

### 2016/2017 ANNUAL REPORT









### Because of you...

Because of you... Hundreds of newly diagnosed women received a full year of Unite for HER programming—healing, educating, and supporting their needs during treatment and beyond.

Because of you... Our women felt supported and empowered at a time when they were at their most vulnerable.

Because of you... Our programming touched the loved ones in our women's lives. Husbands, partners, parents, and siblings receive our support—enabling them to help our women build confidence and resilience through treatment and recovery.



Because of you... We educated more than 20,000 women and students about the importance of adopting healthy, preventative measures to take control of our health and wellness.

Thank you for being such passionate and committed ambassadors of Unite for HER. This year more than ever, our community has emerged. It's clear that you know who we are, where to find us, and how to support us! We couldn't be more grateful.

At Unite for HER, we are honored to serve these beautiful women and their families year after year through their darkest days. With your support, we're proud to share the significant pros we've made this year on several fronts—all with the goal of fortifying our infrastructure to serve more women affected by breast cancer. We eagerly took on the challenge of adding two new hospital partners, Jefferson and Crozer-Keystone Health Systems. With these two new relationships, we now partner with 22 hospitals and cancer affiliates throughout the region. These relationships are vital to Unite for HER, serving as the critical connection point between our organization and the women we serve. To meet the growing demand for our services, we added two talented women to our small, hardworking staff. We expanded our social media presence and enhanced our professional services team with additional financial and legal support. This year, we made steady and deliberate progress in establishing the infrastructure needed to carry us far into the future.

At Unite for HER, we rise by lifting others and we thank you for being such an integral part in this year's expansion and in the journey ahead.

Yours in Wellness,

Julier-

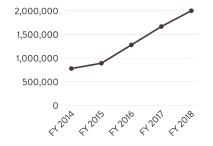
Sue Weldon, Founder and President

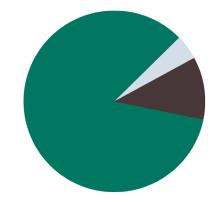
Karin Risi

Karin Risi Board Chair

### 2016-2017 YEAR IN REVIEW

# **\$1,667,065**





#### WHERE DOES THE MONEY GO?

89.9% PROGRAM SERVICES & OUTREACH4.7% MANAGEMENT & GENERAL5.4% FUNDRAISING

### **ACCOMPLISHMENTS & IMPACT**



#### Offered 22 Wellness Days

Provided hands-on support to 741 newly-diagnosed breast cancer patients through Wellness Day program.



Increased Hospital Partnerships

Added three new partnerships with hospitals and cancer centers, serving a total of 22 locations.

### + -----

Raised \$129,000 through Students Unite for HER

Grew SUFH program by 12 schools, totaling 42 participating schools.

### NEXT YEAR'S GOALS

- Increase the number of Wellness Day Program participants to 1,100
- Increase the number of Wellness Days by 50 percent, totaling 32
- Provide meaningful access to program services in underserved areas
- Grow fundraising events and grants by 20 percent
- Grow Students Unite for HER program by 20 percent

### Wellness Programs







#### WELLNESS DAYS

Through the Unite for HER Wellness Day program, breast cancer patients learn about the benefits of complementary therapies and create a personal plan for incorporating these fully-funded services into their treatment and recovery.

The women in Unite for HER's Wellness Program represent all ages and all stages of disease and treatment—what they share is a common need for guidance, support, and the resources for healing. At small group Wellness Days, Unite for HER introduces participants to therapies that have been proven to alleviate the devastating physical side-effects and emotional challenges arising from treatment, including acupuncture, massage therapy, yoga/meditation, exercise programs, nutrition services, Reiki, and professional counseling.

Following the Wellness Day, Unite for HER fully funds up to \$2,000 of the complementary therapies each woman chooses to meet her unique needs, all delivered through our network of specially-trained and compassionate practitioners. This program is the first and only in the Philadelphia area to deliver complementary therapies to breast cancer patients, all at no cost to the participant. This past year, we delivered twenty two Wellness Days to 740 women.

"My Wellness Day was a life moment that I don't think I will ever forget. Even after a couple of days, I still fill up with tears when I think about what a blessed experience this day was for me." *Carol* 



#### THRIVE!

This spring, we welcomed fifty nine of our past program participants for an afternoon of reconnection, renewal, and rejuvenation. The retreat featured healthy living experiences including yoga, meditation, healthy beauty, and nutrition. Many participants reported afterwards "I didn't realize how much I still needed this."

# Wellness Programs - Her Story

#### **BECAUSE OF YOU...**

#### Eileen found guidance.

"I'm a pretty strong person, but after my diagnosis I just felt lost at sea. I was looking for someone to give me a shove in the right direction. That was what Unite for HER did for me—you put me on the track and helped me see where I needed to go.

I used my Wellness Passport for acupuncture, hoping that it would help with the neuropathy in my hands and feet. The first two treatments were helpful, and after the third treatment the relief was almost immediate—I walked out and felt like a



million bucks! I hadn't expected it to help with the crippling fatigue I was experiencing, but it did that too. When you are going through treatment, you don't always want to tell the people you love how you are struggling. My acupuncturist, Dr. Stroz just knew, and let me get it all off my chest. I probably wouldn't have tried acupuncture without Unite for HER, but now I know I will keep going for the rest of my life.

