

## NATIONAL PARTNERSHIP OPPORTUNITIES



KEEPING THE LIGHTS ON  
& FOOD ON THE TABLE  
FOR FAMILIES BATTLING BREAST CANCER.



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

*Pink Aid is unique in its mission to rapidly help  
breast cancer patients across the country in need of  
emergency financial assistance.*

# 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, 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 will be unable to pay for basic needs because of medical expense

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

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

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

*Pink Aid helps families with household incomes below the poverty level. For example we support families of 4 with an annual household income of \$30k - \$60k or below.*

# PINK AID

## COMPASSION UNTIL THERE'S A CURE

### OUR MISSION

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

### OUR 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!

### Pink Aid Recipients Across the Nation



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



DOMATILLA, MELVILLE, NY  
A bilingual social worker helps the needs of women like Domatilla.



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



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



YAJAIRA, JACKSONVILLE, FL  
Yajaira expresses her gratitude for the financial help given by the Pink Purse.



JOAN, BRIDGEPORT, CT  
"Pink Purse kept my lights on!"  
Joan's spirit was never broken!

## ALIGN YOUR BRAND WITH A UNIQUELY COMPELLING MISSION

### NATIONAL PARTNERSHIP OPPORTUNITIES

Following are examples of how your partnership dollars can be used. Our team is happy to customize a program that aligns with your mission.

**\$100,000: Power Partner** Help 1,000 patients across 50 States keep their lights and power on.

**\$50,000: Food Card Partner** Help 1,000 patients across 50 States feed their families with 1,000 Food Cards.

**\$25,000: Transportation Partner** Help 500 patients across the country get to treatment with gas or Uber cards.

**\$10,000: Rent Partner** Help 20 families at risk of eviction make rent payments.

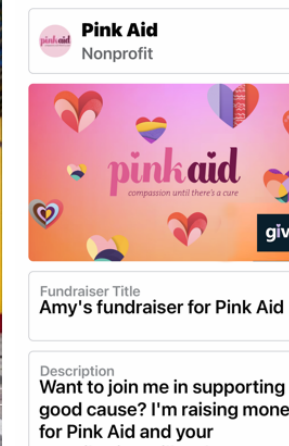


### DREAM BIG: CUSTOM PARTNERSHIP OPPORTUNITIES

Contact Pink Aid's Corporate Development Team to create a high profile partnership program that aligns with your brand, inspiring customers and employees alike. The sky is the limit! Consider a national co-branded campaign for Breast Cancer Awareness Month (or year round!) to make an even larger impact.

#### Microsoft give

To encourage employee awareness and engagement, *Microsoft give* partnered with Pink Aid. Microsoft staff members across the country trained virtually with Pink Aid to review and evaluate applications from patients in need. Microsoft made and matched donations for each hour spent. Participants also created their own personal fundraising events.



#### Darcars Automotive Group

Interested in providing breast cancer patients with rides to treatment, the national car dealership sponsored a proprietary program, helping with car payments, gas and Uber gift cards for qualifying patients.

**DARCARS TRANSPORTATION PROGRAM**  
PROVIDING FREE RIDES TO AND FROM TREATMENT FOR PATIENTS WITH BREAST CANCER

THROUGH A PARTNERSHIP WITH DARCARS AUTOMOTIVE GROUP, PINK PURSE OFFERS HELP WITH TRANSPORTATION TO TREATMENT. HELP WITH CAR PAYMENTS, GAS OR UBER GIFT CARDS ARE AVAILABLE FOR QUALIFYING PATIENTS. SEE YOUR SOCIAL WORKER TO APPLY.

