



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





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 10%-15%

OF CASES

ARE DUE TO

FAMILY HISTORY

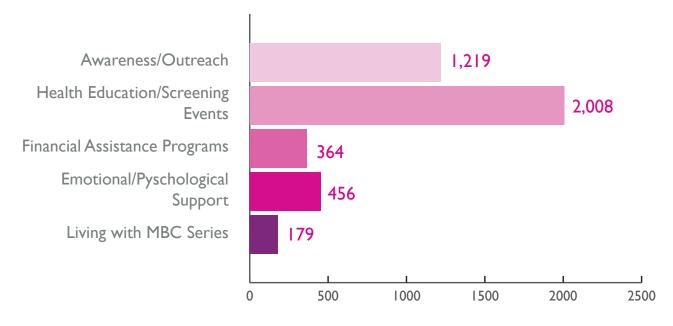


"We love that Pink Lemonade Project is helping to spread awareness about the importance of early detection and the barriers to treatment, especially for women of color. And their financial assistance programs help cover costs of daily living during and after treatment."—Mi & J'apelle



Participants Served by Program/Service/Event

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



Number of people served by program/service/event

"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

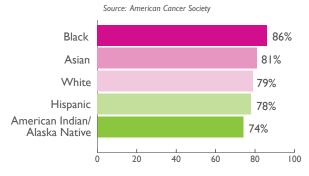
Our board, staff, and volunteers seek to deepen the impact of our work beyond our programs/services. We have taken action to further our work to improve breast health education, access to care, survivorship, and quality of life across our entire 42-county service area with healthcare providers and the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

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



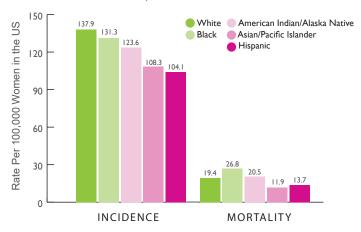
SCREENING RATES IN US WOMEN BY RACE (2023)

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



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

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Susan Pagel, Secretary | Vancouver Housing Authority
Marie Andrus, Treasurer | Workforce Southwest Washington, retired

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Founders:

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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

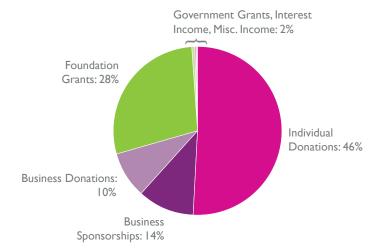
Kris Codron,
Operations & Fiscal Manager

Jessica Lightheart, Graphic Design & Social Media

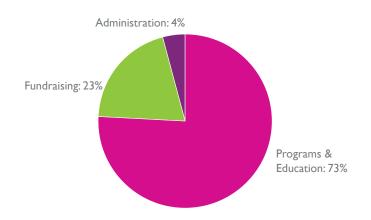


"I am grateful to Pink Lemonade Project and their Living with MBC programs. Some events are purely educational. Others are all fun and you do not have to talk about breast cancer at all. Or you talk about it in a way that does not make you want to cry! Those are the best."—Amy

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.



ABOUT 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 MORETHAN 15% OF FUNDS RAISED FOR BREAST CANCER RESEARCH IS FOCUSED ON METASTATIC DISEASE

Source: METAvivor

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

Thank You!

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











































The Samuel S. Johnson Foundation



















The Honorable Frank L. and Arlene G. Price Foundation













Toyota Dealer Match Program















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