



pink  
lemonade  
project®



## ANNUAL REPORT 2024

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



## Growing Impact & Partnerships

Donors, Volunteers, and Partners,

I'm excited to share with you the impact of our work in 2024 with our latest annual report.

Thanks to your generosity, time, and dedication, we've served more individuals, deepened relationships and expanded our reach across **42 counties in Southwest Washington and**

**Oregon.** Your involvement has been essential to advancing our mission of providing **education, empowerment, and support** to individuals and families affected by breast cancer; expanding access to healthcare, improving survivorship, and enhancing quality of life for thousands of people.

We hope this year's report gives you a meaningful look into the progress we are making. We appreciate your passion and partnership working alongside us to help us drive our mission forward.

With heartfelt gratitude,

Susan Stearns, Chief Executive Officer





**BREAST CANCER STATISTICS**  
IN THE US



**1 IN 8 WOMEN** WILL DEVELOP BREAST CANCER

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

**1% OF MEN** WILL BE DIAGNOSED WITH BREAST CANCER

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

ONLY **10%-15% OF CASES** ARE DUE TO FAMILY HISTORY

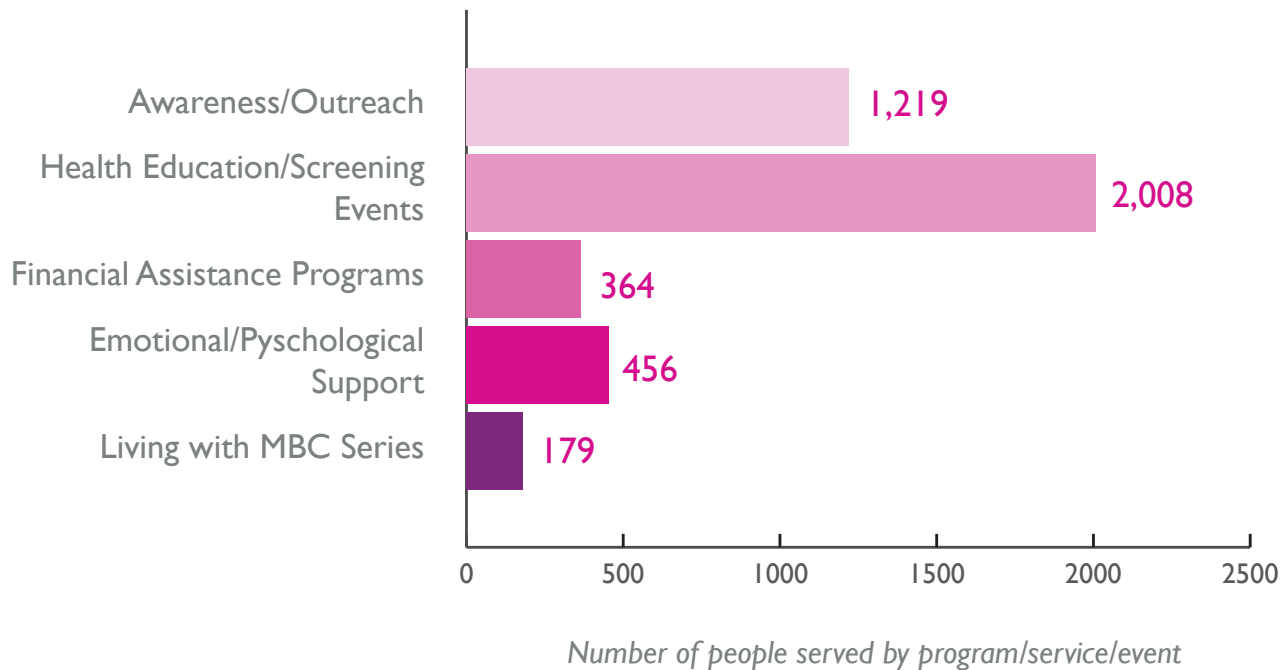


*"We love that Pink Lemonade Project is helping to spread awareness about the importance of early detection and the barriers to treatment, especially for women of color. And their financial assistance programs help cover costs of daily living during and after treatment."—Mi & J'apelle*



## Participants Served by Program/Service/Event

We served **4,226** people affected by breast cancer from January-December 2024.



