



Unite for HER Annual Report

celebrating our growth
envisioning our future

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

A woman with dark hair tied back is sitting in a meditative lotus position on a large tree trunk in a sunlit forest. She has her eyes closed and her arms extended horizontally to the sides, palms facing up. She is wearing a white t-shirt with a colorful butterfly and heart graphic, black leggings, and white sneakers. The background is a dense forest of green trees.

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Dear Friends of Unite for HER,

We are honored to share with you Unite for HER's accomplishments and outreach highlights in this 2012/2013 Annual Report. It is hard to believe so much growth has occurred in such a short time, and for that we feel blessed. Every day we are humbled and empowered by the support, compassion, and partnerships that have brought Unite for HER to this place; a position that allows us to serve hundreds of breast cancer patients and their families in the Philadelphia area. We have developed a reputation for being the nonprofit organization that is incredibly "hands-on", and where funds flow directly to the patients in very tangible, life-changing ways. Our programs are designed so participants can see, feel, and measure the healing benefits as they become fully restored.

We are grateful that our patients, families, physicians, partners, volunteers, sponsors, and donors are extremely confident in the support we provide to the breast cancer community. We highly value the trust we have earned and are committed to ensuring the women we serve receive integrative care that will greatly impact their path to recovery.

As you turn through these pages, you will see a beautiful picture of the work we have done this year and the lives that were changed along the way. We look forward to providing continued healing and education to each and every person that comes into contact with Unite for HER in the years to come.

With much appreciation,



Sue

Sue Weldon



“...we laughed,
hugged, and
talked about their
individual journeys
and challenges.”

— Annette Pierdomenico, nurse



“I have always thought I had a healthy diet, but I now realize how much improvement could be made. I love cooking with ‘new’ vegetables that I would not typically buy.”

– Donna S., patient



A Year in Review

Unite for HER (UFH) experienced significant growth in 2013, and expects that trend to continue given the increased demand for their programs in the Philadelphia area. UFH is leading the change they want to see in the medical community where complementary therapies are embraced and endorsed as a vital part of each patient's prescribed treatment plan. The mission and vision of the organization compels their efforts to provide financial and emotional support directly to the women and families they serve. This goal is achieved through a variety of outreach opportunities such as grants, wellness day events, speaking engagements, social media and educational materials.

UFH is honored to be working among the best hospitals and medical providers to bring complementary healing to breast cancer patients. When the wellness day program began in 2010 at Paoli Hospital, they welcomed 30 women to experience the event. They are now impacting over 500 women in 10 area hospitals by equipping them with the tools they need to restore themselves in body, mind, and spirit. This is accomplished through a series of small group presentations and interactive discussions that educate patients regarding the healing power of acupuncture, massage, yoga, Reiki, professional counseling, and nutrition. Each attendee also receives vouchers for the therapies they would like to pursue and educational resources that promote a healthy lifestyle, all funded by UFH.

In 2013, UFH expanded their focus on the positive impact of good nutrition. Given the incredible benefits of even small dietary changes, this message was shared at every opportunity and to all audiences. Their commitment to nutrition education also led to the decision to bring real food to wellness day participants through a CSA (community supported agriculture) membership with Lancaster Farm Fresh Cooperative. Each patient received a weekly supply of fresh, organic, locally grown vegetables. The produce, combined with a nutritional consultation led by professional advisor, Katie Cavuto, and other food buying and preparation service options, gave patients and their families the tools they needed to enjoy meals that strengthened and restored. Over 260 women accepted this incredible benefit in the first full year of implementation, and many have reported significant changes to how they view and choose foods now that they have a greater understanding of their healing power.

Hospital and Community Partners

- Lankenau Medical Center
- Paoli Hospital
- Bryn Mawr Hospital
- Riddle Hospital
- Penn Medicine Chester County Hospital
- Chestnut Hill Hospital
- Einstein Medical Center at Montgomery
- Aria Health
- Temple
- Phoenixville Clinic
- Vanguard
- SAP
- Urban





Grants

UFH saw a rise in grant applications in 2013. The Path to Healing Grant is currently offered directly from UFH, but is also extended to patients in partner hospitals such as Magee-Womens Hospital and the Dana-Farber Cancer Institute. The Path to Healing Grant offers similar financial support for integrative therapies to those received by wellness day participants. Each recipient is encouraged to use the vouchers to seek treatments from a list of UFH approved providers that specialize in caring for breast cancer patients. In 2013, the number of Path to Healing Grants tripled, and over \$36,000 was awarded to women eager to explore the many benefits of complementary therapies. Through our Pink Invitational~Gymnasts Unite event, grants were also awarded on behalf of UFH to Magee-Womens Hospital, St. Francis Hospital, and Hartford Hospital.

