Moved by the loss of their dear friend, Mary Sloan, Vera Bradley Co-founders Barbara Bradley Baekgaard and Patricia R. Miller embraced the cause and began supporting breast cancer research. To date, the Vera Bradley Foundation has donated $34.6 million to support critical advancements in breast cancer research!

The Vera Bradley Foundation is a 501(c)(3) non-profit fundraising organization based in Fort Wayne, Indiana, at the Vera Bradley headquarters.

Where does the money come from?
Foundation events are a cornerstone of our fundraising. The annual Vera Bradley Foundation for Breast Cancer Classic gathers more than 2500 guests, players and volunteers for a beautiful sporting event of golf, pickleball and yoga to raise funds for breast cancer research. Our Tickled Pink event, which unites more than 500 Vera Bradley enthusiasts every year for a behind-the-scenes brand experience, brings more support to the cause.

In addition to Foundation events, individual donors, dedicated friends, Vera Bradley retailers and other committed partners nationwide host their own events in a variety of ways to invite more contributors to help.

How does Vera Bradley support the Foundation?
When you purchase designs in Vera Bradley breast cancer awareness colors, you show your support for breast cancer research. Vera Bradley is dedicated to eradicating breast cancer as a life-threatening disease. Since 1993, Vera Bradley has supported breast cancer research through generous contributions of money and other resources to the Vera Bradley Foundation for Breast Cancer.

What does the Vera Bradley Foundation fund?
Our team at the Vera Bradley Foundation Center for Breast Cancer Research at the Indiana University School of Medicine collaborates with researchers and leads clinical trials nationwide. They are focused on developing and dramatically improving therapies for some of the most difficult-to-treat types of breast cancer, including triple negative breast cancer. Their progress on Monogrammed Medicine is leading to promising discoveries in the areas of diagnosis and personalized treatment. Our researchers are also focused on prevention, investigating how healthy cells become cancerous — information that will help women make better, more informed decisions about prevention choices.

If you would like further information regarding the Vera Bradley Foundation or would like to make an online donation, please visit verabradley.org.
Stories of Strength

“My mom remembered thinking to herself “what is this lump going to matter?” As it turns out, it mattered, and not just to her, but to our entire family. It changed our lives.”

“Had it. Fought it. Survived it! My name is Linda and I was only 39 years old when I found out that I had breast cancer.

“I am not cancer free yet. I am not a survivor yet. But, I am surviving and refuse to do anything else.”

“I will never forget hearing the words, “You have cancer.” I went from shock to fight mode. Katy Perry’s “Roar” was my theme song!”

“It is a known fact, when you are diagnosed with cancer, your loved ones are “diagnosed” as well.”

Read more breast cancer survivor stories at verabradley.org/stories-of-strength