



# LIGHTING TOMORROW...

2015 ANNUAL REPORT

 *unite* <sup>for</sup> **HER**  
Helping to Empower & Restore





3 LETTER FROM OUR PRESIDENT AND CHAIR

6 COMMUNITY SUPPORT

8 2015 FISCAL YEAR/BOARD/STAFF/ADVISORS

4 LIGHTING THE WAY: YEAR IN REVIEW

7 2015 OUTREACH HIGHLIGHTS

9 DONORS

# TABLE OF CONTENTS



# “Light tomorrow with today!”

– Elizabeth Barrett Browning

As Unite for HER celebrates its sixth year of serving women affected by breast cancer, we are humbled by the impact we made in uniting our community to bring support, encouragement and valuable resources to patients and families in need. It is our daily mission to spread light and hope to them during a time when their path is dark and filled with despair. However, we could not have done it without you—our loyal donors, volunteers, and friends.

Every week we receive “love notes” from the women we serve, sharing how Unite for HER has changed their lives for the better. There are stories of how we helped them heal and gave them the strength and confidence to regain control; provided hope and compassionate understanding; made valuable resources accessible in order to find their voice; and restored their quality of life. These beautiful, handwritten notes sustain us day after day, validating the mission and outreach Unite for HER has brought to the medical and wellness communities. You see, while these women express gratitude for the light we bring to make their path to wholeness bright again, it is their honesty, strength, courage and beauty that fuels that mission and gives the staff and board of directors an inner fire to improve and expand our services.

Thank you for seeing Unite for HER through all the challenges of rapid programming growth that we have encountered due to increasing demand. We are so grateful for your partnership as we work together to light today and make tomorrow better for thousands of women.

Sincerely,



Sue Weldon  
Founder & President



Maia Tolsdorf  
Chair of the Board of Directors



# LIGHTING THE WAY



## IMPROVING LIVES

The Unite for HER (UFH) mission is to bridge the gap between the medical and wellness communities by funding and delivering complementary therapies that support the physical and emotional needs of those with breast cancer during treatment and beyond. By making enhancements and refinements to the Wellness Day Program, UFH continues to grow this area of outreach while improving and building upon the patient experience. Wellness Day events are the cornerstone of the organization and in great demand among Philadelphia area hospitals. Treatment modalities provided by UFH are based on expert recommendations and scientific research in the field of complementary therapies. To read more about these findings, visit the Therapies page of the UFH website.



## CONTINUING CARE –THRIVE!

UFH is committed to serving women for a full year as they heal and restore in body, mind and spirit. In 2015, this mission of care was extended beyond those initial 12 months to provide continued wellness education and emotional support. Past participants were invited to attend *Thrive!* a free UFH Wellness Retreat. The inaugural event served as an opportunity to reconnect with wellness day attendees and continue encouraging them on their journey of renewal. Retreat guests enjoyed healthy living workshops, interactive experiences, professional speakers, and a nutritious meal. They also received a CSA share, wellness therapy voucher, and organic product gifts. The *Thrive!* event will become an annual outreach event for UFH, as women have expressed a real need for help in dealing with life issues that extend several years beyond treatment.



## GIVING BACK

For many UFH wellness day participants, the experience is empowering and inspires them to help other women battling breast cancer once they are back on their feet. UFH values the hundreds of volunteer hours given in love by those who have received support and services in previous years. The UFH Ambassador program is one such opportunity to contribute, and it is a vital part of our wellness day outreach. Prior to an event, ambassadors call invitees to highlight the benefits of attending, answer any questions, and share their personal story. At the wellness day, they function as group leaders who help the participants to navigate the schedule, build camaraderie, and ensure a positive experience. As UFH recipients, they are uniquely able to make an immediate and lasting connection with the women in this program.



## LEADING PROGRESS

UFH was honored to further their partnership with Penn Medicine Abramson Cancer Center and collaborate on a new program designed to deliver massage therapy treatments in hospital oncology suites. Licensed and fully vetted UFH massage therapists specializing in treating women with breast cancer are providing personal care in a tranquil healing space.

Early findings show that massage therapy recipients in this setting saw a 56% decrease in anxiety levels, nausea was reduced by 54%, pain decreased by 39%, and feelings of fatigue lowered by 49%. In a recent report, 100% of the 355 women surveyed would recommend massage treatments to other breast cancer patients.

