

Annual Report

2017/2018





Three little words...representing a large impact in our community.

So much love and purpose is represented in the three beautiful words above. And they have been the guiding compass for the staff and board of Unite for HER as we set our goals.

This past fiscal was a year of remarkable growth for Unite for HER. Thanks to the support of our community, we were "by the side" of 1,235 women affected by breast cancer, up 67% from the previous year. It is our mission at Unite for HER to pick up where medical treatments leave off, and to help women fighting this terrible disease find opportunities for greater control, comfort, hope, and healing. Each woman who comes to Unite for HER is surrounded by a compassionate community. From our humble beginnings in 2009 serving 24 women newly diagnosed women, it is you, our community, that has truly been our voice, sharing your talents, treasure and experience to move us forward.

With this energized community behind us, we made a commitment to be by the side of our women living with metastatic disease, renewing their passport of treatments and resources every six months. This new extension of our passport supports women who have ongoing treatments that can be relentless and depleting, both physically and emotionally.

With much needed programming, comes much needed staff. Last year we invested in building our Wellness Program staff, adding a full time Wellness Program Manager and Nutrition Manager. This allowed us to execute, fund and deliver 35 Wellness Days throughout the Philadelphian area, treating 1,235 women with our impactful programming.

Inside this report you will learn more about our life-changing Wellness Program and read the stories of some of the women we have impacted, like Krysten. Krysten was diagnosed while pregnant with her third child, and the headaches, nausea, and insomnia were especially difficult to manage while caring for a newborn. For Krysten, Unite for HER was a "source of strength and beacon of hope during the most difficult year of my life." You'll also hear from Beth, who was suffering greatly from the side-effects of treatment for metastatic disease and found acupuncture through Unite for HER. Beth describes acupuncture as providing the "turning point in my journey to wellness." You will also learn about our ongoing support for those in recovery, through our *Thrive!* workshop, as well as our workshop for those living with metastatic disease, *Exhale*.

We in the Unite for HER community see our women and their loved ones transform. We empower them from a state of post-traumatic stress to a state of post-traumatic growth, giving them the tools to re-engage in their life and heal on an emotional and physical level.

Our staff and board at Unite for HER promise to continue the thoughtful stewardship of your donation as we head into another purpose-filled year of delivering programming that matters. Your trust and faith in our comprehensive programming has allowed us to deliver time and time again, breathing new life into the women we serve. Thank you for being 'by our side' so we can be 'by HER side,' impacting their lives one woman at a time.

Grateful,

Church

Sue Weldon,
Founder and President

Karin Risi Board Chair

Karin Risi



Wellness Programs

Wellness Day Program

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 35 Wellness Days serving 1,086 newly diagnosedwomen.

Unite for HER has continued to strengthen our commitment to those living with metastatic disease. We offer renewed Wellness Passports for those with metastatic disease every six months so they can continue to utilize complementary therapies. Sixty-four women received renewed Passports as a result of this commitment, and we expect that number to double in the coming year.

Thrive!

This year we hosted two *Thrive!* workshops for past Wellness Program participants and other breast cancer survivors. 87 women joined us for an afternoon of reconnection, renewal, and rejuvenation. Each workshop featured healthy living experiences including yoga, meditation, healthy beauty, and nutrition. Participants enjoyed the time together and the opportunity to continue learning and finding new ways to commit to healthy living practices.

Exhale

We also introduced Exhale, an afternoon of reflection and camaraderie for those living with Stage 4 or metastatic disease. Thirty-three women attended our inaugural event in the spring of 2018. "Thank you for a much needed and finely planned event for metastatic patients. I so appreciated being able to openly share fears, concerns, and emotions, and look forward to coming together again." ~ Roberta



By HER Side

The Unite for HER Wellness Day and complementary therapies were an integral part of my healing process. I was diagnosed with Stage 3 breast cancer while pregnant with my third son, Dean. I underwent surgery and received chemotherapy while pregnant, then continued chemotherapy



and received radiation after his birth. Unite for HER was there for me every step of the way. If I hadn't attended the Wellness Day, I wouldn't have considered acupuncture, which was very helpful during the chemotherapy I received postpartum. As you can imagine, chemo was very difficult to endure with a newborn. I struggled with headaches, nausea and insomnia, which the acupuncture helped to relieve. The Wellness Day also introduced me to the CSA organic vegetable shares and health and beauty products that are paraben, sulfate and petroleum free that actually work!