Unite for HER let me see the breast cancer as a gift—not everyone gets a wake up call like I did. My experience with Unite for HER allowed me to see all the beautiful things, all the kindness shown to me during that time. I can't put into words how much you helped me. I am so grateful to Unite for HER for allowing me to see this past year as a positive, meaningful time in my life." *Eileen* 

#### Aimée found strength.

"I had no idea how to get through my breast cancer journey. Unite for HER guided me through nutrition, it gave me tools to take care of myself, and connected me with other women who knew exactly what I was going through. When I attended my Wellness Day, I felt for the first time that people understood exactly what I needed to start healing. Through Unite for HER, I received acupuncture, massage, and Reiki. These treatments helped me to deal with the pain and connected my spirit to my new body. Along with the physical support, the Unite for HER website and social media is so important to me. The tips, advice, and nutrition continued to guide me even after I completed my Wellness Passport.



My needs have changed along my almost two-year journey, but Unite for HER has been there with me throughout. I am so grateful to Unite for HER for giving me the strength I needed!" *Aimée* 

# Wellness Programs - Her Story

#### **BECAUSE OF YOU...**

#### Amy found support.

"I attended a Unite for HER Wellness Day soon after my first chemo treatment, so I was about as terrified as I've ever been in my life. I won't lie, the event was emotional. I felt strange and slightly out of place—at 31 years old, I think I was the youngest woman there. I didn't want to be there because I didn't want Stage 3c breast cancer, I wanted my old life back. I constantly looked to the past not to the future. I fell into a dark place, a deep depression and I struggled both physically and emotionally. **UFH gave me access to therapy I needed to endure what I was** 



experiencing. On my darkest days I managed to get myself to therapy because I knew it was the only thing that would help. Without it, I'm not sure I would have been able to get back to being Amy. I write this with tears in my eyes because my heart has been through so much that no one quite understands.

Unite for HER is an important resource that connects with women and delivers what they need. This organization helped me long after my Wellness Day. It was the mentality UFH promotes. A thought process that values and supports my individuality and emotional needs as a woman. Allowing our hurts to be just that....hurting, instead of sugar coating, minimizing, or invalidating our experiences. UFH spoke openly about the reality that this isn't over when treatment is, and hearing that was so important. As a mental health clinician, I assure you, being able to give off this energy of support and love to a group of strangers, in such a genuine way, is no small feat, but actually quite miraculous. I thank you from the bottom of my heart" *Amy* 

#### Mehraz found hope.

"When you go through treatment, you feel like you lost all control over your body. Unite for HER gives us hope in a way that we do have control over our health and cancer. Through Unite for HER, I was able to begin acupuncture right after my chemotherapy. Acupuncture helped me emotionally and gave me some of that control back. It also gave me the strength I needed to finish treatment. The work that Unite for HER does teaches us that not to let a diagnosis of cancer take over your life, and to be good to yourself. It makes us feel loved." *Mehraz* 





"Unite for HER has offered invaluable services to aid my patients' recovery. I see women having fewer side-effects from chemotherapy after receiving acupuncture, improved energy and physical strength after yoga, and feel more confident in their ability to complete cancer therapies. The long-term benefits of Unite for HER's program and education are also apparent years later when women are empowered to exercise, eat well, and change other life habits that lower cancer risk and improve their health." Dr. Linna Li. Main Line Health

### Community



#### Because of you...

Our Unite for HER team can be found throughout the community all year round at speaking, outreach, and fundraising events. Through you, our message about the importance of healthy living practices comes to life, and because of you, women facing a difficult journey feel empowered, supported, and loved.

#### STUDENTS UNITE FOR HER



Students in the Philadelphia region and beyond continued to bring their incredible spirit with pink games, pink days, and more! But make no mistake, this is not just another pink shirt! Through their fundraising efforts, our students delivered \$129,000 to support local women in the community. In addition, our students also gave back eight grants totaling \$13,750 to families in their school affected by breast cancer as a part of our Students Unite for HER Grant Program. Beyond the incredible fundraising, our student program gives us the opportunity to share our message about prevention with young people, and help them learn some simple ways to make healthy upgrades.



Adelphi University Avon Grove High School B. Reed Henderson High School Bayard Rustin High School Bensalem High School Bishop Shanahan High School Boston University Coatesville High School Concord Elementary School Continental FC United Downingtown High School East Downingtown High School East Downingtown High School West Downingtown Middle School East Norriton Middle School Fren Hill Elementary School Fren S. Engle Middle School Garnet Valley High School Hatboro-Horsham High School Inside Edge Volleyball Ithaca College Keith Valley Middle School Marple Newtown High School Owen J. Roberts High School Patton Middle Schoolk Penn Wood High School Phi Delta Chi at SUNY University Peirce Middle School Providence Montessori School Radley Run Country Club Southern Chester Co. Swim Leagues Spring-Ford High School Springfield High School Springton Lake Middle School St. Naximilian Kolbe School St. Maximilian Kolbe School Stretson Middle School Strath Haven High School Unionville Elementary School Unionville High School West Chester East High School West Chester University

## Community



#### PINK INVITATIONAL ~ GYMNASTS UNITE

Our ninth annual Pink Invitational included over three 3,070 athletes and raised over \$500,000! The new college meet brought in some incredible competitors, and we were thrilled to host Olympic Gold Medalist Laurie Hernandez as well! The 66 teams participating in our Above & Beyond Challenge raised an incredible \$150,000.





