



Bridging the gap between the medical and wellness communities

Unite for HER

2011 Annual Report

 *unite* for **HER**
Helping to Empower & Restore



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Dear Friends of Unite for HER,

Who would have thought three little words, 'Unite for HER', would have such a big impact and bring joy, hope and knowledge to so many women and their families at a time when they are hurting. This phrase has become a standard that we live by, a gift we give to others, and an opportunity to unite communities through expressing the goodness and grace within us all.

The word *unite* has so much meaning for me, for I have seen its true power revealed this year. Communities have *united* with us, giving so freely of their time, energy and resources. Schools and universities have *united* through awareness and outreach events. Athletes have *united* in competition to honor their loved ones. Volunteers have *united* in service as a way to give back and pass on hope to others. Hospitals have *united* with us through our wellness day events to enrich the lives of their breast cancer patients. We have witnessed and been inspired by the philanthropic efforts from our local youth as they find their voice in *uniting* the community.

This year we started an educational movement, teaching the importance of making wise choices in the areas of nutrition, health and beauty products, and living a clean, chemical-free life. Our programs encourage women and girls to be educated consumers, knowing what goes in and on their bodies has a direct effect on overall health and wellness. Our hope is that breast cancer will not touch the next generation the way it has affected this one.

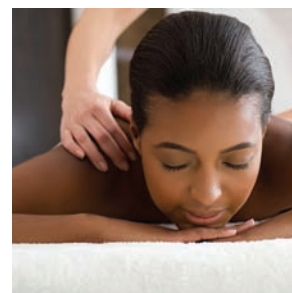
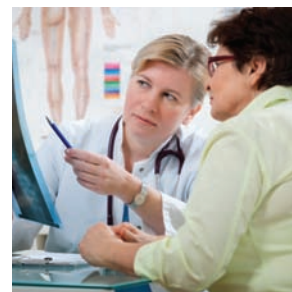
Through your support, we continue to spread our mission and programming by providing grants, wellness programs and education to women going through treatment, surgery and recovery. These valuable resources allow them to become the confident women they once were, before being redefined by their cancer diagnosis.

Thank you for embracing Unite for HER and helping us grow our outreach programs at a pace we embrace and are honored to deliver. All of this would not be possible without the strong sense of faith you have behind those 'three little words', and we are truly honored to advocate a message of unity among our community and the beautiful women we serve.

Grateful,



Sue Weldon
Founder, President, Unite for HER



“The essence
of the
beautiful
is unity
in variety.”

– Felix Mendelssohn



Wellness Day Program

The wellness day program is designed to introduce women with breast cancer to the healing benefits of yoga, meditation, massage therapy, nutrition, and acupuncture in a safe and welcoming environment. Attendees are placed into small groups and receive valuable information from licensed professionals about how each therapy can work to alleviate the unwanted side effects of medical treatments, such as pain, nausea, anxiety, fatigue, menopause-like symptoms, depression, and neuropathy. They also participate in an interactive nutrition demonstration, yoga session, and are given a personal massage. Unite for HER works in partnership with the host hospital to create an event where individual patient needs are addressed, and seeds of hope and healing are planted.

This year, Unite for HER held two wellness day events for breast cancer patients at Paoli Hospital in Paoli, Pennsylvania. The women invited to attend were identified by Paoli Hospital staff as patients who would benefit from receiving complementary therapies. Each event welcomed over 25 women of various ages and stages of diagnosis and treatment. However, they all shared a common need for compassion, support, encouragement and resources for becoming fully restored.

At the end of each wellness day, attendees are encouraged to choose two therapies they feel will help renew them in body, mind and spirit. Unite for HER provides paid treatment vouchers to the women for the therapies they select, allowing them to pursue healing without the financial burden. Acupuncture and massage therapy are the most sought after treatments for patients, at 38% and 35% respectively.



