A celebration of life beyond breast cancer

Faces of The Foundation

Annual Report

2009

TO CELEBRATE LIFE
BREAST CANCER FOUNDATION
Reaching out to enrich the lives of women and men living with breast cancer
In 2010, we will offer our sponsors the opportunity to Tee It Up sold out in advance, and our grants program will continue to mature as an organization and reinvigorate our individual giving plan to garner support not specifically related to events. We will promote our organization through our website, in our marketing materials and at our events. We will implement an e-newsletter and hired our first Executive Director.

As we brace for another challenging year ahead, we share an "abundance mentality," choosing to focus on creatively using our available resources rather than dwelling on obligations.

In 2010, we will offer our sponsors Foundation benefits including year-long exposure on our website, in our marketing materials and at our events. We will implement an individual giving plan to garner support not specifically related to events. We will reiterate our commitment to sustainability and introduce the event in 2011. Most important, our grants will help fill the gap caused by recent state cutbacks in breast cancer diagnostics, especially for women under 50 and those who cannot afford these services.

Costly treatments, early detection and prevention are the keys to choosing a new course rather than dwelling on obstacles.

Tina, executive director of the Myositis Association, a nonprofit organization that receives support from To Tee It Up, said, "I'd asked for help before, but I didn't feel it was the right time to ask for help or to be embarrassed."

In 2009, our grants supported a broad array of services, and our Fund A Need appeals succeeded in spite of inclement weather, and Stepping Out's creative collaboration with local designers resulted in a tennis tournament and reintroduce the event in 2011. Most important, our grants will help fill the gap caused by recent state cutbacks in breast cancer diagnostics, especially for women under 50 and those who cannot afford these services.

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We deeply appreciate your support and welcome your comments and participation.

Sincerely,

CHRIS BREITING
Board President
KATHY MEYER
Executive Director

Claudia

In November 2010, after completing treatment for stage 3C breast cancer, Claudia was hit by an SUV as she crossed the street in San Francisco. She suffered severe injuries, but fortunately, she had health insurance. The following January she underwent surgery to remove over 20 cancerous lymph nodes in her neck. But her story doesn’t end there. The next year, another surgery was required. Faced with high medical expenses, she did a Google search for co-payment assistance and found the Breast Cancer Emergency Fund, an organization that receives support from To Tee It Up. “I’d asked for help before but I didn’t feel I deserved to call,” says Claudia. But when she called the organization, she was told, “They’re going to help me pay my oncologist. It’s so comforting.”

Claudia K., San Francisco

Liz

As a transplant from Texas, Liz was diagnosed last year while living in Tahoe. No longer able to afford breast health insurance, she and her husband moved in with her sister in San Rafael. While she was in treatment, Liz found out about the Marin Center for Independent Living, a Foundation grantee. MCIL helped her pay her rent, food and pay bills. Early this year, she and her husband moved out of an apartment, but now she needed help to cover her expenses. The organization helped pay for her expenses. "They’ve been wonderful to me,” says Liz. “They’ve gone out of their way to help me pay my oncologist. It’s so comforting.”

Claudia K., San Francisco

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Claudia K., San Francisco

A message from our Board President & Executive Director

Dear Friends and Supporters,

There was much to celebrate in 2009 as To Tee It Up matured as an organization while striving to meet the increasing needs of those living with breast cancer throughout the Bay Area.

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Event highlights:

Every year, hundreds of volunteers generously donate their time and talent to ensure the success of our fundraising events. Some work weeks or year-round, while others lend a hand on the day of the event. But each and every one plays a vital role in helping to accomplish our mission. We thank them from the bottom of our hearts!

Our Volunteer-driven Events

In 2009, our eagerly anticipated golf tournament featured a highly successful Fund A Need drive to support organizations that help women under age 40 get mammograms and diagnostic services. Now in its seventh year, the all-day tournament takes place at the beautiful Sonoma Golf Club and includes 18 holes of golf, a delicious boxed lunch, awards presentation, dinner, and silent and live auctions.

It’s a Love Match…

More than 150 area designers, complemented by fashion industry professionals, donated their time and talents to ensure the success of our fundraising events. Some work with the organization to raise money and at the same time raise awareness.

A Milestone of Giving

This year, To Celebrate Life Breast Cancer Foundation reached an amazing milestone. As a result of our fundraising efforts throughout 2009, the Foundation granted $3,144,258 to 21 Bay Area nonprofits, bringing the total amount of awards since our inception in 1996 to $31 million.

The primary focus of this year’s grants is to provide screening mammograms to help fill the gap created by cuts in California’s Cancer Detection program, which has helped uninsured women pay for these services. More than ever before, these grants will help make earlier diagnoses, treatment and recovery possible. And more than ever before, they will help care costs and improve the quality of life for those living with breast cancer.