UFH will continue funding this new outreach program next year and is thrilled with the encouraging results.





“Grateful, amazed, thankful.  
Very blessed by your kindness.”

“I felt so special and pampered at your recent event held at my hospital. After my most challenging year, your event felt like a ray of sunshine breaking through the clouds.”

“A big thank you.  
Unite for HER has been  
a blessing for me.  
Cancer took my breast,  
but not my hope.”

**“Thank you from the bottom  
of my heart for what you do!  
Writing this note brings tears  
to my eyes. I don’t know how I  
would have gotten through my  
surgery, chemo, radiation and  
recovery without you all!”**

The idea of preventative health is not a new one to our society. Remember when your mother would say that “an apple a day keeps the doctor away”? That proverb dates back to the 1860s, but the principle is still applicable today. Eating real food is a valuable tool in establishing healthy and strong bodies that are equipped to fight disease. Good nutrition is just one of the many ways we can make strides towards enhanced wellness.

UFH has dedicated additional time and resources to educate program participants and the community about the role of healthy lifestyle choices in the prevention of disease and the promotion of wellness. They encourage proactive, not reactive, growth and change. Wellness is more than the absence of disease, it is making beneficial choices in all areas of life that advance our well-being and help realize our full potential.

Last year, Sue Weldon had the opportunity to speak to thousands of people of all ages regarding the value and impact of improved wellness. Her experience as a breast cancer patient and survivor allows her to deliver a personal and effective message to a variety of audiences with tips and recommendations that are affordable and easy to implement. UFH is investing in the lives of individuals, families and future generations by educating the community about the importance of these wellness topics and empowering positive change.



# COMMUNITY SUPPORT



UFH has been blessed again this year with generous donors, supporters and volunteers who help us spread light to the breast cancer community. Outreach initiatives designed to fulfill the UFH mission are made possible by dozens of local fundraising events led by caring individuals, loyal organizations, and innovative businesses. In 2014/15, contributions made from these functions increased by 300% from the previous year. Revenue from the Pink Invitational, UFH's largest fundraising and outreach event, remained stable while plans are in place to grow the event attendance by nearly 20% in 2016. There is a full list of upcoming opportunities to engage and partner with UFH on the website, including marquee events such as Harvest, Bloom and the 5K run/walk. UFH welcomes new ideas for involving community groups and leaders who are eager to support women and families affected by breast cancer as we work together to ensure a better tomorrow.

# OUTREACH HIGHLIGHTS

Students Unite for HER Program  
27 schools  
participating

↑42%



Wellness  
Education  
Talks

17,800  
people

↑13%



Breast Cancer  
Program Events



16 events

↑45%

Outreach Services  
\$796,407

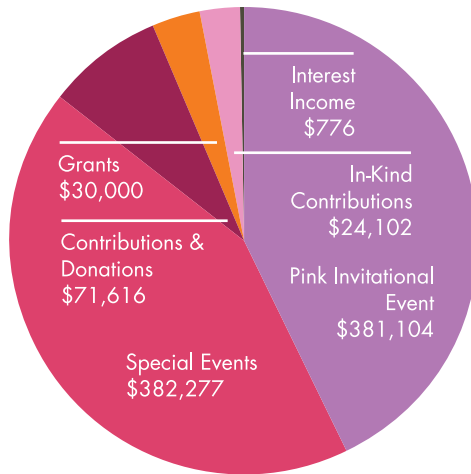
↑47%



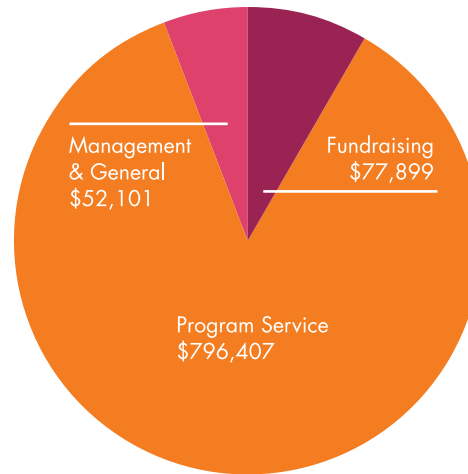
“Knowing is not enough; we must apply. Willing is not enough; we must do.”

