



pink
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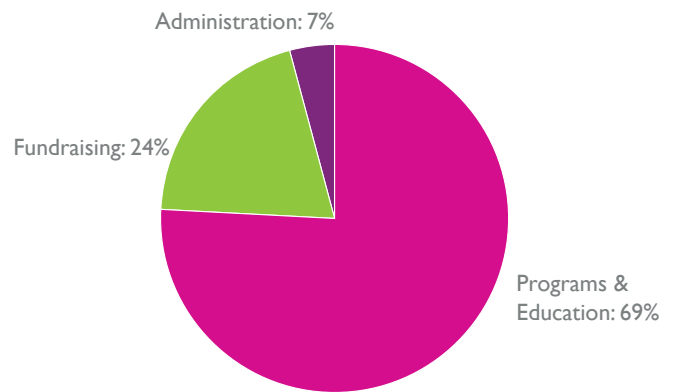
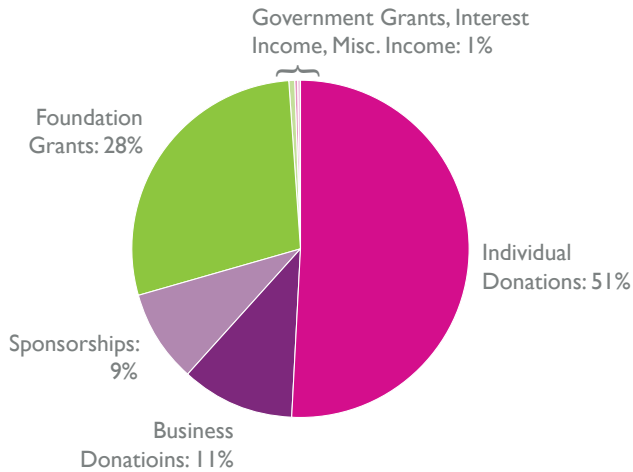
ANNUAL REPORT 2023

Educating, empowering, and supporting all communities affected by breast cancer in SW Washington and Oregon



"I will forever be a voice for breast cancer with a focus on delivering that message to men in particular. Making health a priority and being personally proactive are words that I live by."—Kelvin

2023 Income & Expenses



Total Income	\$1,195,550
Individual Donations	\$608,156
Business Donations	\$131,589
Sponsorships	\$107,000
Foundation Grants	\$335,750
Government Grants	\$7,250
Interest Income	\$4,505
Miscellaneous Income	\$1,300

Total Expenses	\$1,097,756
Programs & Education	\$838,829
Fundraising	\$218,535
Administration	\$40,392

**Thank you to Opsahl Dawson for their generous in-kind gift of financial expertise and creation of our Form 990 Return.*

**Forest Bathing,
Pink Link Event**





Growing & Deepening Our Connections

Donors, Volunteers, and Partners,

I am excited to share our 2023 Pink Lemonade Project Annual Report! You played an important role in our growth and success.

Your passion, time, and donations to our mission allowed us to provide education, empowerment, and support to diverse communities affected by breast cancer across 42 counties in SW Washington and Oregon.

Together, we raised awareness, increased education, and supported community screening, treatment, and emotional and psychological support, improving access, survivorship, and quality of life for more people last year.


I hope this report offers you insights into our efforts in 2023.

We are truly grateful to you for being instrumental in our work!