Unite for HER was a source of strength and beacon of hope for me during the most difficult year of my life. The services and support that I received through the Wellness Program were critical to my well-being and helped me get through treatment and towards recovery. Krysten

I was diagnosed when I was 36 years old, raising two young children, just one and three years old. My Wellness Day was the single most positive and inspiring step in my cancer treatment. It was a turning point for me that gave me hope and empowered me with tools to manage my healing. Cancer patients are not provided with holistic healing of any kind. Your oncologist is focused on ridding your body cancer, your radiology oncologist is focused on killing cancer cells, and your surgeon is focused on removing disease. And it's all being done TO YOU. No one addresses you as a human being in need of healing from physical and emotional trauma. Unite for HER treated me as a whole person, and empowered me with the knowledge and tools I needed to be an active participant in my own care. I'll be forever grateful for the opportunity to attend the Wellness Day and



for my massage therapist, Julie Ackerman, whom I've used my entire passport with. I feel like Julie is an important part of my medical team, just as much so as my doctors. Thank you to Unite for HER for helping me through the hardest thing I've ever had to go through. *Tabitha*

By HER Side

Chanel

I was first diagnosed with breast cancer five years ago at age 37 in April of 2013. Unite for HER was there for me through my double mastectomy, breast reconstruction, and chemotherapy.

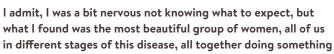
Fast forward to April of 2018, I was approaching my five-year cancer free milestone. Before I reached that anniversary, I learned that my breast cancer had returned. Still by my side, Unite for HER swarmed around me offering support no questions asked.

Four words summarize what Unite for HER has given me: Comfort, Control, Strength and Fuel. Comfort in knowing that I'm not alone and that there's resources and support readily available. Control and flexibility to personalize therapies I feel I would benefit from the most.

Strength through private yoga sessions that helped rebuild muscle strength and regain range of motion after the mastectomy, and through acupuncture that helped me manage the side-effects of chemotherapy and radiation. Fuel through nutritional guidance and education about cancer-fighting foods that increased my energy.

Unite for HER has been by my side the past five years through every phase of my journey, recovery and beyond. And still by my side as I navigate through another journey providing nourishment mind, body and soul. Chanel

I am a mother of two daughters, three stepchildren and three grandchildren. When I was diagnosed with breast cancer I never would have imagined the challenge I was about to face. While I was undergoing treatment, I received a letter from my nurse navigator with an invitation to attend a Unite for HER Wellness Day. At first I dismissed it thinking that I didn't need the support, but I was urged by my physical therapist to go. Her words, and I quote: "YOU HAVE TO GO! IT WILL CHANGE YOUR LIFE!" She was so right.





powerful to positively move forward and give us a sense of optimism and an overall feeling of wellness! From that day forward, I felt ready to take on this fight. It was the turning point for me, the first time since my diagnosis that I actually felt like I was in control. I will never forget that day. Koren

"Unite for HER manages to accomplish what I have always dreamed of: to take away some of the fear and replace it with hope and a sense of well-being. It is wonderful to see breast cancer patients blossom with your care and support." Dr. Jennifer Sabol, Breast Surgeon, Lankenau Medical Center

Always By HER Side

Supporting women living with Stage IV and Metastatic Disease.

Unite for HER is an integral part of my journey to wellness following a diagnosis of Metastatic Breast Cancer.

When I attended a Wellness Day through Doylestown Hospital in January 2018, I was struggling with the emotional and physical consequences of my diagnosis. Between the lingering discomfort from surgery, the side effects of chemotherapy, and issues caused by a compromised liver, I was a mess. In my condition, the thought of sitting through presentations somewhere other than my couch was daunting! But, in hindsight, I don't know where I'd be right now had I not garnered the strength to attend.