The original grant program created for gymnasts, coaches, and judges will see some exciting changes next year. UFH awarded \$22,000 to families in the gymnastics community in 2013, and is in the planning stages of making significant improvements to the grant process to move towards rolling applications throughout the year so families can receive the support they need in a timely manner. The Pink Invitational continues to be their largest fundraising and outreach event, providing incredible opportunities to share educational messages with thousands of young athletes and event attendees. UFH is thrilled to give back to such a generous, loyal, and compassionate group.

Education and Outreach

Education is the cornerstone of UFH outreach efforts. Empowering women through wellness education is essential to finding strength, healing, and control when battling and overcoming a disease. This year, UFH founder, Sue Weldon, had the pleasure of speaking to over 5,000 women, survivors, students, and young athletes about the importance of being your own health advocate and making educated choices for overall health and wellness. UFH was invited to present at various local business, community, school, and healthcare events to inquisitive audiences who were hungry for knowledge and information.

One such outreach that continues to thrive and spread to surrounding schools is the Students Unite for HER program. This fundraising and breast cancer awareness initiative was founded in several local high schools, but has grown to include 18 schools, private athletic teams, and colleges. Each group that hosts a 'pink' event to benefit UFH receives educational resources, a guest speaker presentation, and the opportunity to earn a breast cancer grant for one of their fellow students, team members, teachers or staff. This year, six grants were awarded for a total of \$10,000. UFH anticipates this movement will continue to explode in the coming year and is thrilled to empower younger generations to effect change and give back to their communities.

Vision for the Future

The staff and board of UFH are determined to see the organization succeed by limiting the growth rate and ensuring the high standard of programming is maintained. While the desire is for every hospital in the Philadelphia area to offer the wellness day program to their patients, that must be tempered with the balance of available resources and time. UFH is intentional about building relationships and exploring opportunities that will maximize impact and bring needed resources to women with breast cancer without sacrificing quality. UFH hopes to add several new hospital partnerships in the coming year, and extend the wellness day and grant programs in areas where the financial need is the greatest. UFH is steadfast in their ambition to keep a personal touch and hands-on approach to delivering their unique message. This philosophy of controlled growth also applies to other areas of outreach such as speaking engagements, Students Unite for HER, and fundraising events.

UFH welcomes volunteers with all types of skills and interests, and appreciates the sacrifice of time and talent given by so many in the past year. They are grateful for those who completed simple, time-consuming tasks such as organizing event materials to those hosting fundraising events on behalf of UFH. Every minute and every dollar given to UFH counts towards changing the life of someone affected by breast cancer. **If you would like to find out more about how you can get involved and help UFH fulfill its mission in the breast cancer and wellness communities, please contact UFH at uniteforher@yahoo.com.**



"I am immensely impressed by the extent of personalized services provided."

– Lee R., patient



Board of Directors/ Advisors

Board of Directors:

Susan Weldon
President and Founder

Kimberly DiBiaggio
Vice President

Julie Hillhouse
Communications Director

Robert Griesemer
*Treasurer, CLU, ChFC, Director/Partner,
The Financial House*

Jan Nowell
Secretary

Robert Fried, MD, FACS
*Vice President of Medical Affairs and
Chief of Surgery at Paoli Hospital*

Kate O'Connor, LSW
Neighborhood Health

Louise Pancott
*Owner, AJS Pancott Gymnastics
National Training Center*

David Singer, MD
*Plastic/Reconstructive Surgeon,
Surgical Specialist, P.C.*

Douglas Smith
*Vice President, State Government
Relations, Verizon*

Chip Weldon
*Vice President of Internet Strategies,
T. Rowe Price*

Advisors:

Katie Cavuto, MS, RD
Thomas Burgoon, MD
Thomas A. Lynam III
Danielle Messina
Steve Pancott



The Team

The expansion of UFH programs would not be possible without their dedicated team of volunteers, staff, board members, and expert advisors. Each source of passionate and caring workers has grown in the past year. The volunteer base has increased in overall numbers and now includes UFH Ambassadors, former wellness day participants who share their experiences and faith in the program as they encourage new patients to embrace complementary therapies as a source of healing and comfort. This new group is UFH's most powerful voice as they speak from a place that is deeply and profoundly personal, giving hope to others with a similar diagnosis.