“Through your generous support, Breast Cancer Emergency Fund has been able to help low-income San Francisco and San Mateo County residents struggling with breast cancer or its difficult treatment regimens by lightening the financial burden and emotional toll of unpaid bills. Thank you so very much to the To Celebrate Life community!”

Madelyn Stone
Program Director, Breast Cancer Emergency Fund

Our 2010 Grantees & the Counties They Serve

Community Health Partnership, Inc.
Foundation for Community Morality
Access to Care grants – San Jose
Sutter Health – Alameda & Contra Costa
Breast Cancer Connections
Institute For Health & Healing
Holistic Support for Breast Cancer Patients – Men & Women
Fusion
La Clinica De La Raza, Inc.
Spanish-Speaking Woman’s Cancer Initiative, a project of the Latino Cancer Collaborative – Contra Costa
Latinos Contra Cancer
Breast Screening Access for Latinas Under 50 – San Jose
Lynne Martin Health Services
Breast Health Program – Albany & San Francisco
Marin Center
For Independent Living
Breast Cancer Benefits and Advocacy Project – Marin
Marin General Hospital/Marin Cancer Institute
Breast Cancer Resource and Recovery Center – Marin, Napa & Sonoma
Marin General Hospital
To Celebrate Life Harbor Point Fund – Marin

Sutter North Bay Women’s Health Center
LifeLines Breast Cancer Program – San Francisco
Women’s Cancer Resource Center, East Bay Breast Cancer (Breast Cancer Support Services – Napa & Sonoma
Meals Of Marin
Food Project for Pinners
Breast Cancer – Marin
Shanti
LifeLabs Breast Cancer Program – San Francisco
Rainwood
Family Health Center
Mammography Access Project – San Mateo

To Celebrate Life
Historically, the primary source of contributions have been from our signature events (eni & us, Rally and Step Out) To maintain its long-term stability, the Foundation is exploring new ways to garner support, including Celebration Circle, our planned giving campaign, as well as major gifts from individuals, grants from other foundations, Fund A Mannequingram appeal, and more.

Celebration Circle

The Celebration Circle was established to recognize individuals who include the Foundation in their estate planning, either by a beneficiary designation in their will, or by including the Foundation in their estate planning as part of their overall philanthropic giving strategy. By including The Celebration in your estate plan, you provide a legacy for women and men coping with breast cancer. Your gift may be a fixed amount, a portion of your estate, or your entire estate. A gift to the Celebration Circle provides unrestricted support for the greatest need. You, or your designated contact, will benefit from the tax advantages of a gift in a planned gift but have not yet informed us, or would like additional information, please contact our Executive Director, Kathy Meyer, at 415.455.5882.

Source of Income Comparison

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Financial Highlights

- **$40,000+**
  - Susan & John Cowper Trust
  - Colin & Sue Bellman Foundation
  - Sutter Health Affiliates
  - The Fremont Group Foundation
- **$25,000+**
  - Kathy & Geary Klein
  - Michelle Kunick, M.D., Independent
  - Dr. and Mrs. Alan Pryor
  - Helen A. & Howard Goldman
  - Gail W. Stern, The David R. Stern Family Foundation
- **$10,000+**
  - Rhonda & Randolph W. Brown
  - George and Helen Diers
  - John & Vickie Kryzanowski
  - Linda & Ted Johnson
- **$5,000+**
  - Allen B. Cooper
  - Mary Poland
  - Teresa & Richard Denniston
  - Kay & Skip Wicha
- **$250+**
  - Allen B. Cooper
  - Mary Poland
  - Teresa & Richard Denniston
  - Kay & Skip Wicha

To Celebrate Life Breast Cancer Foundation deeply appreciates contributions and donations at every level. You’ll find a full listing of our donors at www.tocelebratelife.org

**Fund A Need**

- 12%
  - Construction Fund
  - Support Services
- 32%
  - Events
  - Financial Aid
  - Housing Fund
  - Research Fund
  - Screen and Diagnostic
  - Treatment Fund

**Types of Services Funded**

- Community Events
- Emergencies
- Fund A Need
- Health Financial Aid
- Screen and Diagnostic

**Sources of 2009 Income**

- Community Events
- Emergencies
- Fund A Need
- Health Financial Aid
- Screen and Diagnostic

**To Celebrate Life Breast Cancer Foundation**

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(415) 455-5882
www.tocelebratelife.org

© 2010 To Celebrate Life Breast Care Foundation”
Our Mission

Reaching out to enrich the lives of women and men living with breast cancer.

We accomplish this by:

• Providing grants for support programs, early detection screening, emotional and educational services

• Securing resources for Bay Area organizations, including those supporting underserved communities

• Offering healing opportunities through our events for those living with breast cancer