Dear Friends,

Fiscal year 2022 was a banner year for Pink Fund. We reached new milestones, delivering more than $1 million in financial support to breast cancer patients and their families. I signed 2,368 checks making payments to patients’ creditors for housing, transportation, utilities, and insurance, providing REAL HELP FOR THE OTHER PART OF THE FIGHT™.

I am delighted with our new branding, and outstanding video, which clearly lays out the impossible choices some patients face. Please take 90 seconds to check it out on the home page of our website. You will not be disappointed.

This year we are experiencing a 40% increase in requests for support. This may be due to delayed screenings, and the fact that I have traveled to various conferences meeting patient and nurse navigators who were unaware of our financial bridge program. We need your help to ensure that no one going through treatment has to make impossible choices between their life or their life savings.

Since I founded Pink Fund 17 years ago, there have been times when I sense significant growth is on the horizon. This year is one of them. Pink Fund is growing rapidly, and our mission continues to touch the lives of patients, donors, friends, and families. I truly look forward to seeing where the next few years takes our organization. To those who make our work possible, I am deeply grateful.

Thank you for your past and ongoing support of Pink Fund.

Sincerely,

Molly MacDonald
Founder, CEO Pink Fund

Mission
Pink Fund alleviates the financial burdens of breast cancer patients in active treatment by providing a bridge between hardship and recovery via direct, non-medical financial assistance, patient advocacy, and education. Our financial bridge programs meet patients’ critical expenses for housing, transportation, utilities, and insurance, improving treatment adherence and survivorship outcomes.

About Pink Fund
Molly MacDonald founded Pink Fund after her own experience with breast cancer. Within months of her diagnosis, her home went into foreclosure, and she found herself standing in line at a food bank to feed her family. While countless breast cancer charities direct money toward psycho-social support and research to cure the disease, Molly understood the financial fight patients faced. Unable to get help, she sought to give help and established Pink Fund in 2006. To date, the organization has made more than $6 million in bill payments on behalf of breast cancer patients in active treatment.

Pink Fund is recognized as an innovator in patient-centric care for its work to help rebuild financial health.
$1,004,390.27
distributed

**2022 FINANCIALS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Income</td>
<td>$1,420,658.58</td>
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<tr>
<td>Expenses by Class:</td>
<td></td>
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</tr>
<tr>
<td>Program Services</td>
<td>$1,456,171.51</td>
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<tr>
<td>Management &amp; General</td>
<td>$81,208.43</td>
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<tr>
<td>Fundraising</td>
<td>$368,502.90</td>
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<tr>
<td>Total Expenses</td>
<td>$1,905,882.84</td>
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<tr>
<td>Profit/(Loss)</td>
<td>($485,224.26)</td>
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<tr>
<td>Net Assets as of 6/30/21</td>
<td>$1,679,280.04</td>
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<tr>
<td>Plus: Net Loss</td>
<td>($485,224.26)</td>
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<tr>
<td>Net Assets as of 6/30/22</td>
<td>$1,194,055.78</td>
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</tbody>
</table>

**Payments by Category**

- Housing: $637,195 (63%)
- Transportation: $184,446 (18%)
- Utilities: $148,035 (15%)
- Health Insurance: $34,715 (4%)
- Not Specified: 41%
- Other: 1%

**Ethnicity of Recipients**

- White: 27%
- Black: 20%
- Hispanic/Latino: 8%
- Asian: 5%
- Not Specified: 41%
- Hawaiian or Pacific Islander: 0%

**Recipients**

- 372 recipients assisted
- 2,368 bills paid
- 42 states where recipients live

**Recipient Household Income**

- <$25k: 24%
- $25k-$50k: 11%
- $50k-$75k: 9%
- $75k-$100k: 4%
- $100k+: 45%
Each year, thanks to the generosity of donors like you, Pink Fund supports hundreds of breast cancer patients and their families who might otherwise lose their homes, cars, or even face bankruptcy. We love to share the thank-you notes we receive from our recipients. Mykal and Michelle received three months of assistance in 2022.

“Mykal and Michelle received three months of assistance in 2022. This illness created a huge financial burden on my family, and each month we had to decide whether to pay my medical expenses or our living expenses. My support team at the cancer center referred me to Pink Fund for help. Pink Fund saved my family from late fees, cut utilities, and stress. We can now breathe a little more knowing we have the help of Pink Fund, and I can focus on getting better with less stress. Without the Pink Fund’s help, we would still be juggling expenses so I could continue my treatments. I am truly grateful and humbled by your generosity. Thank you.”

Mykal B.