In January, UFH hired a full-time Special Events Manager, Cameron Cavuto, to plan and execute new fundraising and wellness events, bringing in additional revenue to fund outreach initiatives. In addition, the board of directors and advisors welcomed returning and new members who each brought a wealth of wisdom and experience to strategic planning and vision implementation for the organization. President, Sue Weldon, is proud of the diligence displayed by each member throughout the year as they supervised the good stewardship of the generous contributions and donations UFH received. Sue believes this quote by John Quincy Adams accurately describes the UFH team, "If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

2012/2013 Fiscal Year

Statements of Financial Position for the Years Ended June 30, 2013 and 2012

ASSETS

Current Assets:

Cash and Cash Equivalents
Prepaid Expenses

Total Current Assets

Total Assets

LIABILITIES AND NET ASSETS

Current Liabilities:

Accrued Expenses

Total Current Liabilities

Net Assets:

Temporarily restricted

Unrestricted

Total Net Assets

Total Liabilities and Net Assets

Revenue and Support:

Fundraising – Event, Net
Sponsorship and Donations
Grants
Interest Income

Total Revenue and Support

Expenses:

Fundraising
Program Service
Management and General

Total Expenses

Change in Net Assets

Net Assets at Beginning of Year

Net Assets at End of Year

2013

2012

\$ 119,911	\$ 234,389
55,438	17,400
<u>175,349</u>	<u>251,789</u>
<u>\$ 175,349</u>	<u>\$ 251,789</u>

\$ 134,359	\$ 118,300
<u>134,359</u>	<u>118,300</u>

–	15,000
40,990	118,489
<u>40,990</u>	<u>133,489</u>
<u>\$ 175,349</u>	<u>\$ 251,789</u>

\$ 288,724	\$ 255,972
132,225	67,878
–	11,241
723	692
<u>\$ 421,672</u>	<u>\$ 335,783</u>

\$ 41,930	\$ 5,173
414,736	234,881
57,505	52,224
<u>\$ 514,171</u>	<u>\$ 292,278</u>

(92,499)	43,505
133,489	89,984
<u>\$ 40,990</u>	<u>\$ 133,489</u>



“[Unite for HER] is patient oriented in every facet. The attendees were empowered by the information and the knowledge that they are not alone.”

– Dr. Jessie DiNome, physician





Donors

\$20,000 and up

AJS Pancott National Training Center

\$15,000 and up

Verizon

Weldon Family, T. Rowe Price Program
for Charitable Giving

\$10,000 and up

Acure

GK Elite Sportswear

Gymnastics Express

Hillhouse Family, Vanguard Charitable
Endowment

Mancino Manufacturing

Northwest Designs Ink, Inc.

\$7,000 and up

Gym Dandys Gymnastics

Gymnastics Training Center at Simsbury, CT

Marriott Downtown Philadelphia

Unionville High School

\$5,000 and up

4 Star Gymnastics

Avon Grove High School

Bayard Rustin High School

Bishop Shanahan High School

Donna Moore

Gymnastics at Brentwood Commons

Main Line Health

Peirce Middle School

Thriving Yoga

Upper Merion Dance & Gym

Villari, Lentz & Lynam, LLC

X-Cel Gymnastics Parent Organization

\$3,000 and up

Bay Aerials Gymnastics

Berks East Gymnastics

DiBiaggio Family, SAP Matching Gift
Program

GoMacro

Henderson High School

Hilton Garden Inn

KB Gymnastics

Kind

Luna Bar

Prestige Gymnastics
SCA Community Service
Foundation
Silvia's Gymnastics
Team Photo, John Cheng
Viropharma, Inc.
Wegmans
West Chester East High School

\$2,000 and up

Bright Stars Gymnastics
Cartwheels and More
Exelon Generation
Fugett Middle School
Independence Wealth Strategies,
A Division of Metlife
International Gymnastics Camp
Kinetic Physical Therapy
Sean McHale & Karin Risi
Smith Family, Verizon Match
Sparkle Hearts
The Chester County Hospital
uFinancial Group
Ultimate Gymnastics
Woodward Camp

\$1,000 and up

Altius Gymnastics Academy
APEX Gymnastics
AQUA
Baltimore County Gymnastics
John & Jennifer Brown
Care Fund at USU
Coastal Classic Creations
CVS
Dr. Bronners
Maggie Eberts
EGCPA
Emergen C
Fidelity Charitable Gift Fund
Frey Boutique
Dr. Robert Fried
Hayek Family Foundation
Robert & Carol Griesemer
Herrs
High Performance
Honest Tea
K&S Holders
Keep A Breast
Ltd. Academy
Montgomery Gymnastics

Northeast Gymnastic Academy
Owen J. Roberts School District
Pricilla Palmer
Philadelphia Sixers Camp
Siemens
St. Norberts
Sandra Thielz
TNT Gymnastics
Turnberry Solutions, Inc.

Wawa

Weleda

White Clay Soccer
Will-Moor Gymnastics
Win-Win Gymnastics
Zulily, Inc.