**FOR MORE INFORMATION:**  
ASK YOUR BREAST CANCER SOCIAL WORKER OR GO TO [PINKAID.ORG](http://PINKAID.ORG)

**DARCARS AUTOMOTIVE GROUP** **pinkaid**  
compassion until there's a cure

## 2023 NATIONAL PARTNERSHIP LEVELS

Benefits of Partnership	\$100K +	\$50K+	\$25K+	\$15K+	\$10K+
Custom Partnership Program	♥	♥	♥		
Logo on All Pink Aid Materials	♥	♥	♥		
Tickets to CT or Long Island Annual Events	4 tickets	3 tickets	2 tickets		
Feature in Pink Ink, Pink Aid's Biannual Newsletter	2 pages	2 pages	1 page		
Inclusion in All Pink Aid Press Releases	♥	♥	♥		
Profile on Pink Aid's National Social Media	♥	♥	♥	♥	
Partnership Acknowledgement Plaque	♥	♥	♥	♥	♥
Acknowledgement on Pink Aid Annual Event Page	Name & Logo	Name & Logo	Name & Logo	Name	Name

## INVEST IN THE GROWTH OF PINK AID!

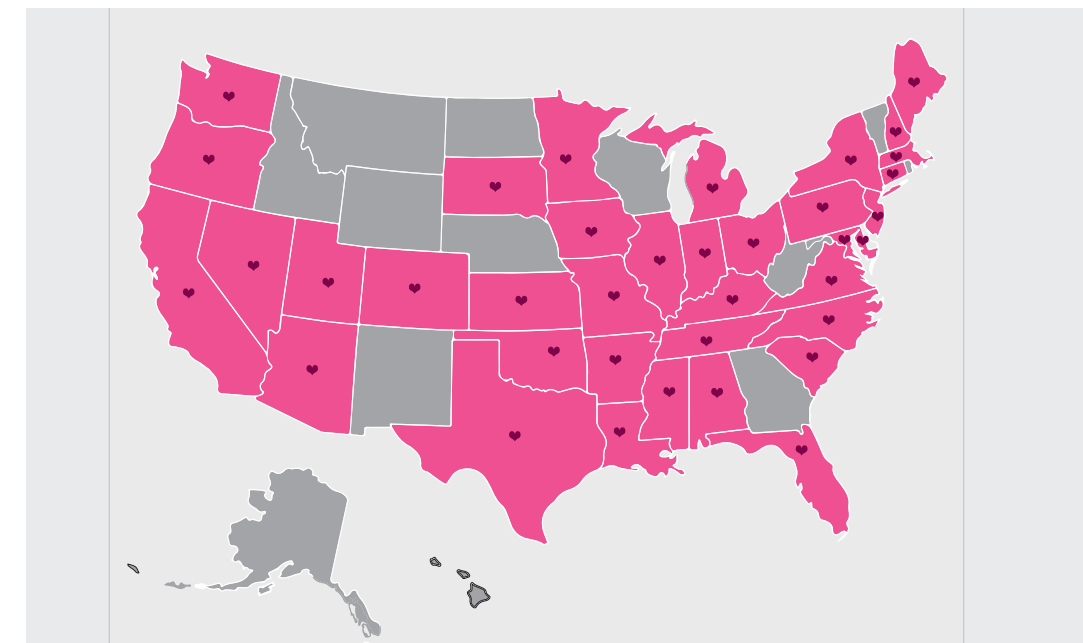
Ensure that Pink Aid will be able to continue to provide compassionate support and emergency financial assistance to underserved breast cancer patients and their families for years to come.

Consider making a 3-year, 5-year, or long-term commitment from your corporation or foundation.

Our Corporate Partnership Team will work directly with your company or foundation to develop a Continued Giving program that aligns with your charitable mission.

For more information, contact Susan Robinson, [susanr@pinkaid.org](mailto:susanr@pinkaid.org)

## HELP TURN 50 STATES PINK!



For more information  
or to set up a call with our Corporate Partnership Team,  
Please contact: [susanr@pinkaid.org](mailto:susanr@pinkaid.org)

**pinkaid**<sup>TM</sup>  
*compassion until there's a cure*