Education

Unite for HER understands the lifelong value of educating women and girls of all ages about the importance of healthy lifestyle choices and disease prevention. This area of outreach is growing and thriving, as the audiences participating in wellness education programs show a thirst for knowledge and information. Unite for HER president, Sue Weldon, continues to garner speaking invitations from the medical community, local business and civic associations, schools and youth athletic teams.

Education is a fundamental ingredient in empowering women and girls to make wise decision about the foods they eat and the products they purchase to use on their bodies and in their homes. Unite for HER focuses on teaching the benefits of good nutrition, safe beauty and household products, regular physical activity, and stress reduction. While grasping the impact our daily decisions can have on our overall health and wellness can appear overwhelming, Unite for HER seeks to provide tips on transitioning to a 100% natural, organic, and eco-friendly lifestyle in a way that is manageable and affordable.

“Unity is strength...when there is
teamwork and collaboration,
wonderful things can be achieved.”

– Mattie Stepanek



Grants

Unite for HER more than doubled its grant funding in an effort to increase support to families suffering the financial strain a breast cancer diagnosis can inflict. The Gymnasts Unite Grant outreach continues to focus on USAG women's artistic gymnasts. It is an honor for Unite for HER to award these grants each year to girls and young women who have suffered pain and loss due to an immediate family member with breast cancer. At the Pink Invitational in February, ten gymnasts were each given a \$2,000 grant and two gymnasts were each awarded \$1,000 grants. Year after year, Unite for HER is inspired by the overwhelming generosity of the entire gymnastics industry as they embrace the Pink Invitational, and are pleased to give back to this benevolent community.

“We were born to unite with our fellow men, and to join in community with the human race.”

– Marcus Tullius Cicero



Nonprofit Donations, Sponsorships & Partnerships

Unite for HER recognizes the needs women with breast cancer have as they walk the path of diagnosis, treatment and recovery. They also know that each woman is different and may require resources specific to her age, stage in life, financial situation, insurance coverage, support network, and cancer treatment regimen. The mission of Unite for HER focuses on a very specific and necessary aspect of this journey, and that is the restoration of her body, mind and spirit. The wellness day program and complementary therapy education are designed to promote emotional and physical healing for all women.

Unite for HER provides donations and sponsorships to breast cancer organizations who complement their mission and are leading authorities in providing valuable medical education and other types of targeted programming. The recipients of funding this year are: Breastcancer.org, Living Beyond Breast Cancer, Cuddle My Kids, and Young Survival Coalition. In addition, Unite for HER awarded donations to the breast cancer centers of Magee-Womens Hospital of UPMC, Lehigh Valley Hospital, and Paoli Hospital. The top three fundraising teams of the Pink Invitational Above & Beyond Challenge are given the honor of selecting these centers in recognition of their hard work and significant contribution to Unite for HER.

The organization is privileged to call GK Elite Sportswear (GK) a partner in raising breast cancer awareness and funds for Unite for HER. They play a key role each year in the Pink Invitational by designing and producing the unique event leotard worn by all competitors. This bold, visual statement is an expression of unity for the competitors and spectators in attendance. GK is a company that embraces community service and social awareness, and invests in breast cancer issues. In particular, they now offer a special line of breast cancer awareness leotards and apparel that combine the GK and Unite for HER branding. A portion of the proceeds from the sales of these items is donated to Unite for HER.

2010/11**Board of Directors**

Susan Weldon

President

Kim Di Biaggio

Vice President

Robert Griesemer

Treasurer

Julie Hillhouse

Secretary

Louise Pancott

Doug Smith

Chip Weldon

2010/11**Board of Advisors**

Katie Cavuto Boyle, MS, RD

Thomas S. Burgoon, MD

Robert Fried, MD, FACS

Thomas A. Lynam III

Steve Pancott



Looking Ahead

Unite for HER experienced significant growth in funding and outreach programming this year. The increase in income is a blessing, which opens up opportunities to build on the current program base and expand its reach and impact in the communities they serve. In looking ahead to next year, Unite for HER is planning to develop quality and substantive materials and resources in the following areas:

- Wellness education
- Website content
- Social media tools
- Additional grants
- Wellness days at additional hospitals
- Empower program (breast reconstruction education)
- Students Unite for HER
- Public service announcement
- Video and collateral
- Speaking engagements

Looking forward to the future, Unite for HER is excited about these new endeavors as they continue to make a positive difference in the lives of women and girls.