– Johann Wolfgang von Goethe

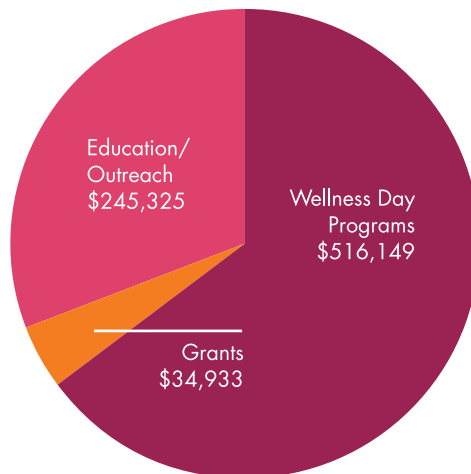
# 2015 FISCAL YEAR



Total Income: \$889,875



Total Expenses: \$926,407



Total Outreach Program Services: \$796,407

“There is no greater joy nor greater reward than to make a fundamental difference in someone’s life.”

– Mary Rose McGeady

## 2014/15 BOARD OF DIRECTORS

Maia Tolsdorf — Chair/Executive, Finance and Development Committees  
 Karin Risi — Vice Chair/Executive Committee  
 Robert Griesemer — Treasurer/Finance Committee  
 Jan Nowell — Secretary  
 Robert Fried, MD — Member  
 Meghan Kelly — Member/Development Committee  
 Douglas Smith — Member/Finance Committee  
 Barbara J. Tachovsky, RN, MS, FACHE — Member/Development Committee  
 Chip Weldon — Member/Executive Committee

## STAFF

Cameron Cavuto — Special Events Manager  
 Sue Falcone — Bookkeeper  
 Julie Hillhouse — Communications Director  
 Gail Kelly — Business Manager  
 Susan Weldon — President

## ADVISORS

Julie Ackerman, LMT, CLT  
 Thomas Burgoon, MD  
 Lauren Cates, NCTMB  
 Katie Cavuto, MS, RD  
 Alison Donley, E-RYT 500  
 Jolene Hart, CHC, AADP  
 Andrew C. Laird  
 Thomas A. Lynam, III  
 Danielle Messina  
 Kate O’Connor, LSW  
 Louise Pancott  
 Steve Pancott



# DONORS



## \$45,000 AND UP

Unite for Anne Event/In Memory of Anne Janiczek Nees

## \$25,000 AND UP

Jason & Sherri Eckhardt/Arm's Away Golf Outing  
GK Elite Sportswear  
Mancino Manufacturing Co., Inc.  
The Roemer Foundation

## \$20,000 AND UP

AJS Pancott Gymnastics NTC  
Verizon  
Chip & Sue Weldon/T. Rowe Price Match

## \$15,000 AND UP

Adler & Kelly Families  
Green Tree Servicing LLC/Ditech  
NEGX

## \$10,000 AND UP

AJS Pancott Youth Board  
Bayard Rustin High School  
Bobbie Hillhouse  
Main Line Health Systems  
Northwest Designs, Inc.  
Penn Medicine Abramson Cancer Center

## \$7,000 AND UP

Exelon Generation  
Dr. Robert Fried  
Louis Nees



Prestige Gymnastics  
X-Cel Gymnastics Parent Organization  
Upper Merion Dance & Gymnastics  
West Chester University

## \$5,000 AND UP

Acure Organics  
Avon Grove High School  
B. Reed Henderson High School  
Bay Aerials Gymnastics  
Bishop Shanahan High School  
Casali di Bibbiano (Teca)  
Chester County Fund for Women & Girls  
ChesterCounty-PA.com  
Coldwell Banker Preferred—Exton Office  
Contagious  
Caroline & Randy Green  
Gymnastic Training Center of Simsbury CT  
Horsham Mother's Day 5K  
Montgomery County Gymnastics & Cheer NAWGJ  
Philadelphia Macaroni Company  
Proskauer Rose LLP  
Karin Risi & Sean McHale  
Rolling Barrell Events  
Unionville High School  
Villari, Lentz & Ilyam, LLC  
Win-Win Gymnastics

