

CAROLINA BREAST FRIENDS

Impact Report

FISCAL YEAR

JULY 2021- JUNE 2022



Spring Garden Party 2022 | The Pink House

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

FROM THE EXECUTIVE DIRECTOR

Celebrating life. Inspiring hope. Creating a path for healing.

Every breast cancer Survivor & Thriver has a story filled with fear, hope, and courage. While they have many things in common, no two journeys are the same. Many will tell you, hearing someone else's story can often ease the burden of this disease, and even inspire the passion to keep fighting. At Carolina Breast Friends, The Pink House provides a hopeful transition through treatment and cure. Upon the first steps through the front door, Survivors & Thrivers feel the warmth and embrace that only a home can provide.

As we reflect on the many lives that have been affected by breast cancer this past year, let us remember that there are some things cancer cannot do: it cannot cripple love, it cannot shatter hope, it cannot corrode faith, it cannot destroy peace, it cannot suppress memories, it cannot silence courage, and it cannot invade the soul.

Every life touched by your financial contribution or your volunteer time is a story of hope and healing. Your support makes all this possible and enables us to provide free programs and services for individuals living

with and beyond breast cancer. Together, these stories are a tapestry of lives interconnected. The story of breast cancer Survivors & Thrivers is a story of their families. The story of every Carolina Breast Friends mentor, donor, funding partner, and volunteer, is the story of a Survivor or Thriver. At The Pink House, these stories come together to create a new path of healing, hope, and connection.

We are thrilled to share our 2021-2022 Impact Report with you. The stories that are shared on the following pages will give you insight on how your gift of time and financial support impacts the breast cancer community that we serve. Every donation empowers those who have been uniquely affected by breast cancer...your loved one, your friend, or perhaps even you.

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

*With Gratitude,
Lisa Dale*



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.



Exude
Care



Ensure
Diversity



Exemplify
Excellence



Build
Respect



Model
Integrity

MISSION MOMENTS



"My story shows how Carolina Breast Friends serves our community and thoughtfully carries out their mission of spreading hope and caring for those of us impacted by breast cancer."

- Shanice
Young Survivor



"Carolina Breast Friends was so incredibly warm and accommodating with seeing both my daughter and myself so quickly...we left [The Pink House] armed with a new layer added to our support system!"

- M-K & Ashley
Young Survivor & Survivor



"I am encouraged by how CBF goes above and beyond to help make this journey as easy as possible. Being in the company of others that can relate, is very beneficial."

- Rhonda
Thriver



"When I called, I was put at ease immediately. Then, when I came to my appointment, it was like coming to see a close friend. My feelings went from gloom and doom to feeling very grateful."

- Rosa
Survivor



"Witnessing the expansion of CBF's support model to now include Co-Survivors is an inspiring example of how they plan to help even more people on the cancer journey."

- Martin
Co-Survivor



"I get to socialize, learn, and have fun with those who can relate, validate, and offer reassurance. I am in a much better place physically, emotionally and mentally because of Carolina Breast Friends."

- Cara
Survivor

OUR PROGRAMS

200+

SESSIONS
PROVIDED

WITH

6,000+

IN-PERSON & VIRTUAL
INTERACTIONS



"To hear others share their breast cancer journey and number of years as a Survivor gave me hope. I knew I had to sign up to be a Mentor."

- Dena



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, empowerment activities, and more.

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.



Education Connecting Survivors & Thrivers with leading doctors, medical researchers, educators, and healthcare professionals that help with navigating the breast cancer experience.



Wellness Addressing the mind-body needs of breast cancer Survivors & Thrivers. Group sessions include exercise, yoga, and mindfulness. Personalized Sessions, provide one-on-one services by certified practitioners of oncology massage, fascial stretching, myofascial release therapy and more.



Nutrition Teaching Survivors & Thrivers the science of nutrition and healthy eating. Group Sessions include cooking classes, and we're proud to offer access to Novant Health's Healing Kitchens online course.



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

Providing **free wigs, prostheses, and mastectomy bras** is a centerpiece of our Self-image Program. Survivors & Thrivers can visit the Pink House to get these items that help restore their sense of self.