At the Wellness Day, I felt empowered being surrounded by so many women radiating positivity despite battling through their own challenges with breast cancer. I also learned invaluable information about how I might benefit from the variety of complementary wellness therapies that Unite for HER supports. However, my most important takeaway from the Wellness Day has been and continues to be that Unite for HER is there to

meet me wherever I am in my journey.



In January, my greatest need was relief from the side effects of treatment. Acupuncture was completely new to me, but it was easy to try because of the access the UFH Passport provided. At varying times since, acupuncture has helped me with nausea, appetite, pain, neuropathy and seasonal allergies. I now recognize that being introduced to acupuncture was one of the turning points in my journey toward wellness.

I am in a much better place mentally and physically than I was last January, and I owe much of my healing to the support that Unite for HER provides me and my family. I am comforted knowing Unite for HER will remain by my side as I continue my journey living with Metastatic Breast Cancer. *Beth*



"As someone living with metastatic cancer, knowing that UFH will be by my side the entire journey is a game changer. The passport has given me the opportunity to benefit from two valuable healing modalities, Reiki and acupuncture, and improve my diet with farm fresh, organic, locally grown vegetables. Words are inadequate to express my gratitude for the unbelievable and amazing work, compassion, generosity, thoughtfulness, and vision of the women at UFH. My heart and eyes are full." Eileen

Community

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 \$139,000 to support local women in the community. In addition, our students also gave back four grants 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.

Partnering Schools

Abington High School
Adelphia University
Avon Grove
Beaumount Elementary School
Bishop Shanahan High School
Coatesville
Concord Elementary School
Conestoga
Conrad Weiser High School
Continental FC United
Downingtown West
Downingtown East
East Norriton Middle School
East Side Little League

Fern Hill Elementary School Garnet Valley Great Valley Gwenyeed Mercer Henderson Immaculata Immaculate Heart of Mary School Indian Valley Middle School Ithaca College Kennett High School Kennett Middle School Lower Moreland Township School Marple Newtown High School Mater Dei Catholic School Mt Laurel Baseball

Owen J Roberts High School
Owen J Roberts Middle School
Peirce
Penn Fusion
Penn Wood High School
Pocopson Elementary
Providence Montessori 5K
Rosemont College
Rustin
SCCL
Shipley
Spring-Ford High School
Springfield
Springfol Lake Middle School

Octorara High School

St. Norberts
St. Vincent
Starkweather Elem School
Stetson
Strath-Haven
Strathmore Volleyball
SUNY Oneota
Unionville
Unionville Elementary School
Upper Merion Sting Rays
WC East
WC United
WCU
Westtown
White Hall High School

St. Max Kolbe

Partnership Awards

Souderton

This year we were honored to recognize three partners who moved our mission forward, serving as ambassadors of Unite for HER within their communities, educating, and raising funds to support our women and programming.

2017 Corporate Partner Award Honoree - The Pennsylvania Convention Center, an SMG- managed facility

2017 Community Partner Award Honoree - Coldwell Banker Preferred, Exton Location

2017 Spirit of Service Award Honoree - The Armstrong Family



Corporate Partner Award Honoree, The Pennsylvania Convention Center, an SMG-managed facility

Our community does an incredible job organizing their own crowdfunding, peer-to-peer fundraising, and third-party events to promote our mission and raise critical funds. Thank you to all those who organized, attended, and donated!

Signature Fundraising Events





2017 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 940 participants and raised over \$75,000!

2017 Harvest Chef and Wine Tasting Event

The Phoenixville Foundry was filled with 500 guests and raised over \$225,000 through a generous night of the region's best fine wine and dining.

2018 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. 340 guests joined us and together we raised \$82,000.

2018 10th Annual Pink Invitational

Our 10th annual Pink Invitational included over 3,800 athletes and raised over \$560,000! The new college meet brought in some incredible competitors, and we were thrilled to host Olympic Gold Medalist Laurie Hernandez and UCLA Division 1 Champion coach and breast cancer survivor, Valorie Kondos Field as well! The 94 teams participating in our Above & Beyond Challenge raised an incredible \$159,720.





