



Impact Report

Financial Period
July 2022 - Dec 2023

Until there's a cure, there's care.

From the Executive Director

In 2022 - 2023, Carolina Breast Friends provided comfort, care, and hope for hundreds of Survivors, Thrivers, and Co-Survivors when they needed it most.

Providing anyone challenged with breast cancer access to a safe haven where resources and support are available often lessens the weight of the illness, and even inspires a desire to persevere through the challenges of the disease. For the past 20 years, Carolina Breast Friends has remained dedicated to realizing its mission of offering services and programs that directly improve the health and well-being of breast cancer patients (or as we call them, Survivors & Thrivers) and their families.

I am immensely proud of the work that our staff, Board of Directors, Advisory Council, Development Committee, volunteers, donors, and community partners have done over the past 18 months to help us increase the impact of support and funding opportunities for our programs and services offered at The Pink House, both in-person and virtually.

"Together, we are building upon the foundation that our Founder, Kristy Adams-Ebel, designed for each person who has been uniquely affected by breast cancer."

We are excited to present to you our 2022-2023 Impact Report. Your contribution offers healing and hope that facilitates an empowering shift through the journey of illness to recovery. Your support provides a place where all Survivors & Thrivers have access to information and fellowship, mentoring, and resources, and where their families receive help in caring for their loved ones.

On behalf of the breast cancer community we serve, I express my sincerest gratitude for your unwavering commitment to helping us expand the impact and reach of Carolina Breast Friends. We look forward to your continued support in 2024.

With gratitude,

Lisa Dale, Executive Director

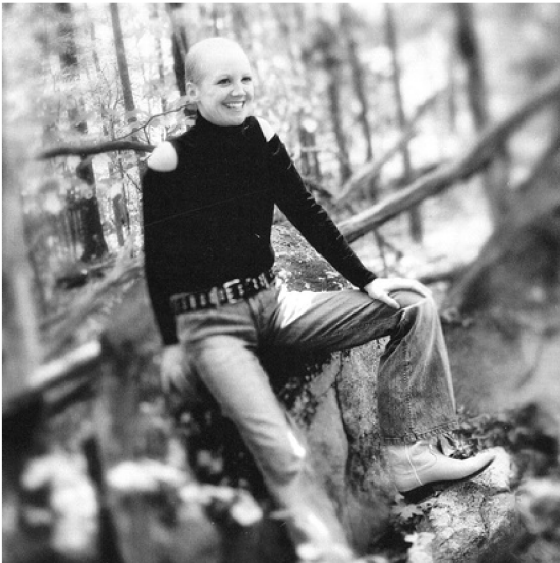


Empowering Charlotte's Breast Cancer Community

Diagnosed with breast cancer at the age of 32, Kristy Adams-Ebel recognized that part of her ability to cope with the struggle she faced depended on communing with fellow Survivors. She understood the importance of being in a positive setting where the focus is on healing and empowerment through knowledge. Until her death in 2006, Kristy's determination, selflessness, and humor remained as strong as ever. She was, and is, an inspiration to everyone at Carolina Breast Friends.

Established in November 2003 by Kristy, Carolina Breast Friends is a non-profit 501(c)(3) organization committed to uniting and helping those diagnosed with breast cancer at any point in their journey.

The **mission** of Carolina Breast Friends is to embrace the breast cancer community in a positive environment. We provide resources and education through fellowship and mentoring during any stage of the journey.



"Thank you for being part of Carolina Breast Friends. Without you, my journey would be lonely. You are each extraordinary & I am a better person because of your friendships."

- Kristy Adams-Ebel, 2006



Mission Moments

429
NEW
SURVIVORS
SERVED



"It was like a huge hug. It was a like a relief. I found family, care, compassion and concern every time I went to The Pink House. Those doors were open, and people were there to help me."

-Vinita, 12-year Survivor

"I am not great at asking for help, so it's been really powerful to know there is this amazing community of women within reach."