Funding

The Pink Invitational~Gymnasts Unite is the single largest fundraising and educational outreach event of Unite for HER. Approximately 1,500 gymnasts participate in the annual competition to support women with breast cancer. Through the Pink Invitational, Unite for HER encourages girls and young women to consider the importance of making healthy choices by providing inspirational speakers, age appropriate education materials and product giveaways, and a resource area for further information on a variety of wellness topics.

This year, the income generated from the Pink Invitational event rose by 28% to \$160,000. Unite for HER also receives funding for programming and operational expenses through corporate sponsorships, grants, Students Unite for HER events, in-kind and individual donations. The Students Unite for HER program empowers civic-minded youth to organize 'pink events' at their school in order to promote breast cancer awareness and raise donations. Also, each participating school is given the opportunity to earn a grant for a student who has a parent diagnosed with breast cancer. In the first months of this program, the combined efforts of two schools resulted in a \$3,000 contribution.



2010/2011 Fiscal Year

Statements of Financial Position for the Years Ended June 30, 2011 and 2010

Assets

	2011	2010
Current Assets:		
Cash	\$ 103,371	\$ 109,692
Prepaid Expenses	51,184	7,000
Total Assets	<u>\$ 154,555</u>	<u>\$ 116,692</u>

Liabilities and Net Assets

Current Liabilities:

Accrued Expenses	\$ 64,570	\$ 36,800
Net Assets	89,985	79,892
Total Liabilities and Net Assets	<u>\$ 154,555</u>	<u>\$ 116,692</u>

Revenue and Support:

Fundraising – Event	\$ 307,244	\$ 271,789
Sponsorship and Donations	36,235	26,464
Grants	22,900	13,750
Total Revenue and Support	<u>\$ 366,379</u>	<u>\$ 312,003</u>

Expenses:

Fundraising	\$ 164,565	\$ 133,077
Program Service	161,594	81,017
Management and General	30,127	18,017
Total Expenses	<u>\$ 356,286</u>	<u>\$ 232,111</u>

Change in Net Assets	10,093	79,892
Net Assets at Beginning of Year	79,892	–
Net Assets at End of Year	<u>\$ 89,985</u>	<u>\$ 79,892</u>

Auditors: Brinker, Simpson & Company, LLC

Donors

\$15,000 and up

Chester County Conference & Visitors Bureau

Verizon

\$10,000 and up

Great Guys Group

\$5,000 and up

AJS Pancott Pink Youth Board

Gym Dandy's

Chip & Susan Weldon

\$2,500 and up

Berks East Gymnastics

Carroll Gymnastics

Di Biaggio Family/SAP Match

Exelon

GymOlympic Sports Academy

Hershey Aerials

Mancino Manufacturing

Northwest Designs Ink, Inc.

Paoli Hospital

Parkettes Gymnastics

PA USAG

Silvia's Gymnastics

Team Photo/John Cheng

Unionville High School

United Sports

\$1,000 and up

Avon Grove Recreation

Association

Bayard Rustin High School

Bright Stars Gymnastics

Dr. Maura & Robert Erwin

Independent Wealth Strategies

Jewish Community Foundation/

Sylvia Fried

King Laird P.C.