OUR IMPACT

“As soon as I walked through the doors at CBF, I was met with kindness, hope and love. All the encouraging words and time spent with the staff gave me motivation and made me feel empowered. I love this place.”

- Glendolyn



168

MENTEES MATCHED

172

NEW SURVIVORS



1,100+

COMFORT ITEMS

BAGS, PILLOWS, INSPIRATION JARS, BRAS,
PROSTHESES, WIGS, DRAINAGE BAGS

CONTRIBUTIONS

Foundations

8%

Corporations

19%

Individuals

73%



68 %

SPECIAL EVENTS



11 %

**THIRD PARTY
FUNDRAISERS**



6 %

GRANTS



14 %

**TRIBUTES,
WORKPLACE GIVING
& OTHER
CONTRIBUTIONS**

ANNUAL DONOR FUNDRAISERS

A special thank you to our donors who provide continued support through significant annual fundraisers:



**Hendrick Volkswagen
of Concord**
Portion of October Sales



**Independence
Harley-Davidson**
Breast Cancer Awareness Ride



**The Artisan's
Palate**
Charity Drag Brunch

CONTRIBUTIONS

WIGGIN OUT FOR CAROLINA BREAST FRIENDS

In its inaugural year, our Wiggin Out for Carolina Breast Friends campaign made a significant impact.

Eight "Big Wigs" made a commitment to wear a pink wig around town during the month of June to bring attention to our mission of caring for the breast cancer community.

Each Big Wig had a goal to raise \$5,000 for a total campaign goal of \$40,000 in 30 days...and they CRUSHED it!

Cumulatively, they more than doubled the original goal for a final total of over \$91,000.

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.



2022 Big Wigs

(pictured from left to right)

Angela Parker
Melissa Herriott
Ashley Gray
Lauren Tran
Terrie Reeves
Ruby Durham
Nancy Kwon
Ram Chandra

FUNDRAISING EVENTS

PINK BOOTS ON THE LAWN

October 2021
Mint Museum Lawn

Held annually, Pink Boots is our signature fundraising event that pays homage to our founder, Kristy Adams-Ebel, who wore pink boots to treatment to kick cancer's butt!



DANCING WITH THE STARS OF CHARLOTTE

November 2021
Knight Theater



DWTS Event Partners

Claire Talley	Kelly Jasaitis
Felipe Edmiston	Pamela Young
Alexxa Forte	Valerie Morini

2022 Stars

Audrey Hood
Bill Sturges
Charles Medlin
Evgeniya Ezhova
Ione Rucker Jamison
Josh Surowitz
Kathryn Shannonhouse Huffman
Lisa Nanovic
Matt Cabana
Matt Choiniere
Meredith Mullins
Nesha Pai
Valerie Goldsmith

Mirror Ball Trophy Winners



Judge's Choice
Ione Rucker Jamison



Crowd Pleaser
Audrey Hood



Top Fundraiser
**Kathryn
Shannonhouse Huffman**

DONOR SPOTLIGHTS

SURVIVOR SERVING SURVIVORS ANNIE

As a breast cancer Survivor and a hairstylist, Annie felt inspired to merge both aspects of her life and create The Pink Hair Studio. Beyond doing beautiful color and haircuts, she believes her purpose is to comfortably and confidently help women with cancer through the hair loss and regrowth process.

For every haircut service, Annie donates \$5 to Carolina Breast Friends.

"It fills my heart to connect with so many inspiring women and give back to an organization close to my heart," says Annie.

Annie found CBF after relocating to Charlotte last June upon finishing her treatments. Nervous about finding a new medical team and support system, Annie happened upon CBF through a Google search. She says, "When I read and saw what CBF does for women with breast cancer, I knew I wanted to jump in and help give back."

At 37-years-old, breast cancer was a journey Annie never imagined she'd be on. Having lived it, she felt very strongly about helping others. "Carolina Breast Friends has given me the opportunity to do so," she says.



JE DUNN

In honor of Breast Cancer Awareness month, JE Dunn partnered with Carolina Breast Friends to raise money in support of the breast cancer community.