-Brittany, 2-year Survivor



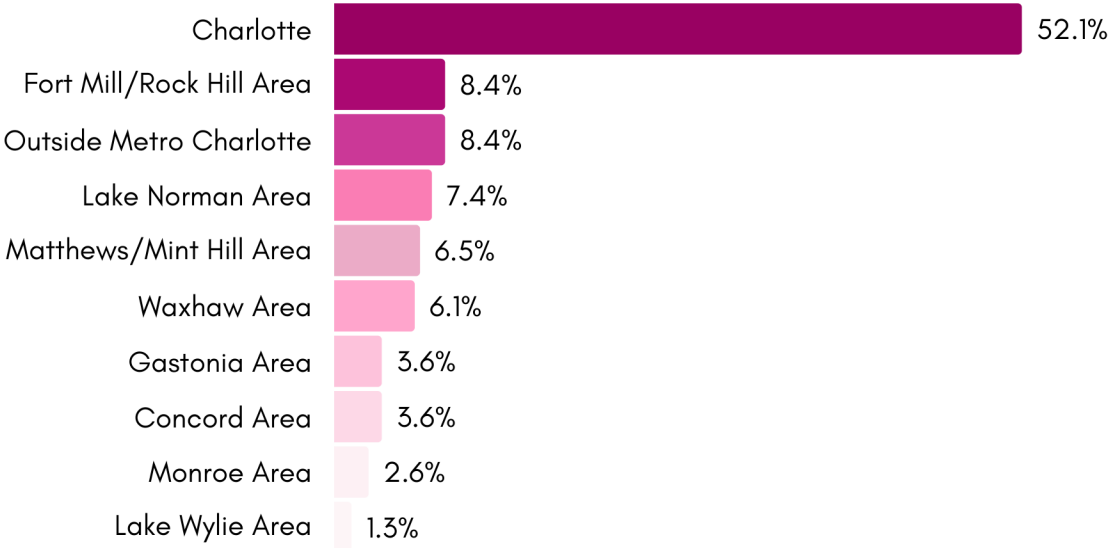
"With a breast cancer diagnosis comes many challenges, but also many blessings, and one of my greatest blessings was a free ticket to The Pink House."

-Adrienne, 6-year Survivor

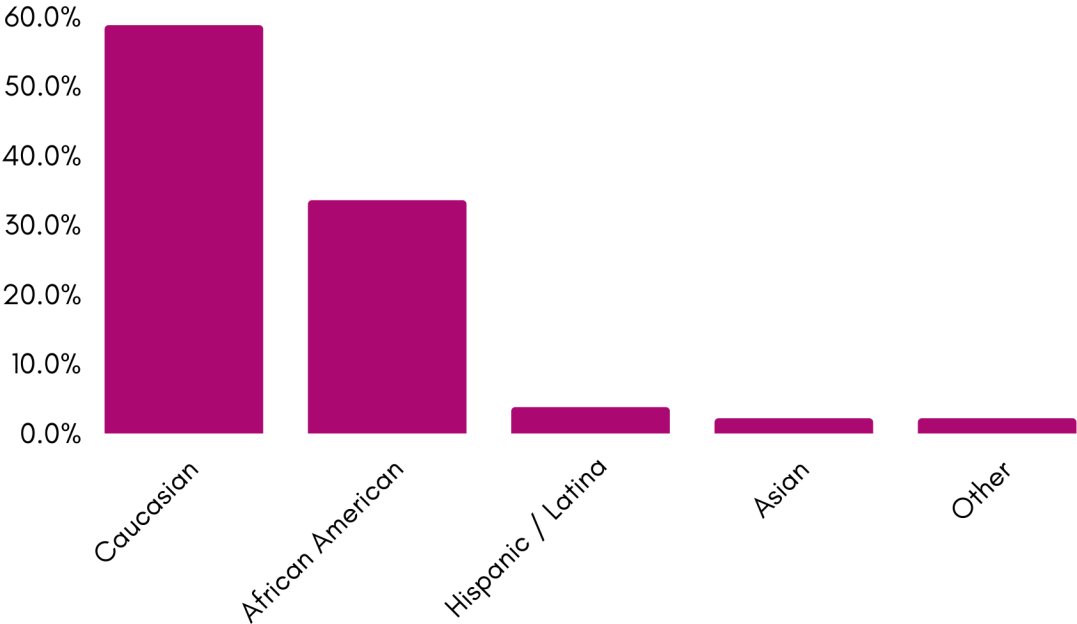


Survivor & Thriver Profiles

New Survivor & Thriver Locations



New Survivor & Thriver Demographics



Programs

"It makes you feel good to have others around you who are going through the same thing and understand." -Erin, 9-year Survivor



Support Connecting Survivors, Thrivers and Co-Survivors to share, grow, and laugh within a safe community of understanding and camaraderie. Group Sessions include social gatherings and empowerment activities.