## \$3,000 AND UP

A2 Gym & Cheer  
ACAC Fitness & Wellness Centers  
Altius Gymnastic Academy



American Gymnastics  
Berks East  
Cartwheels and More  
Katie Cavuto  
Charles F. Patton Middle School  
Daughters of Penelope  
E. N. Peirce Middle School  
Robert & Carol Griesemer/Financial House  
Gym Dandys  
J.R. Fugett Middle School  
KB Gymnastics  
Kidsport Gymnastic Academy  
Lancaster Farm Fresh Cooperative  
Owen J. Roberts High School  
Pinnacle Gymnastics  
Queen of Hearts  
QVC, Inc.  
Silvia's Gymnastics  
Team Photo  
Victory Brewing Company

## \$2,000 AND UP

422 Spacemall Self Storage  
Abington Health's Rosenfeld Cancer Center  
Action Kids at Brentwood Commons  
Acura of Limerick  
AmeriHealth Caritas  
Aqua America, Inc.  
Aria Health  
Camp Woodward  
CDMI  
Chestnut Hill Hospital—Jefferson



Classic Diner  
DiBiaggio Family/SAP Match  
Drexel Sports Medicine  
William & Ann Eckerd  
Eclat  
Einstein Medical Center Montgomery  
Erie Gymnastics-Team Lightning  
John Hannifan  
Heineken  
Hilton Garden Inn  
Home2 Suites Philadelphia  
Jade Yoga Mats  
King Laird P.C. Law Offices  
Marriott Business Services  
Mount Saint Joseph Academy  
PA State Board  
Penn Radiation Oncology  
Penn Therapy and Fitness at Valley Forge  
Perform RX  
Phoenixville Hospital  
Pinnacle Enterprises, Inc.  
PTM Sports  
Regus  
RX Advance  
Scott Honda  
Skyline Gymnastics Team  
Sovana Bistro  
Steel City Blues Society  
Sajid & Simin Syed  
Tolsdorf Oil Lube Express  
USA Gymnastics  
USLI  
Wegmans



## **\$1,000 AND UP**

Ace Limousine  
Advanced Chiropractic Wellness  
Centers, Inc.  
Advanced Lock & Security, Inc.  
All Pro Gymnastics & Cheer  
All Stars Gymnastics  
Amani's BYOB  
Athleta  
AVE Downingtown/Malvern  
Josh Barrickman  
Suzanne Barton  
John & Nancy Boscarelli  
Brinker Simpson & Company, LLC  
Brown Forman  
Brutocao Vineyards  
Gerald Burke  
C&M Mushrooms  
Cakes and Candies by Maryellen  
Carroll Gymnastics

Centre Elite Gymnastics  
Coatesville High School  
College of the Holy Cross  
Crown Trophy  
CVS Caremark Charitable Trust  
Dia Doce  
Docksiders Gymnastics  
Cathy Dondzila  
Downingtown East High School  
DSM Biomedical  
Elliot-Lewis Convention Services  
Energy Gymnastics  
Ferguson  
Forty 1 North  
Free People—Center City Store  
Galer Winery  
Garnet Valley High School  
Good Shepherd Penn Partners  
Stephen & Sherrie Gould  
Bijan & Tammy Hamzehpour/Renaissance  
Charitable Foundation Match

Hatboro-Horsham High School  
Hershey Aerials Gymnastics  
Patty & Gary Holloway  
The Inn at Perry Cabin  
International Gymnastics Camp  
Lee Janiczek  
John Pancott Gymnastics  
JRB Wealth Management  
Katzman Family  
Kinetic Physical Therapy and Human  
Performance Center  
Todd Kushman  
Lamb McErlane P.C.  
Legacy Treatment Services, Inc.  
Lexus of Atlantic City  
Malvern Federal Savings Bank  
Manatawny Still Works  
Thomas Marano  
The Master's Baker  
Clyde & Taryl McKee  
Medical Acupuncture of Chester County

Ron Meyer  
Modo Mio  
Walter & Susan Mostek  
Richard Murray & Pat Bailey/Merck  
Foundation Match  
Mushroom Farmers of PA  
Jim and Dinae Norris  
Ogletree Deakins  
Palmar  
Panorama  
Kalpana Patankar, MD  
Phoenixville Foundry  
Pi Delta Chi at SUNY Oneonta  
Qycell Corporation  
R2L  
Raymond Vineyards  
Restaurant Alba  
Rocky Point GMGC Booster Club  
SawGrass—Florida  
Shapiro Family  
Siemens