Through t-shirt sales, employee giving, and company matching, JE Dunn collected almost \$16,000 to donate back to Carolina Breast Friends. Their contributions aren't solely in the form of monetary donations though. Our friends at JE Dunn stay closely involved with the maintenance and repairs on The Pink House when it's needed, including the most recent installation of the Celebration Bricks In our Healing Garden.

We are grateful for this continued support that helps BUILD a variety of new programs and support services.



VOLUNTEER SPOTLIGHTS

CAROLINE



Caroline's mom was diagnosed with breast cancer in November 2020 and was referred to Carolina Breast Friends by her surgeon. Caroline watched as her mom turned to CBF during a difficult time specifically how she benefited from connecting with other Survivors. "I was inspired to find ways I could help contribute to this organization."

Caroline knew she could make an impact on Survivors, but she wasn't sure how. Upon some brainstorming, she decided to put her talents in the kitchen to good use.

So, Caroline decided to sell chocolate covered strawberries, Oreos, pretzels, and candies. The profits from her sales went to purchase items needed for comfort bags. "To date, I have completed 25 bags and am close to completing 25 more."

In addition to the comfort bags, Caroline has provided chocolate treats as favors for several CBF Survivor events including Mother's Day, Thankful Feast, and the Ugly Sweater Holiday Party.

SURVIVOR SERVING SURVIVORS

STUART

Stuart was diagnosed with breast cancer in 2002. He's a part of the 1% of men who are diagnosed with breast cancer. As a breast cancer Survivor, he wanted to help support others on their breast cancer journey. That's where his business, stuART designs, comes in.

"I have been designing and making jewelry for the last nine years," says Stuart, who is pleased to add, "For the last eight years I have been teaching the jewelry class at CBF on a monthly basis."

Not only does Stuart give back by volunteering his time and talent to Survivors for our jewelry-making sessions, he also gives back by donating 100% of stuART designs' jewelry sales back to CBF.



HOW CAN YOU SUPPORT?



FUNDING PARTNER

Support a special event such as Pink Boots, or a new fundraising initiative.

We are eager for the community and corporate donors to help us spread our mission and programs to the breast cancer community in and around Charlotte.

DONATE OR FUNDRAISE

CBF accepts donations all year round. We encourage you to check with your employer regarding matching donations.

Fundraisers support CBF's Survivor & Thriver services, outreach projects and operations at The Pink House.

VOLUNTEER

We have a wide range of volunteer opportunities, from one-time events to 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 give back as a volunteer.

Includes one
inscribed brick in
our Celebration of
Life Healing Garden

\$250

Provides 1 Survivor with Personalized Sessions

Personalized sessions are one-on-one therapeutic sessions delivered by experienced practitioners with specialized training in their fields.

\$150

Provides 1 Survivor with Support Programs

Our programs are tailored to the needs of the breast cancer community. We provide over 20 sessions per month, including in-person, virtual, and on-demand videos on YouTube.

\$100

Provides a Wig or a Bra & Prosthesis

We offer self-image items at The Pink House. When a Survivor is ready, we have an assortment of head scarves, wigs, mastectomy bras and prosthesis for selection.

\$50

Provides a Comfort Bag

A Comfort Bag includes essentials for someone going through breast cancer chemotherapy. We also provide a post-surgery pillow and an Inspiration Jar filled with quotes from our mentors.

ACKNOWLEDGEMENTS

Through the generous support of so many in our community - the Pink House mission is made possible. We offer our sincere thanks and heartfelt gratitude to all who help, support, encourage, and empower those in our community who are affected by breast cancer.