Nastics

Rainbow Gymnastics

Laura & Alan Robezzoli

Skyline Gymnastics

Team Lightning

Wegmans Food Markets

Don & Suzanne Yoculan

\$500 and up

Linda & Tom Adler

ASAP Girls Booster Club

Parker & Mary Carroll

Columbia Gymnastics

Excellence Gym Sports

Flyaway Gymnastics Academy

Girls CoOp Gymnastics

Gym Beez Booster Club/Metzler's

Lakettes Gymnastics

Northeast Team Inc

Northern Elite Gymnastics

Sheraton Great Valley

Maggie Stroz

Tia Tedder

Sandra Thielz

TNT Gymnastics

United Sports Academy

\$250 and up

Kris Berryman

Nancy Claar

Barb Cutillo

Michael Dabrow

Lauren Duranti

Myra Elfenbein

Chris Erickson

Ko Anesthesia, LLC

Tom & Toni Lynam

Jean Mac Dougall

Faustino & Glen Nunez Weldon

Mary Ann Olson

Dr. Kalpana Patankar

Lynn Perrott

Rotary Club of Chester Pike, Inc.

Marilyn Schnaars

Connie Schultz

WCU Womens Gymnastics Team

\$100 and up

Susan Adamczyk

ADP

James & Mary Barcio

Joanna Christine Barr

Blackboard, Inc.

John & Nancy Boscarelli

Carouge Family Foundation

Jane Caruso

Carla Ceralde

Paul & Lori Ann Dimartino

Major Fred and Betty Doyle

Elements By 2Design

E.T. Grieco

Nick Falcone

Paul & Jennifer Fragale

Hampton Inn

Julie and Brent Hillhouse

KBZ Communications, Inc.

Kesher Israel

John Kintsch

Faye Lovrinic

LTD Bookkeeping

Barb & Charlie McDermott

Terry McGirk

Medical Acupuncture of Chester County

Janice Morrow

Margie Myers

Beverly Pancott

Doug & Tina Pershan

Pink Cottage Boutique

Patricia & William Reilly

Riverview Landscaping & Tree Service

Samuel & Veronica Storti

Barbara Wallace

Kim Wallace

Patty Walters

\$50 and up

Gina Amrich

Donald Ayers

Marcy Blitz

Cliff Brunken

Laura Capuano

Barry Diamond

Linda & Anthony DiValerio

Shelly Fouracre

Linda Fratantoni

David & Kelly Fridley

Ronald Knorr

Andrew & Saranne Miller

Kay Myott

Thomas & Lisa Rose

Lee & Audrey Schwyer

Babbe Soloman

Mary Ann Thomas

Patty Vitale

Michael & Beth Weinberg

Richard & Faye Weldon

West Chester Inn & CC

Richard & Sis Zuzek

In Kind Donations

2Design

AJS Pancott Gymnastics NTC

AquaFina Water

Arianna's Cafe

Bed, Bath and Beyond

Benari Jewlers

Breastcancer.org

Brinker, Simpson and Co., LLC

Chester County Massage

Therapist Unite for Pink

Coastal Classic Creations

Crown Trophy

Currie Hair, Skin and Nails

Emergen C

Exposed Organics

Foods Should Taste Good

GK Elite Sportswear

HeadGames

Herr's

Hillhouse Family

International Gymnastic Camp

Jane Aredale

Kinetics Physical Therapy

Living Beyond Breast Cancer

Longwood Gardens

Mancino Mats

McDermott Family

Northwest Designs Ink, Inc.

Organic Valley

Pancott Family

Panera Bread Company

Paoli Hospital

Phillies

PLAY (Peace Love Art Yoga)

POPChips

Pureblend Tea

Re/Max

Ruggiero and Ruggiero

Orthopedics

Sheraton Great Valley

Siemens

Smith and Truslow

Starbucks

Villari, Lentz & Lynam, LLC

Wawa

Wegmans

Wienrick Bakery

Woodward Camp



“Where there is unity there is always victory.”

– Publilius Syrus

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 **uniteforHER**
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