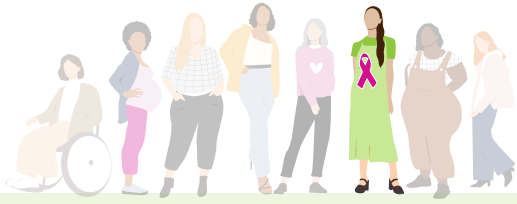
*"I connected with Pink Lemonade Project because I wanted to help people affected by breast cancer and be a part of my new community. I joined the Girlfriends Run/Walk event and raised \$2,795 for this important cause."—Myronie*



## Impact & Partnerships

Our board, staff, and volunteers seek to deepen the impact of our work beyond our programs/services. We have taken action to further our work to improve breast health education, access to care, survivorship, and quality of life across our entire 42-county service area with healthcare providers and the community.

- Healthcare Provider and Public Health Trainings
- Faith Leader/Community Partnerships
- Coalition-building with Health Systems, Community-facing organizations, Cancer Organizations
- Community Health Worker Cancer Education & Training Project
- CoastBusters CARES (Lincoln County, Oregon)

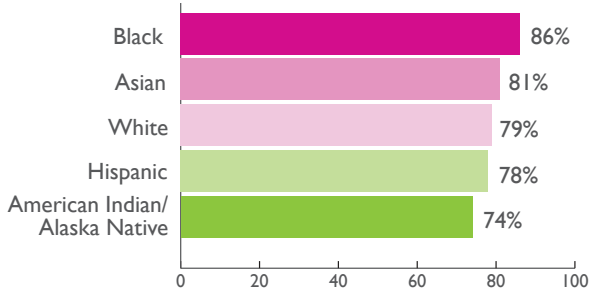


## BREAST CANCER INEQUITIES IN THE US

### SCREENING RATES IN US WOMEN BY RACE (2023)

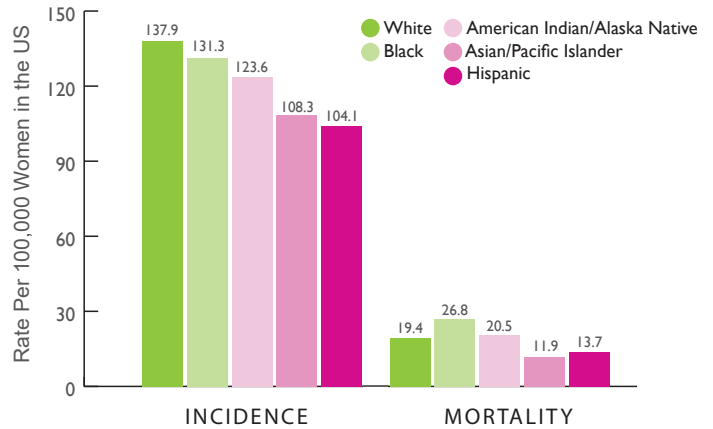
Percentage of women ages 50-74 who had a screening mammogram in the past 2 years

Source: American Cancer Society



### BREAST CANCER INCIDENCE/DIAGNOSIS & MORTALITY/DEATH RATE IN US WOMEN BY RACE & ETHNICITY (2024)

Source: Center for Disease Control and Prevention



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

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

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

## 2024 Board of Directors

Kelly Michael, Chair | Kaiser Permanente NW  
 Dean Stenehjelm, Ed.D, Vice Chair | Washington State School for the Blind, retired  
 Susan Pagel, Secretary | Vancouver Housing Authority  
 Marie Andrus, Treasurer | Workforce Southwest Washington, retired

Lucy Beltran | Oregon Child Development Coalition  
 Janet Holland, LCSW | Jackson Care Connect  
 Joanne Kantor | ComForCare  
 Kelly O'Lague, LCSW | United Way of the Columbia-Willamette  
 Oluchi Onyima | Connect Oregon  
 Reverend Allison Cannady-Smith | Bethel AM Church  
 Toni Storm, M.D. | Compass Oncology  
 Don Stose | Toyota Motor Sales, retired; Mayor, Ridgefield, WA, retired  
 Michael Watkins | Cowlitz Indian Tribe