Education Open forum discussions with leading doctors, medical researchers, educators, and healthcare professionals to help navigate the breast cancer experience.



Wellness Mind-body needs through Group Sessions including exercise, yoga, and mindfulness. Personalized Sessions provide one-on-one services by certified practitioners for healing massage, reiki, and more.



Nutrition Teaching the science of nutrition and healthy eating. Group Sessions include cooking demonstrations and educational classes with certified dietitians.



Self-Image Providing self-care techniques tailored to unique needs. Group Sessions include wig-care tips, skin care, and more.

371

Sessions Provided

An average of 20 sessions each month focus on a specific program topic. Sessions take place in-house or virtually.

38,500+

Session Views

Our YouTube Channel of 100+ recorded sessions include insight and discussions with top local oncologists, surgeons, and licensed practitioners.



One-on-One Mentoring Program

Our One-on-One Mentoring is the centerpiece of our Support Program. We match Survivors & Thrivers with a Mentor who has a similar diagnosis and treatment history and can walk alongside them in their journey.



167
MENTOR
MATCHES

"I've never had anyone that I really could connect with. ...it was so comforting to talk to someone who was familiar with what I'm experiencing." -Louise, 9-year Thriver

Louise feels so grateful for the day she stepped through the doors of The Pink House and met our Operations Manager, Charmaine, who was not only able to listen and relate, but also connected Louise to one of our Mentors, Stephanie.

Louise now calls Stephanie a sister.

"Mentoring helps you not feel alone," Louise explained. "Cancer sucks. ...it's kind of like a double-edged sword. You don't want anyone to go through it, but it's helpful to have someone who understands [firsthand]."

The care, support and attention Stephanie provides as a mentor has inspired Louise's next step at The Pink House. She would like to be a mentor, too.

"My big thing is staying positive, fighting and keeping the faith as you walk through this," Louise said. "The least I can do is try to help people coming up through this process. ...The Pink House has been really helpful, and the community is really beautiful, and I'm glad to be part of that."



Comfort Care Items



631

COMFORT CARE
RECIPIENTS

Providing free wigs, prostheses, and mastectomy bras is a centerpiece of our Self-image Program. Survivors & Thrivers can visit The Pink House Boutique to be fit for items that help restore their sense of self.

During initial visits, Comfort Care bags containing items intended to soothe and calm are provided. These bags are distributed through our partner Nurse Navigators at Novant & Atrium Health, and other local oncology groups.

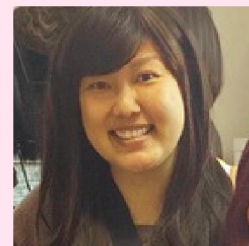
We also give Inspiration Jars containing uplifting words penned by fellow Survivors & Thrivers. In instances where surgery is required, we extend support through Mastectomy Pillows and Drainage Bags.



"Funny how my first fear was about losing my hair, not the actual cancer itself. CBF provided wigs to help me feel confident and empowered each time I stepped out."

Arnel, 1-year Survivor

"I received a bag of supportive items from Carolina Breast Friends through my Nurse Navigator. ...it also contained information on how to find support and connection at CBF. That community has been a vital part of my journey ever since."