With gratitude,

Susan Stearns, Chief Executive Officer





BREAST CANCER STATISTICS
IN THE UNITED STATES



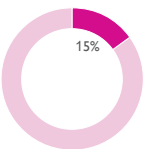
1 IN 8 WOMEN WILL DEVELOP BREAST CANCER

IN THE NORTHWEST, **1 IN 7 WOMEN**

1% OF MEN WILL BE DIAGNOSED WITH BREAST CANCER

20-30% DIAGNOSED EARLY ARE LIKELY TO EXPERIENCE A RECURRENCE

ONLY **15% OF CASES** ARE DUE TO FAMILY HISTORY

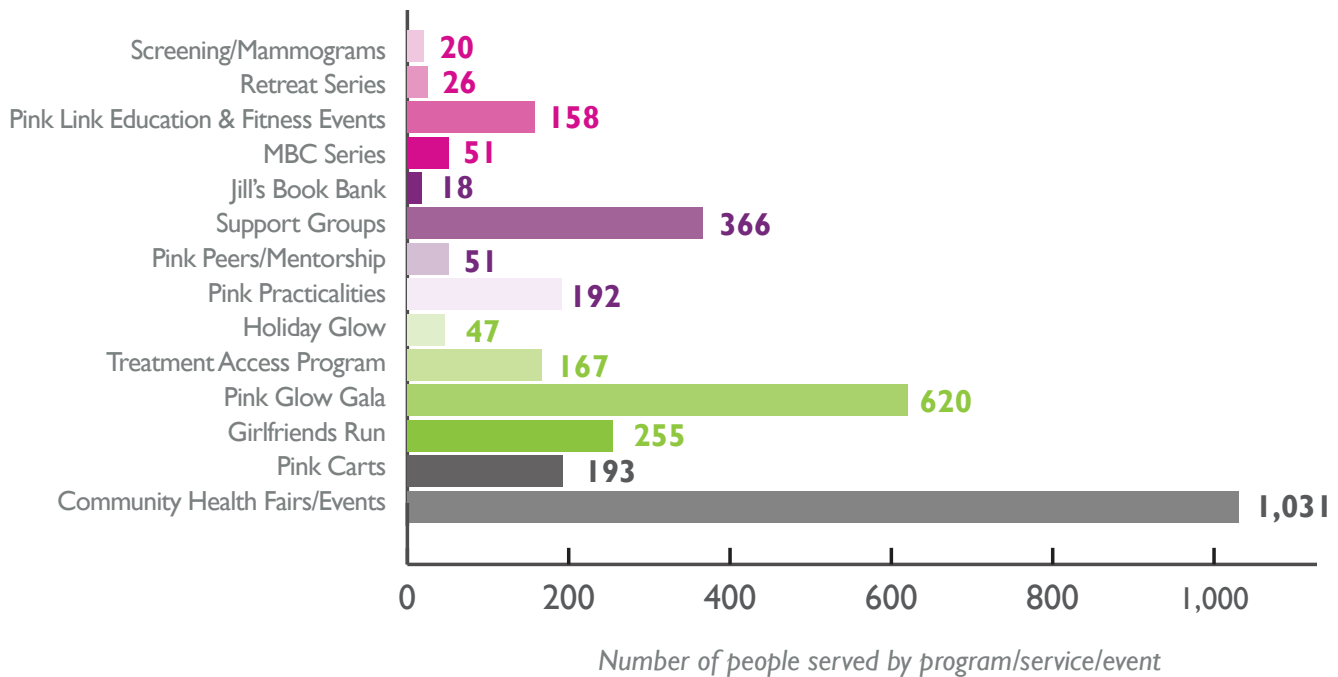


“Being in a Metastatic Breast Cancer support group with women who are on their own journey is incredibly helpful. I’ve met some incredibly kind, giving, generous, loving women who are no longer with us, and I’m glad I met them.”—Lisa



Participants Served by Program/Service/Event

We served **3,195 people and families** affected by breast cancer from January-December 2023.



“People need to be able to talk to one another and gain support from those experiencing breast can like me. I hope that more women get screened regularly and ask for support.”—Darcie



Education, Empowerment, and Support

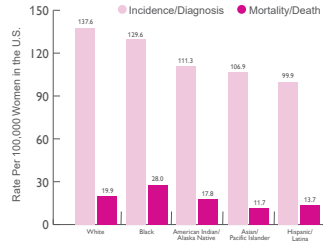
Our board, staff, and volunteers made lemonade out of lemons! We expanded programs/services, developed new partnerships, and collaborated with more healthcare and community-based organizations across our entire 42-county service area. Our programs/services/events include:

- Pink Peer Mentors
- Revive Retreats
- Support Groups: Zest, Limoncello, Grupo de Apoyo – Cáncer de mama
- Financial Assistance Programs: Pink Practicalities, Treatment Access Program, Holiday Glow
- Screening Partnerships
- Pink Link Education & Fitness Events
- Jill's Book Bank
- Metastatic Breast Cancer Series
- Community Health Fairs/Events
- Provider and Public Health Trainings



BREAST CANCER INEQUITIES IN THE UNITED STATES

BREAST CANCER INCIDENCE/DIAGNOSIS & MORTALITY/DEATH RATE IN U.S. WOMEN BY RACE & ETHNICITY (2015-2019)



BLACK WOMEN UNDER 40 have a higher rate of new breast cancer diagnoses than white women.