### Founders:

Allen Gabriel, M.D. | AG Aesthetics  
 Cassie Gabriel, M.D. | Columbia Anesthesia Group  
 Jeanne Firstenburg | First Independent Bank, retired  
 Rob Nielsen | Waste Connections

## 2024 Staff:

Susan Stearns,  
 Chief Executive Officer

Ann Berryman,  
 Chief Strategy Officer

Thalia Williams,  
 Director of Programs

Jenny Jasinski,  
 Program Coordinator

Linda Aronsohn,  
 Major Events Coordinator

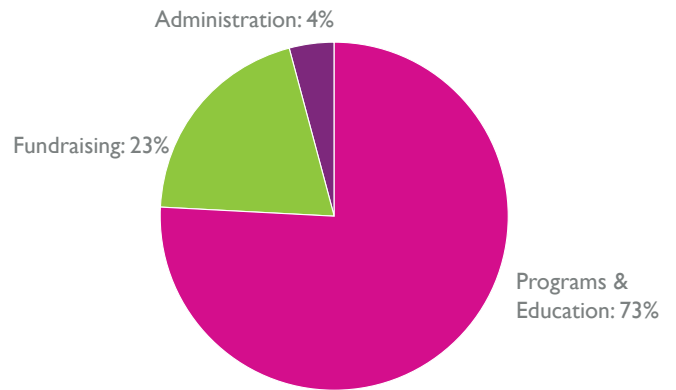
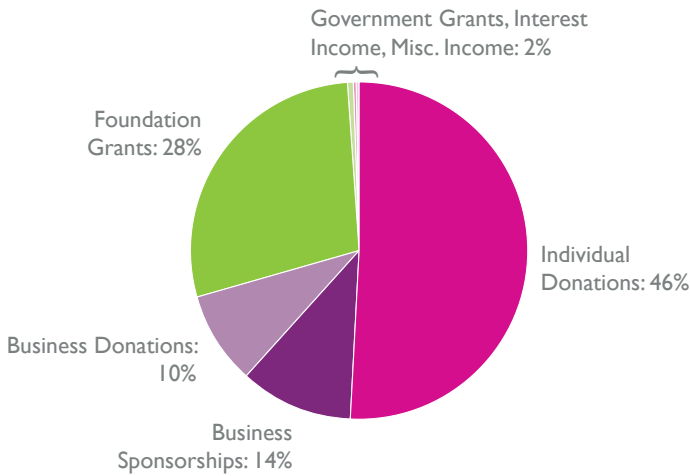
Kris Codron,  
 Operations & Fiscal Manager

Jessica Lightheart,  
 Graphic Design & Social Media



*"I am grateful to Pink Lemonade Project and their Living with MBC programs. Some events are purely educational. Others are all fun and you do not have to talk about breast cancer at all. Or you talk about it in a way that does not make you want to cry! Those are the best."—Amy*

## 2024 Income & Expenses



Total Income	\$1,208,941
Individual Income	\$561,914
Business Sponsorships	\$159,900
Business Donations	\$123,747
Foundation Grants	\$333,750
Government Income	\$18,798
Miscellaneous Income	\$10,832

Total Expenses	\$1,180,379
Programs & Education	\$864,466
Fundraising	\$266,606
Administration	\$49,307

*Financials reviewed by Opsahl Dawson & Co, LLP. We are grateful for their in-kind contribution.*



### METASTATIC BREAST CANCER STATISTICS IN THE US

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

**170,000** ESTIMATED PEOPLE CURRENTLY **LIVING WITH MBC**

**NO MORE THAN 15% OF FUNDS RAISED FOR BREAST CANCER RESEARCH IS FOCUSED ON METASTATIC DISEASE**

Source: METAvivor

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

# Thank You!

In 2024, **1,901 donors** invested in Pink Lemonade Project and made a significant impact on the breast cancer community. Leading supporters are listed below.



Trudi & Roy Anderson  
Mari Bailey  
Jorge Castro & Fallon Castro-Hawk  
Erin & Jimmy Creagan  
Tammy De la Melena, MD  
Regina Dehen  
Mary Frances & Dennis Duggan  
Duggan Family Trust  
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Dina & Geoff Smith  
Magdolna Solti, MD, & Imre Solti, MD  
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Toni Storm, MD  
Maisha & Andy Swanson  
Kathleen & Stanley Trytko