\$750 and up

ASAP Gymnastics
Delaware Orthopaedic
Specialists, P.A.
Egyptian Magic
Chris Erickson
GymOlympic Sports Academy
Lakettes Gymnastics
Michael & Carole McCabe
Courtney McDonnell
Molly's Suds
Salubritas
Skyline Gymnastics
Thayer's
USA Gymnastics Region 7
Whole Foods

\$500 and up

Arianna's Cafe
Thomas & Toni Marie Barbine
John & Nancy Boscarelli
Butler Hy-Flyers
Carouge Family Foundation
Carroll Gymnastics
ChesCo Gymnastics
Flips Gymnastics LLC
Food Should Taste Good
Gould Financial Services
Wojciech & Felicity Grzemski
Jewarts
Janet Johnston
Kendrick Gymnastics
Kennett Gymnastics
Kimberton Award & Trophy, Inc.
Kiss My Face

KMCAPO
Lancaster Farm Fresh
Cooperative
Amy Miller
Mr. Todd's Gymnastics
Mary Ann Olson
Organic Excellence
Lisa Moss Raymond
Road 9, LLC
Concetta Schultz
Leigh Stefanik
Student Services, Inc.
TD Bank
The Master's Baker
Twin City Twisters
United Sports Academy
Upenders Gymnastics
J. Scott & Laura Watson
Weleda
West Chester University
Women's Gymnastics Team

\$250 and up

2Design, Denise Kandravi-
Smedley
A. Key Image
Marcy Blitz
Blink
Parker & Mary Carroll
Jane Caruso
Cameron Cavuto
Ciao Bella
Nancy Claar
Barb Cutillo
D'Ascenzo's Gelato
Myra Elfenbein
Shelly Fisher
Grant Abstract, LLC
Jengenuity
Joseph Anthony Salon Retreat &
Spa
Jeffrey & Meredith Kenny
Keshet Israel
Sharon Matas
Kristina Olson-Berryman
Penn London Elementary School
Marilyn Schnaars
Southern Utah University
The Light Within Yoga
Tish Boutique
Maia & Chris Tolsdorf


UE LifeSciences Inc.
Verizon Wireless Good
Government Club
Patty Vitale
Seva Power Yoga
Robert & Beth Waks
Barbara Wallace
Mark Welch

\$100 and up

A.H. Davis & Son, Inc.
ACAC
Susan Adamczyk
Adventure Aquarium
Agilent Technologies
All Pro Gymnastics
Gina Amrich
Anchorage Marina, Inc.
Artifact
Benari Jewelers
Bensley Family
Bubble & Bee
Celtic Complexion
Carla Ceralde
William & Brenda Collins
Jill Corbett
Cuddle My Kids
Currie Day Spa
Michael Dabrow
Definitely Dance, Inc.
Emminence Front Salon
Exposed Organics
Susan Falcone
Robert & Allison Fanelli
Henry C. Fila, Jr.
Christopher & Deborah Ford
GC2
Gladwyne School, Caring and
Sharing Program
GlaxoSmithKline Foundation
Theresa Goodwin
Lawrence & Gail Harrington
Jeffrey & Angelee Harvey
Healthy Bites To Go
Leon & Beverly Henry
Hotel Warner
John & Susan Huber
Clyde Jacobs
Maureen Johnson
John & Barbara Jordan
Hui Kang

KBZ Communications, Inc.
Chin Kim
Dale & Donna Kling
Ling Ling Luo
Cristin MacDonald
Joseph & Sherri Marziano
J. Patrick Mayo
Steve & Ann McFalls
Terry McGirk
Medical Acupuncture of
Chester County
Carole Micison
Molly's Suds
Janice Morrow
Denise Myers
Margie Myers
Mark & Michelle Neils
Jean Noecker
Kevin & Kathryn O'Keefe
Michael & Theresa O'Neill
Organic Valley
Stephen & Louise Pancott
People's Light Theater
Pietro's and Nona's Restaurants
Anthony & Megan Posca
Primavera
Michael & Annmarie Puliti
William & Patricia Reilly
Adair Robbins
Christopher & Rebecca Schaller
Kate Shiller
Sovana Bistro
Carol Spano
TCA Philly
Tia Tedder
Transcend Spa
Transcend Wellness & Yoga
Suzanne Truitt
Kim Wallace
Patti Walters
Kay Weldon
Robert & Christine Winn
YMCA

*Donation amounts also include
in-kind goods and services.*

A photograph of a person's arms and hands hugging a large, moss-covered tree trunk in a forest. The person's hands are visible, with red-painted fingernails, and they are wrapped around the tree. The background is a lush green forest with out-of-focus foliage.

“Yoga has taught me forgiveness, grace, peace, and a love for myself. It has taught me to appreciate where I have been and what I have been through. It gives me a sense of awareness and guides me through all aspects of my healing. I have felt better mentally and physically in the last few months than I have since the diagnosis of my disease five years ago!”

– Lynn S., patient

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 **unite** for **HER**
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