which breast cancer is diagnosed, as well as the mortality rate

**FACT:** African-American women are more likely to die of breast cancer, largely due to later diagnoses, lack of education and poverty

# COMPASSION AT WORK

## HEARTFELT THANKS FROM PATIENTS IN NEED

Some of the countless  
notes of gratitude  
from recipients &  
grant partners

Thank you! I truly can't thank you enough for all your November assistance with my mortgage. As a single mom, losing my house was my biggest fear in having to go on disability through my cancer treatments. Your generosity was a HUGE stress reliever and greatly appreciated.

Thank you again!  
Rayna

To my friends at Pink Aid's Pink Purse, your thoughtful generosity during this time in my life is greatly appreciated. I am able to focus on what is important, my healing and watching my 1 year old son run around and get into everything 😊. When I was diagnosed I didn't know what to expect, certainly not people like you coming into my life.

Thank you again  
Kimberly

Dearest Friends at Pink Aid's Pink Purse, Thank you so very much for your incredible generosity! You have helped ease a financial and emotional burden in our time of need.

Thank you so very much for your kind and generous hearts.

With love and deepest heartfelt gratitude,  
Gretchen

*Align Your Organization with a  
Uniquely Compassionate Mission*

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compassion until there's a cure

info@pinkaid.org ♥ PO Box 5157, Westport CT 06881 ♥ pinkaid.org

*Pink Aid is a 501c3 public charity. As such, all donations  
are tax deductible to the extent allowed by law.*