Program Volunteers

Acupuncture | David Bonilla
Breast Cancer Rehab | Liz Lincoln
Breast Tissue Education, Care & Lymphatics | Renuka Hari
Card Making | Mary Hollins
Doctor in the House | Dr. Robert DuFour; Dr. Dipika Misra; Dr. Catherine Moore
DigniCap | Sherie Bradshaw, Cindy Mattone
Fascial Stretch Therapy | Brittany Hills
HER2 | Eric Cohen
Healing Touch | Rita Horton
Hologic Breast Cancer Index | Ryan Dunley
Jewelry Making | Stuart Cojac
La Casa Rosada | Magbis Love, Lorna Espinal
Laughter Yoga | Lynn West
Lymphedema Risk Reduction | Liz Lincoln
Macrame Heart Craft | Jackie Stair
Metsters | Dar Finkelstein, Maren Coffman
Mona Lisa Touch Therapy | Leslie Klein
Music Therapy | Yu-Ling Chen
Myofascial Release Therapy | Peggy Scannell
Nothing Pink | Carrie Williams, Kelly Kashmer
Oncology Massage | Melanie Lanese
Pelvic Floor Physical Therapy | Amber Chewning
Pink House Kitchen | Laura Coleman
Pink House Quilt | Margaret McLoy
Proper Nutrition & Exercise | Pat Fogarty, Amee Livingston, Krystle Zuniga
Strength Training with Confidence at Home | Laura Coleman
Support Group Facilitator | Tammy Weitzman
Survivor Stories | Tracey Perez
Transformative Writing | Irania Macias Reymann
Yoga for Recovery | April Davis
Zumba | Phylicia Bolt

Community Volunteers

Babe & Butcher	Krispy Kreme
Harriet's Hamburgers	LPL Financial
Jolie Boutique Salon	Queens University
Kendra Scott	Tiff's Treats



Volunteer Instructor Spotlight: Melanie

"I am honored to serve as an Oncology Massage Therapist monthly at The Pink House. Sessions are safe, effective, and tailored to meet the unique needs of each Survivor. Offering my services at no cost is important to me because while I believe that everybody needs bodywork, breast cancer Survivors benefit a great deal more. Not only is there the usual muscular relief, but there are subtle advantages, such as anxiety reduction and improved body image."

IMPACT PARTNERS

THE LEGENDS: \$10K & UP

Brian Boone
Don & Susan Sherrill
George W. and Ruth R. Baxter Foundation
Hendrick Volkswagen of Concord
JE Dunn Construction
Pam P. Phipps
Susan Hall Harrison
The Cobb Foundation, Inc.
The Leon Levine Foundation
Triad Foundation
Truist

THE VISIONARIES: \$5K & UP

Ally Bank
Caroline Lund
Carolyn Moore
Claire Cotty
Debi Whitmire
Denise Chrisman
Liz Shea Designs
Maria Mascia
Mary Shannonhouse Whisnant
Michael & Magdalena Hague
Patrick Vaughn
Proper Flower
Roger & Mary Shuster
Samuel May
Sara McMillan
Sue Crowell
The Stubblefield Foundation
Thomas Hewitt
Valerie Goldsmith

THE BUILDERS: \$1K & UP

24 Foundation
Adam Gray
Alexis Warren
Allied Caster & Equipment Co.
Alvaro De Molina
Amy Blumenthal
Amy Donohue
Amy Kerr
Angela Clark
Angela Davis
Anna Stavreska
Anne Neikirk
Ashleigh Fuller
August Roth
Barbara Laughlin
Beth Harrelson
Bill Sturges
Billy Jack's Shack
Brandon Lawn
C2X Wrestling Academy
Carver Buchanan
Cassi Smith
Catherine Campbell
Chandalae Lanouette

THE BUILDERS: \$1K & UP (CONT.)

Charlotte Catholic High School
Charlotte Martial Arts Academy
Charlotte Radiology
Charter Properties Inc.
Chelsea Mynhardt
Christy Long
Cindy Varner
Clair Campbell
Claire Samuels
Claude & Sandy Hamilton
Covert Estate
Dallas Burnette
Dan Thomas
David & Katie Phipps
David & Lynn Erdman
Deb and Howie Mell
Debbie Hodde
Debora Weinstein
Dee Schwab
Denise Simonelli
Diane Sullivan
Dirk Johnston
Donna Gardner
Dr. Josh Surowitz
Dr. Nick & Keri Clavin
Edmund Washington
Elizabeth Yurchak
Emily Vaughn
Eric Guzik
Eric Yoss
Esther Farnham
Evan Wilkoff
Fayard Winemaking, LLC
Ford & Ruby Cooper
Gary & Victoria Frenette
Gracy Wooster
Graham Shannonhouse
Greg & Karen Smith
GynomiteMD
In The Wind Bar
Independence Harley-Davidson
Ione Rucker Jamison
Jackie Stair
James Mullins
James Yuhas
Jane Conlin
Jane McColl
Jeff Tuckel
Jeffrey Witherspoon
Jennifer Doyle
Jennifer Haslip
Jessica Murphy
Joanne Choiniere
Joe Seuk
Johanna Kalons
John & Chrissy Kincheloe
John Flint McNaughton
Jonathan Kulbersh
Joycelyn Yoder