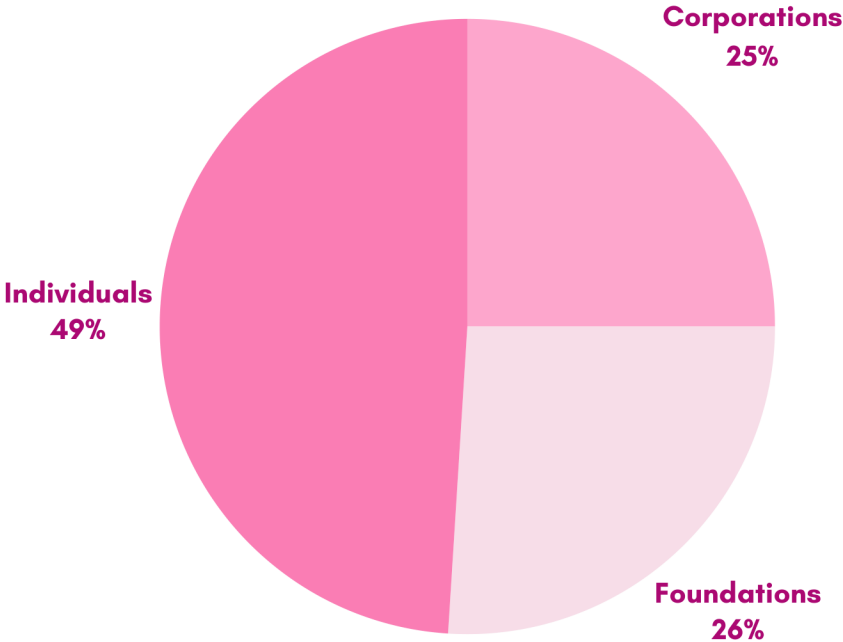
Yunna, 1-year Thriver



Contributions

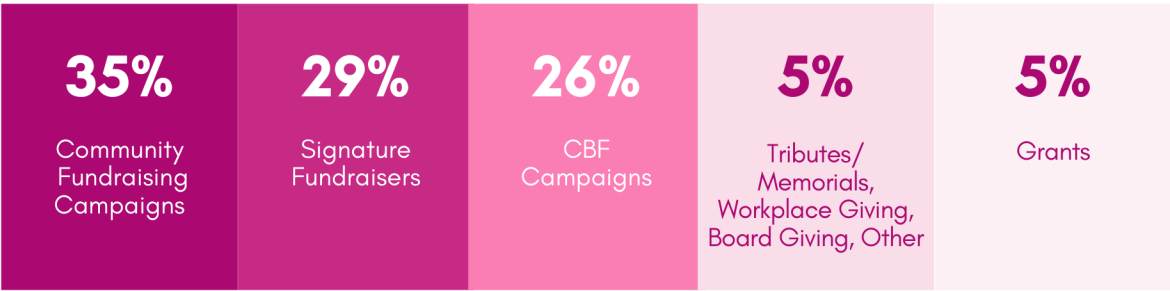
Donor Types

Donations for our organization were given by the following donor types:



Donation Allocations

Donations for our organization were given through the following initiatives:



Peer-to-Peer Fundraiser

In its second year, our Wiggin Out for Carolina Breast Friends campaign made a big impact in May.

In honor of our 20th Anniversary, 20 Big Wigs made a commitment to wear a pink wig around town for 31 days to bring attention to our mission of caring for the breast cancer community.

Each Big Wig had a goal to raise \$5,000 and our campaign ended with over \$130,000 in contributions, a 7% increase over our 2022 Wiggin Out effort. We are proud to say that 100% of these funds are applied to the programs, services and self-image items.



We are beyond grateful to these Big Wigs for Wiggin Out for Carolina Breast Friends. We thank them for their time, energy and dedication to support our mission.



2023 Big Wigs

- | | |
|-----------------|---------------------|
| Alex Elich-Burr | Kristi Straw |
| Amber Myer | Leslie Fisher |
| Ashleigh Hoda | Lisa Fusco-Campbell |
| Caroleen Towery | Liza Jant |
| Chelsea Gough | Maria Howell |
| Chris Dayton | Michelle Kadlacek |
| Christa Csoka | Phylicia Bolt |
| Janean Benton | Richard Sterling |
| Jay Seago | Sleepy Floyd |
| Julie Horanski | Bill & Jo Leahy |



Signature Fundraiser

Held annually, our Signature Fundraiser took on a new name and debuted as a speakeasy evening to celebrate 20 grand years of support for the breast cancer community.

