



2018 Annual Report

Celebrating 30 Years!

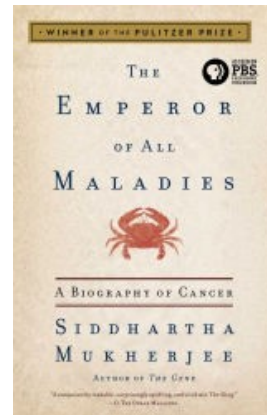
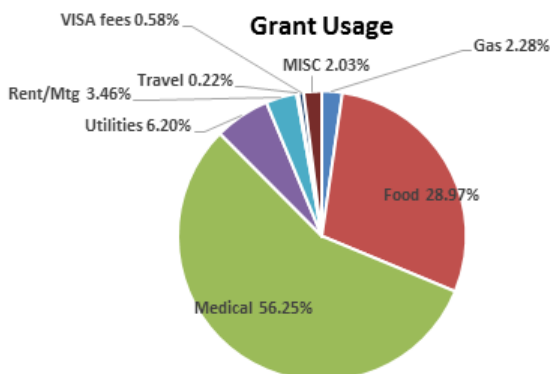
October 2018 marked the 30th Anniversary of the Beyond Pink TEAM. It was started as a community collaboration of area agencies under the name The Cedar Valley Committee for Breast Cancer Awareness. Their goals were to increase mammography screening, facilitate a breast cancer support group, and provide affordable mammograms for uninsured women each spring.

This local nonprofit morphed into much more over the next 30 years. One change was a new name in 2006. We chose the Beyond Pink TEAM to reflect going beyond pink ribbons and trinkets to **T**ake action, **E**ducate, **A**dvocate and **M**ake a difference. And what a difference we have made.

Take Action

Beyond Pink TEAM (BPT) took action throughout the year, filling gaps in service for individuals with breast cancer, throughout our community. We turned donations into financial assistance, support groups, a free newsletter, education, prevention, and political action. More than ever, we need to fight for comprehensive, quality healthcare for all. Since BPT is an all-volunteer organization, with no office or paid staff, all donations are used to further our mission.

We are saddened by the ever-increasing number of woman and men needing financial assistance. During breast cancer treatment, the Beyond Pink Fund eased the burden for 81 individuals in Black Hawk and 10 surrounding counties with \$66,568.67 towards medical bills and/or essential living expenses. Even people with insurance get overwhelmed with the deductibles and co-pays that continue throughout their treatment. Your donations stay local.



Siddhartha Mukherjee's book, "The Emperor of All Maladies: A Biography of Cancer" was the focus of the Ignite the Cancer Conversation book club discussions.

Educate

Since 1996, the Beyond Pink TEAM has provided the community with a FREE quarterly educational newsletter. We print and distribute 675 newsletters to individuals, breast centers, surgeon offices, cancer treatment centers, mammography offices, and prosthetics providers in six counties. The newsletter is also available on our website along with previous issues. This enables us to cut printing and mailing costs.

In 2018 the BPT participated in wellness fairs at Hawkeye Community College, University of Northern Iowa, the W in Waverly, and Black Hawk County YWCA. By using an interactive activity, individuals learn more about breast cancer statistics and our organization.

Our 3rd *Ignite the Cancer Conversation* event was a book club. The 2018 Ignite the Cancer Conversation: Book Club Edition was an online and in-person discussion of the Pulitzer Prize winning book: "**The Emperor of All Maladies: A Biography of Cancer**" by Siddhartha Mukherjee. Participants met at the Cedar Falls Public Library and online four times to discuss a big-picture view of cancer causes, early detection tools, treatments and preventive measures. Having the broad context of Mukherjee's history, which looked at many forms of cancer and centuries of medical research, gave participants an appreciation for new developments and the importance of the role of advocacy. As one participant stated, "I learned as much about the advocacy steps necessary to connect new research to patients as about the life story of cancer."



Beyond Pink TEAM members Jacque Bakker, Lori Seawel, Kristin Teig-Torres, Beth Drelich, and Christine Carpenter meeting with Senator Joni Ernst's staff asking Senator Ernst to please support the Department of Defense Breast Cancer Research Program.

Advocacy

Cancer prevention and eventual eradication of breast cancer is part of our mission. The Beyond Pink TEAM has been an organizational member of the Washington DC based National Breast Cancer Coalition (NBCC) since 2005 and is in a third three-year term on their board. We are fortunate to have a group of dedicated advocates who keep our Iowa Senators and Representatives focused on the goal of ending this disease.



Beth Drelich was the 2018 recipient of the Susan Witwer Memorial Scholarship as a first time attendee of the National Breast Cancer Coalition Leadership Summit in Washington, D. C. After three days of educational sessions, she was able to speak to our Senators and Representatives in Washington with knowledge and conviction on the importance of ending breast cancer.

Make a difference

Touch of Courage, a breast cancer support group, has been meeting the first Monday of each month since 1988. The group's *Hearts of Hope* project is in its third year. In 2018, they made 70 pillows to use under the arm adjacent to the surgical site and supply them to all local breast centers.



Our other support group, **Young Cancer Survivors**, is a meet, mingle and learn event held four times a year for all women with any type of cancer. They keep in touch with one another between meetings with our private Facebook group.

Where Funds Come From

In order to provide the amount of financial assistance needed, the Beyond Pink Fund was established in 2006. The BPT is a 501(c)3 tax exempt charitable organization, which depends on donations, both large and small, from our community and beyond. We receive no government funding.

Besides personal donations, the BPT received donations from events sponsored by individuals, groups, businesses and other organizations. From school-age children doing lemonade stands to the Pink Ribbon Run, the BPT has benefited.

Our Beyond Pink TEAM members donated 1,750 hours of their time and talents in 2018 to make a difference in our community. Over 60 BPT volunteers participated in 14 events this year. All are volunteers. BPT has no paid staff.

The 12th annual Pink Ribbon Run was another record-breaking year passing the 1,000 mark! There were 1003 registered participants who, along with sponsors, raised \$57,567.00. One hundred twenty-seven survivors with a total of 980 years of survivorship participated. Our sponsors alone raised \$28,000 in sponsorships. Most important is the 50 volunteers who contributed over 200 hours of their time and talent.