" It was so uplifting to receive the Pink Unity Grant and the informative wellness literature. Having the help to continue a healthy lifestyle is just the start I needed to a happy recovery. Thank you again for the Pink Unity Grant and support of me and my daughter on this journey." *Chrissy*, Pink Invitational Parent and 2017 Grant Recipient



#### UNITE FOR HER 5K RUN AND 2K WALK

Our 5K in West Chester is our fastest growing event. This family-friendly walk/run in downtown West Chester drew 470 participants and raised over \$75,000!

#### HARVEST CHEF AND WINE TASTING EVENT

The Phoenixville Foundry was filled with 500 guests and raised over \$200,000 through a generous night of the region's best fine wine and dining. The full evening ended with recognition of Unite for HER's 2016-2017 award winners, ACURE Organics, Panera Bread, and Nina Minale, while our guests chose the chefs from II Granaio as the event's "Clean Plate Winner."

#### **BLOOM SPRING FASHION SHOW**

Our annual spring fashion show showcases our beautiful women and their families as our models who walk the runway with pure joy in their heart. This afternoon at the Merion Golf Club is a celebration of our women and the strength of the Unite for HER community.

#### **COMMUNITY OUTREACH**

We educated over 15,000 people through 65 community engagements, including lunch and learn demostrations, fundaisers, and presentations. Thanks to the overwhelming support of the Unite for HER community, Sue received the honor of being selected by readers as the 2016 Philadelphia Health Hero by Philadelphia Magazine and Independence Blue Cross.





Donor list includes both monetary and in-kind donations received during the fiscal year, July 1, 2016 to June 30, 2017.

\$200,000 and up ACURE Organics \$50,000 and up The Roemer Foundation **\$35,000 and up** G.E. Hillhouse Charitable Trust Pennsylvania Convention Center Authority Mancino Manufacturing AJS Pancott Gymnastics \$20,000 and up Gymnastics Express Main Line Health System Penn Medicine-Abramson Cancer Center Pink Spirit Store Verizon Arm's Away Golf Outing– Jason & Sherri Eckhardt \$15,000 and up Karin Risi & Sean McHale Bayard Rustin High School Sue & Chip Weldon \$10,000 and up Abington Hospital-Jefferson Health Aberdeen Asset Management Inc. AJS Pancott Parent Association Continental FC United Crozer-Keystone Health Gymnastic Training Center of Simsbury Jefferson Health Montco Center for Athletic Inclusion Peirce Middle School Penn Medicine-Chester County Philly Health Hero/IBX Reconstructive Orthopaedic Associates II Friends of Katie Sedlack Spirit United Soccer Club \$7,000 and up Bishop Shanahan High School Chester County Fund for Women & Girls Robert Fried Harold & Elaine Friedland Foundation Horsham Hatboro Mothers Day Walk J.P. Bruemmer Charitable Trust Northwest Designs Ink, Inc. **OCWEN Financial Corporation** Phoenixville Hospital Friends of Julie Pietz Stetson Middle School The Wawa Foundation Inc. **\$5,000 and up** Altius Gymnastic Academy Avon Grove High School Bay Aerials Gymnastics Betty Clarke Pfizer Foundation Volunteer Program Denise Cohen Coldwell Banker Preferred Exton-Appreciation Party Conestoga High School Andrea Cumens Gather & Give Hillary DeLone & Jen McSherry-Gather & Give Raymond and Anne Demmert Einstein Health Care Network Exelon Generation Fern Hill Kids for a Cure Garnet Valley High School Good Shepherd Home Caroline and Randy Green Gymnastics Express Too Hatboro Horsham High School Laurie Hernandez Colin Kelton Linda Kozitzky The Law Offices of Thomas Lynam LLC Marshalton Inn and Four Dogs Tavern Nina Minae and Mesfin Tegenu New England Gymnastics Express Penn Fusion Soccer Club Maureen & Jeff Shapiro Southern Chester County Swim Club

Unionville High School

Vertex West Chester University Football West Chester University Gymnastics \$4,000 and up Parker & Mary Carroll Katie Cavuto Robert & Carol Griesemer Gymnastic Center of Hershey John Hannifan Ithaca College Kidsport Gymnastics Academy LV North America Melissa Nassar & Sheila McGovern Louis Nees Sovana Bistro Spring-Ford High School Team Photo The Classic Diner Traynor \$3,000 and up

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"The wellness program was one of the most positive experiences I have ever had. It filled my mind, body and soul with healing energy. The wellness passport introduced me to knowledgeable practitioners who are extremely kind and compassionate." Debbie



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For information about Unite for HER or to make a donation, please contact us:

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