Our guests danced the night away at Carmel Country Club in their 1920s attire and made a roaring impact on our mission.



VISION SPONSOR



Daiichi-Sankyo

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TO OUR
GENEROUS
SPONSORS

BUTTERFLY SPONSORS

Beth Harrelson
Consulting LLC
Human Capital Development & Executive Coaching



M
MANSFIELD FAMILY



DAVID & KATIE PHIPPS



How Can You Support?

CORPORATE SPONSOR

Support a special event such as our Signature Fundraiser, fundraising campaigns, or a specific program area.

Funding from our community and corporate partners help us continue to support the breast cancer community in and around Charlotte.

COMMUNITY FUNDRAISING CAMPAIGNS

Community Fundraisers held on our behalf support CBF's Survivor & Thriver services, outreach projects and operations at The Pink House.

Fundraising initiatives such as a golf tournament, shopping for a cause, or even a bake sale makes a significant impact on our organization.

VOLUNTEER

We have a wide range of volunteer opportunities that include corporate groups, one-time events, or ongoing projects. We can match you with a volunteer job that will fit your interests and available time.

We welcome everyone in our community to utilize their unique skillsets.



Carolina Breast Friends, Inc. is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code.

Contributions to CBF are tax-deductible to the extent permitted by law.



Acknowledgements

THE LEGENDS: \$10,000 & UP

Bosom Buddies Benefit Organization
Christopher Leoni
Daiichi Sankyo
Dancing with the Stars of Charlotte Inc.
George W. and Ruth R. Baxter Fdn.
Hendrick Volkswagen of Concord
JE Dunn Construction
Mansfield Family Fund
Pam P. Phipps
Roger & Mary Shuster
The Rosendin Foundation
The Cobb Foundation, Inc.
The Stubblefield Foundation

THE VISIONARIES: \$5,000-\$9,999

24 Foundation
The Artisan's Palate
Christopher Smith
Cindy Teddy
Cinga Health and Life Insurance Company
David & Katie Phipps
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F & B Social, LLC
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Joanne Leahy
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Midrex Technologies
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Rich and Bennett, LLC
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Stephen McLaughlin
Unity Charlotte International
Van & Mary Bryan Smith
William Smith

THE BUILDERS: \$1,000-\$4,999

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Amazon
Amber Johnson
Amy Kerr
Andres & Ellen Kobus
Angela Burch
Annie Cooney
Ashley Morgan
Avant Wellness
Bill Simpson Foundation
Bob Percival Jr.
Brandy Collins
Brent Cline
Brian Cishek
Briana Meyer

THE BUILDERS: \$1,000-\$4,999 (CONT.)

Burn Boot Camp Matthews
Caroleen Towerly
Charlene A. Long
Charlotte Independence
Charlotte Martial Arts Academy
Chase DeMarco Racing
Chrishon & Claire McManus
Cindy Teddy
The Closet Niche
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Cozy Boutique
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Kaulig Racing, Inc
Kim Sleeper
Labcorp
Ladies Philoptochos Society of St Nektarios
The Lindsay Family Charitable Fund
Lisa Jerzak

THE BUILDERS: \$1,000-\$4,999 (CONT.)

LPL Financial Foundation
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Myers Park Country Club
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Oncology Specialists of Charlotte, PA
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Pheasant Hill Designs
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Todd DeGarmo
Tom Peruc
Toska European Spa LLC
Tress Shaw
UNC Charlotte Police & Public Safety
U.S. Accenture LLP
Veronica Beard
Waxhaw Women's Club
Wendy Simpson
Whole Foods Market

THE FRIENDS: \$500-\$999

Thank you to the 115 donors who comprise this list in support of the breast cancer community.



Leadership

The Pink House Team



Lisa Dale
Executive Director



Michelle Weber
Director of Development



Chrissy Kincheloe
Managing Director,
Marketing & Communications



Ashly Dollar
Director of Programming
& Volunteers



Charmaine Tyson
Operations Manager



Pam Young
Marketing Support

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Terrie Reeves
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Martin Michaelson
Vice Chair



Joanne Leahy
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Cindy Teddy
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Chrishon McManus
At Large



Huong Yi
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Sara Bremer
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