THE BUILDERS: \$1K & UP (CONT.)

Julie Levine
Justin & Tom Lane-Brady
Kate Colston
Kathryn Barnhardt
Kathryn Shannonhouse Huffman
Katie Melzer
Kelly Davis
Kendall Phills
Laetitia Dowd
Laura Hughes
Laura Mullins
Lee Mynhardt
Leigh Goodwyn
Lesley Compton
Lindsey Lonnen
Lori Hefner
LPL Financial Foundation
Lynette Glenn
Lynsey Synek
Mackenzie Alpert
Madison Maxwell
Mark Memolo
Martin & Jill Michaelson
Mary Margaret Beaver
Matt Vanderberg
Meredith Thompson
Mia Troy
Michael DiFiore
Michele & Eric Dudley
Michelle Wilson
Modern Nails Boutique Salon
Modish Nail Spa & Salon
Morgan Biarsky
Nancy Kwon
Natera
Nesha Pai
Norelli Law
Patricia Rucker
Paul Kohlhepp
Piedmont Social House
Pineville Morrow Volunteer Fire Department
Randolph Stephenson
Rene Hellams
Ricardo Maulini
Rich and Bennett, LLC
Robert Bacha
Robert Benton
Robert Deans
Robin Branstrom
Ron Surowitz
Ronnie Fairclough
Rosanne Reneo
Rosie Rogers
Ross & Kate Handy
Sara Bremer
Sarah Highfill
Scott & Courtney Purviance
Scott & Katie Tyler
Sema Kirdar

THE BUILDERS: \$1K & UP (CONT.)

Sharonview Federal Credit Union
Sherie Bradshaw
Sherri McGee
Shumaker Loop & Kendrick, LLP
South 48 Hospitality, LLC
Stacey Roberts
Steve Hitzemann
Sunita Przybylo
TAP Care, LLC
Terrie Reeves
The Artisan's Palate
Tim & Joyce Gilland
Tim Limback
Timothy Steward
Todd DeGarmo
Tom Pierce
Troy Meeks
UNC Charlotte Police & Public Safety
Van & Mary Bryan Smith
Victor Mullins
Walter Dolhare
Warren Kean
William Black
William McDonogh
William Wallace

THE FRIENDS: \$500 & UP

Thank you to the 125+ 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



Carrie Williams
Director of Programming
& Volunteers



Charmaine Tyson
Operations Manager



Pam Young
Marketing Support

LEADERSHIP

Board of Directors



Beth Harrelson
Board Chair



Terrie Reeves
Board Vice Chair



Katie Tyler
Treasurer



Kate Handy
Secretary



Pamela Phipps
Board Emerita



Sara Bremer
At Large



Keri Clavin
At Large



Chrishon McManus
At Large



Martin Michaelson
At Large



Mary Bryan Smith
At Large

Advisory Council

Debbie Hodde, Co-Chair
Shelby Jenkins, Co-Chair
Keith Alyea
Michele Arias
Emma Best
Bonnie Benedum
Gracie Coleman
Chris Ebel
Eleanor Erhart
Magdalena Hague
Sandy Hamilton
Dr. Lejla Hadzikadic
Kelly Helms
Kathy McDonough
Carol Ann McLamb
Janice Moore
Nancy Norelli
Moira Quinn
Daniel Shama
Claire Talley
Dr. Peter Turk
Dr. Richard White



THE PINK HOUSE
1607 E Morehead Street
Charlotte, NC 28207
carolinabreastfriend.org



@cbreastfriends