

May 2016

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A New Initiative for 2016

Breast Intentions has instituted a new program, and you can help it go viral!

Mark your calendars for July 23, 2016...our first annual Breast Intentions Pink Lemonade Day! An initiative to raise awareness of our organization, and expand our reach across the nation, our goal is to have events in all fifty states.

Through Pink Lemonade Day, we hope to get our message out across the country that we are here to help women and their families struggling through a breast cancer diagnosis. With chapters in New Jersey, New York, Massachusetts and Illinois, our hope is Pink Lemonade Day will grow our organization to other states.

Interested in getting involved? E-mail pinklemonadeday@breastintentions.org, and we'll tell you how to get started!

We have a new influx of student volunteers, and we're mobilizing through social media to get the message out...we're here to help! Share, tweet, and Instagram

your support (and photos), with the hashtag #BIPinkLemonadeDay. Let's make July 23, 2016, Breast Intentions Pink Lemonade Day, a huge success!



2016 Marathon

Breast Intentions has a team running in the 2016 NJ Marathon on May 1, 2016. The Marathon takes place from 7:30-3:30 in Long Branch, NJ. Our goal is 100 participants running for the BI team. Click the button below to support one of our runners. Last year, we raised over \$40,000 to help women in need. Let's do it again!

Support us now



Meet our teen volunteers

Anika is a sophomore at Communications High School. She was looking for a meaningful place to volunteer, initially because she needed volunteer hours for National Honor Society eligibility. When she heard Breast Intentions was looking for teens, she jumped at the chance to help, largely because her aunt is undergoing cancer treatment right now.

Anika is the design team leader for Pink Lemonade Day, and designed the logo for the event as well as the t-shirt the Breast Intentions team will be



Sign the Pink Pact!

"You Feelin' Me?" is the call to action to women everywhere to be proactive in their own health. As many as forty per cent of breast cancers are detected by self-examination, so we can't over-emphasize the importance of performing a monthly self-exam.

Breast Intentions has instituted the Pink Pact to encourage women to take matters into their own hands. Part of the Pink Pact is an educational program you can bring to your town's high school. For more information on booking a Pink Pact presentation, email a request to erika@breastintentions.org,

wearing. Her current plan is to major in either animation or art direction for film when she goes to college in a couple of years. and someone from our organization will contact you.

Breast Friends Forever

Thank you for your generous support. Because of you, we have been able to help the following people in the past few weeks:

- Doli found out that she had breast cancer while she was pregnant with her fourth child. She could not begin treatment until after the birth of her baby. She asked for help with groceries. **Because of you**, we were able to provide her with gift cards to keep food on the table.
- Diane was referred to Breast Intentions by her nurse navigator. She was diagnosed in January with stage 1 breast cancer and is currently having radiation treatment. When we spoke to her she asked if there was any way that we could help getting a couple of things fixed in her home. **Because of you**, we were able to have her appliances fixed and the roof patched.
- Kate was referred to us by her social worker. She lost her husband two years ago and is raising her 13-year-old daughter on her own. She was diagnosed with stage 3 breast cancer, had surgery, and is currently being treated with chemotherapy. Kate had fallen behind on a few of her bills and was in a panic because her phone, her only means of communication with her doctors, was going to be shut off. **Because of you**, we were able to pay her Verizon, car, and rent bills.
- Kimberly is 64 years old and was diagnosed with stage 3 breast cancer with infiltration in 2 nodes. She is on a fixed income and with the co-pays and the expense of medicine she is having a hard time keeping up. While stressing over her bills, she suffered a stroke and heart attack! **Because of you**, we were able to pay her rent, gas, and electric bills.
- Dina heard about us from her friend. She told us that her even though she has not yet had her treatment her medical bills are already over \$6000.00. Nervous about how she is going to make ends meet, she humbly asked us for

help with her rent so that she could catch up. **Because of you**, we were able to do that.

- We received a call from Sara; her mother is currently being treated for aggressive breast cancer and is very depressed. She asked if it was possible for us to help with the rent payment until her Mom's disability payment was received. We were all very impressed with Sara. She is 18 years old, and a senior in high school. She told us, "I want to help her any way I can. She has always been there for me." **Because of you**, we were able to pay her rent and provide dinner for them. As of this writing, Sara's mom is on the mend. She has received her disability and will soon be back to work.

We are humbled by your generosity. The women listed above are very grateful for an organization like ours. What we know for SURE is that we are making a difference - **BECAUSE OF YOU**.

Thanks again for standing with us.



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