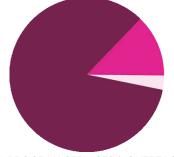
FY 2017-2018 FINANCIAL REPORT

TOTAL REVENUE

\$2,726,764



WHERE DOES THE MONEY GO?



84% PROGRAM SERVICES & OUTREACH 3% MANAGEMENT & GENERAL 13% FUNDRAISING

Our hospital partners play an important role in our financial health, but over 90% of our revenue comes from private donors, corporations, foundations, and events. Trust and integrity are two of our core values, and we are committed to transparency and open communication about fiscal truths to build public confidence and faith in Unite for HER's stewardship. We take pride in our careful management of administrative expenses, and in fiscal year 2017-18, 84% of every dollar we spent was committed to our outreach programs.

ACCOMPLISHMENTS & IMPACT

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Delivered 35 Wellness Days Serving 1,086 **newly-diagnosed** breast cancer patients, and served an additional 87 survivors through two Thrive! wellness events.



Always By HER Side Served 62 women living with metastatic breast cancer through extended passport support and Exhale wellness event.



1,235 women served Supported 1,235 women through all wellness programming for those with breast cancer.

2018-2019 GOALS

- Increase the number of Wellness Day Program participants to 1,720
- Provide ongoing support to our metastatic and Stage IV women, doubling the number of women served from 62 to 120
- Pilot a program for ovarian cancer patients, sourcing new restricted funding
- Pilot HER care box to deliver our mission to those beyond the scope of our current service area.
- Grow fundraising events and grants by 20%
- Grow Exhale and Thrive! programs by 15%

For complete information, visit uniteforher.org

\$100,000 and up ACURE Organics

\$50,000-\$100,000

Elite Sportswear The Roemer Foundation

\$35,000

Mancino Manufacturing

\$25,000

Axe Wellness, LLC PA Convention Center

\$20,000-\$25,000

AJS Pancott Gymnastics, Inc. Arms Away / Jason & Sherri Eckhardt Fox Chase Cancer Center Gymnastics Express Too Jefferson University Hospitals Inc. Otum Service - United Healthcare Penn Medicine Valley Forge Sean McHale & Karin Risi Sovana Bistro - Nick and Linda Farrell The Foundation for Delaware County Verizon

\$15,000-\$20,000

Bob Fried, MD Panera Bread

\$10,000-\$15,000 Bryn Mawr Hospital

Crozer-Keystone Community

Doylestown Health Foundation John & Julie Elicker Harold & Elaine Friedland Foundation Horshams Mother's Day Walk Independence Blue Cross J.P. Bruemmer Charitable Trust Jefferson Abington Memorial Hospital Paoli Hospital Parker & Mary Carroll Penn Medicine Chester County Pfizer Inc. Phoenixville Hospital Tower Health Reconstructive Orthopaedic Associates II Mesfin Tegenu & Nina Minale The Wawa Foundation Inc.

\$7,500-\$10,000

Aberdeen Asset Management Inc. Gymnastic Training Center of Simsbury Northwest Designs Ink, Inc. The Stein Realty Group LLC Sugarbridge Kitchen & Bath Design, LLC Upper Merion Dance & Gymnastics VWR Charitable Foundation

\$5,000-\$7,500 Bay Aerials Gymnastics

Coldwell Banker Exton

East Norriton Township

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United Way GPŠNJ Van Cleve Pavillion Partners

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Vertex

\$2,500-\$5,000

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Ace Limousine

AFC Fitness Altius Gymnastic Academy

Bath Saver, Inc. Boyd's Department Store

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The Sporting Club Main Line Tolsdorf Oil Lube Express Tuttle Marketing

Wegmans Food Markets Win-Win WSFS Bank

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SEI- Passionately Pink Day

Silvia's Gymnastics Skirt

Sparks Entertainment Split Rail Tayern Stacie Hunt Stone Family Sun and Earth Lois Schwartz

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Windsor Locks Federal Credit Union Winebow

Woodloch Leighton & Fiona Yohannan

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