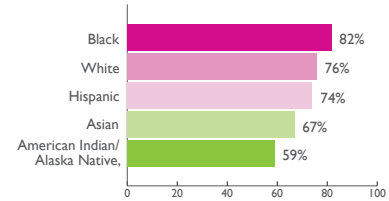
BLACK WOMEN ARE 40% more likely to die from breast cancer than white women.

LATINA WOMEN are diagnosed with later stages of breast cancer; this is the **LEADING CAUSE OF DEATH.**

NATIVE/INDIGENOUS PEOPLE experience significantly lower screening rates than white women.

Breast cancer is the **SECOND LEADING CAUSE OF DEATH FOR NATIVE/INDIGENOUS AND ASIAN PEOPLE.**

SCREENING RATES FOR U.S. WOMEN BY RACE (2015-2019)



2023 Board of Directors

Sonja Trytko, Chair | Wood Mechanix
 Kelly Michael, Vice Chair | Kaiser Permanente NW
 Susan Pagel, Secretary | Vancouver Housing Authority
 Marie Andrus, Treasurer | Workforce Southwest Washington, retired

Lucy Beltran | Oregon Child Development Coalition
 Rebecca Kahn, M.D. | Radia Inc.
 Kelly O'Lague | United Way of the Columbia-Willamette
 Oluchi Onyima | Connect Oregon
 Becky Price, RN | Compass Oncology
 Lorelei Schooler | Community Volunteer, retired
 Dean Stenehjem, Ed.D | Washington State School for the Blind, retired
 Toni Storm, M.D. | Compass Oncology
 Don Stose | Toyota Motor Sales, retired; Mayor, Ridgefield, WA, retired
 Doris Towery | Willamette Valley Cancer Foundation
 Michael Watkins | Cowlitz Indian Tribe

Board Members Emeritus:

Allen Gabriel, M.D. | AG Aesthetics
 Cassie Gabriel, M.D. | Columbia Anesthesia Group
 Jeanne Firstenburg | President, First Independent Bank, retired

Staff:

Susan Stearns,
 Chief Executive Officer

Ann Berryman,
 Chief Strategy Officer

Thalia Williams,
 Director of Programs

Linda Aronsohn,
 Major Events Coordinator

Kris Codron,
 Operations & Fiscal Manager

Jessica Lighthouse,
 Graphic Design & Social Media

Jenny Jasinski,
 Program Coordinator

Hachim Baguignan,
 Development Coordinator



*Girlfriends Run/Walk
on Vancouver Waterfront*

Thank You!

In 2023, **1,548 donors** invested in Pink Lemonade Project's life-saving programs and services for people affected by breast cancer. Leading supporters are listed below.



Buildform LLC



Evergreen Foundation



The Samuel S. Johnson Foundation

Johnston-Churchill Family Fund



Pink Warriors PDX

The Honorable Frank L. and Arlene G. Price Foundation



Toyota Dealer Match Program



Mari Bailey

Mr. and Mrs. Aleksander Bassara

Matt Brady and Kristin DeMars

Jeanne and Bill Firstenburg

Nicole and Terry Flack

Dr. Cassie and Allen Gabriel

Linda and Rod Harris

Judy and Brad Johnson

Dean and Kristin Kirkland

Chris and Carla Marts

Erica Torres and Sandra Murcia

Kelly Puntenev

Vic and Meegan Rust

William Stimpson

Kathleen and Stanley Trytko

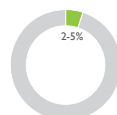
Senator Lynda and Tracy Wilson



METASTATIC BREAST CANCER STATISTICS IN THE UNITED STATES

ABOUT **1/3** OF WOMEN DIAGNOSED WITH MBC **LIVE AT LEAST 5 YEARS** AFTER DIAGNOSIS SOME **MAY LIVE 10 OR MORE YEARS BEYOND DIAGNOSIS**

168,000 ESTIMATED PEOPLE CURRENTLY **LIVING WITH MBC**



ONLY 2-5% OF FUNDS RAISED FOR BREAST CANCER RESEARCH IS FOCUSED ON METASTATIC DISEASE

4% OF NEWLY DIAGNOSED BREAST CANCER PATIENTS ARE STAGE IV AT INITIAL DIAGNOSIS; **BETWEEN 20% TO 30%** OF EARLY-STAGE BREAST CANCER BECOMES METASTATIC