Albert & Jen Simmons  
 Sirlin Lesser & Benson, P.C.  
 SmartWater  
 Doug Smith/Verizon Foundation Match  
 Springers Homemade Ice Cream, Ltd  
 The Start Foundation—Aerials Gymnastics  
 SUNY Oneonta  
 John & Barbara Tachovsky  
 Terrain  
 Sandra Thielz  
 Timothy Off Heating, AC & Plumbing  
 Tish Boutique  
 Tri-Star Gymnastics  
 The Wellnest  
 Wilson/Mazzocco Artisan Wineries  
 Scott Winter  
 Zavino

#### **\$750 AND UP**

Brian Atwood  
 Butler Gymnastics  
 John Butts  
 The Crazy Sofa  
 Doc Magrogan's  
 Harvest Seasonal Grill & Wine Bar  
 Lakettes & Lakers Gymnastics Academy  
 Ledson Hotel and Winery  
 L V Force, Inc.  
 Marly's  
 Paragon Gymnastics  
 Penns Woods Winery  
 Pepperoncini  
 Quinnipiac University  
 Region 7 Gymnastics  
 SEI  
 Supper  
 Williams-Sonoma



#### **\$500 AND UP**

Aim High Studio  
 Anthropologie—Rittenhouse Square Store  
 APEX Gymnastics  
 Arcadia Gymnastics Center  
 Arianna's Café  
 ASAP Girls Booster Club  
 Chanel Sheree Baxter  
 Kevin, Flower, Bella & Jack Beleniski  
 BlueGrace Logistics  
 Bobo's Oat Bars  
 Bright Stars Gymnastics  
 Burlap and Bean  
 Parker & Mary Carroll  
 Natalie Caruso  
 Cherry Hill Gymnastics  
 Ches-Co Gymnastics  
 Chick-Fil-A at Lima  
 Children's International Summer Villages  
 Carolyn Chizmar  
 Coastal Classic Creations  
 Columbia Gymnastics  
 Control, Inc.  
 Kyle & Cameron Cotruffello  
 Cumberland Gymnastics  
 D'Ascenzo's Gelato  
 Dynamats Gymnastics  
 East Catholic High School  
 First United Church of Christ Women's Guild  
 Flips Gymnastics  
 Fox Chase Bank  
 GC2 Gymnastics  
 Giant  
 The Gravity Elite Club  
 Gymdancer  
 GymOlympic Sports Academy  
 Harford Gymnastics



Head Over Heels Gymnastics  
 Herr's  
 High Performance Gymnastics Training Center  
 Hillhouse Family  
 Hilton Worldwide  
 Pamela Hudson  
 J. Gallagher Septic & Wastewater  
 Jakubowski Family  
 Alexandra Kelly  
 Kelly's Sports, Ltd.  
 Colin Kelton  
 Kendrick Kippettes  
 Keystone Foam Corporation  
 LARABAR  
 The Law Offices of Gregory A. Smith  
 Dr. Linna Li  
 Magee-Womens Hospital of UPMC  
 Mona Mahboubi  
 Soroosh & Soheila Mahboubi  
 MapR  
 Laura Melly  
 Alix Morgan  
 Moyo Yoga  
 MTG Twisters  
 Steven & Sarah Murray  
 Nastics  
 Northeast Gymnastics  
 Nourish  
 Octorara Senior High School  
 Off Limits Gymnastics  
 Mary Ann Olson  
 Omni Hotel Philadelphia  
 Pete's Produce Farm  
 PHX Gymnastics  
 Pittsburgh Elite Gymnastics  
 Drew & Lisa Reiferson  
 Kristin Risi



Roxborough Manayunk Lioness Club  
 Keith Rudolf  
 Saint Norbert Elementary School  
 Concetta Schultz  
 Gregory & Rebecca Shemanski  
 Shooting Starz Gymnastics  
 Somerton Gymnastics  
 SpotCrime  
 TD Bank  
 Tia Tedder  
 TopFlight Gymnastics  
 Twin Peaks Cancer Foundation  
 Uzelac Gymnastics  
 The Walt Disney Company  
 West Chester East High School  
 Worldwide Express  
 Yellow Daffodil/Heron Home Health Care

#### **CORPORATE MATCH DONORS**

GlaxoSmithKline Foundation



LOUIS VUITTON





**W: [UNITEFORHER.ORG](http://UNITEFORHER.ORG)**

**E: [INFO@UNITEFORHER.ORG](mailto:INFO@UNITEFORHER.ORG)**

**P: 610-322-9552**