“I was diagnosed with stage 4 breast cancer the day before Thanksgiving 2021. I was a full-time realtor and mental health specialist. Upon learning of my illness, I had to stop working and start treatment. This illness created a huge financial burden on my family, and each month we had to decide whether to pay my medical expenses or our living expenses. My support team at the cancer center referred me to Pink Fund for help. Pink Fund saved my family from late fees, cut utilities, and stress. We can now breathe a little more knowing we have the help of Pink Fund, and I can focus on getting better with less stress. Without the Pink Fund’s help, we would still be juggling expenses so I could continue my treatments. I am truly grateful and humbled by your generosity. Thank you.”

I’m a registered nurse and have dedicated my life to helping others. When I learned I have cancer, it put me into a complete tailspin. I cried almost daily from the pressure of not knowing how I would get treatment and how we would stay afloat. My husband is a contractor and is self-employed. I’ve been receiving treatment for my breast cancer in Zion, which is over 600 miles from my home. To face this challenge together and stay side by side for several weeks of daily treatments, we both temporarily stopped working. I worried endlessly how we would pay our bills. I even considered seeking less care closer to home so my husband could still work, and we wouldn’t fall further behind. My husband insisted my care was more important than making house payments, but I couldn’t get past the thought of losing our home. When I got the news about receiving financial support from the Pink Fund, I burst into joyful tears. For the first time since my diagnosis, I knew it was going to be okay. Now, instead of focusing on juggling our bills, I can truly concentrate on getting well.”

Michelle E.
In the spring of 2022, Pink Fund launched an education initiative, Real Hope Now, to inform breast cancer patients, nurse navigators, social workers, and oncologists about our programs. The program reaches patients at the time of diagnosis with information on how to mitigate the financial burdens of breast cancer treatment. Materials were based on identified gaps from the University of Michigan and MD Anderson study “Financial Toxicity During Breast Cancer Treatment, A Qualitative Analysis to Inform Strategies for Mitigation,” which analyzed data from Pink Fund recipients.

A printable poster targets newly diagnosed breast cancer patients with awareness and information to mitigate financial toxicity during treatment. The poster is provided through outreach efforts to cancer centers and oncology offices, and patients directly through our website and social media.

The COVID-19 pandemic created new challenges for breast cancer patients and their families. As Pink Fund pivoted to build program awareness and access for patients in underserved areas, we identified the need for immediate assistance as patients wait the three-to-six week processing time for application review and approval.

In July, Pink Fund launched a pilot program in Michigan, the Real Help Now Card™. The $300 pre-paid debit card covers essential expenses for breast cancer patients in active treatment and their families. The funds on the card can be used to help remove barriers to treatment including the cost of fuel, groceries, and parking fees at treatment centers. The Real Help Now card, combined with the new Real Hope Now education program and the core mission financial assistance programs, builds an even stronger bridge of support to improve patients’ treatment adherence and survivorship outcomes.

**Pink Fund Unveils New Branding**
With help from the LUDWIG+ creative team, Pink Fund’s new branding helps further communicate its mission.

Unveiled in June, the new logo features multiple shades of pink that signify the different stages and grades of breast cancer, the diversity of people Pink Fund helps, and recipients’ sense of relief when their bills are covered—moving from a dark place and into the light.

Our new tagline, Real Help for the Other Part of the Fight™, emphasizes Pink Fund’s work to combat the toxic financial burdens of a breast cancer diagnosis. The new branding campaign emphasizes the conviction that no one should have to sit in a chemo chair worrying about losing their home, having their car repossessed, or having their electricity cut off.

**THE PINK FUND LAUNCHES TWO NEW PROGRAMS IN 2022**

**Real Hope Now Education Program**
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2022 KEY PARTNERS

$100,000+
- Seed Foundation
- Shawn and Richard Tomiszewski

$50,000+
- Ford Warriors in Pink
- Donald R. and Esther Simon Foundation
- Smile Partners
- Snap-on Tools
- Tammy Z Memorial Tournament

$20,000+
- Evelyn Baradik
- Genesee Sno Packets
- Lingenfelter Foundation
- NW/ Ryan Homes
- Roka Sports
- Roselyn Meyer

$10,000+
- Blazing For Pink
- Christina Buatsus, MD
- and Nate Marshall, MD
- Susan Hayden

$1,000+
- Ashley Stewart
- Adriana Zen
- Bringing’ Back
- The Big 8s
- Bristol Myers Squibb
- Patricia and Daniel Corby
- Corby Cup
- Detroit Country Day School
- Eileen and Ronald Eckstein
- EFNCY
- Fresh Kitchen
- Bridg McGaath
- Patricia and Ronald McClees
- PNC Bank

2022 BOARD OF DIRECTORS

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Chair

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Vice President, Customer Financial Services Manager – Europe, Asia and South America (Retired)

Shannon Crane
Treasurer, Director, Advisory Executive Director, Ernst & Young, LLP

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Director of Operations

Tracey Cholish
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Katie Maxwell
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Carolyn Pindza
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Rosalind Sample
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