2022 Annual Report
CONTENTS

05 ...................... PRESIDENT’S MESSAGE

07 ...................... FINANCIALS

08 ...................... KEY STATISTICS

12 ...................... DONORS

16 ...................... TIMOTHY PONTZER, SUPPORTER AND ADVOCATE AWARD OF RECOGNITION

18 ...................... MESSAGES OF GRATITUDE

20 ...................... LEADERSHIP

22 ...................... THANK YOU / 2023 EVENTS
Our Mission

Our mission is to reduce financial stress for those in Southeast Michigan undergoing breast cancer treatment by providing prompt funding for daily living expenses.

For more information go to www.shadesofpinkfoundation.org
President's Message

2022 Results

2022 was a year of exciting growth and transformation, leaving Shades of Pink Foundation (SOPF) well positioned heading into our 18th year of investing in the Southeast Michigan community.

Significant Accomplishments:

- Distributing over $283,000 to constituents in need, a 47% increase over 2021
- Impacting over 120 children residing in households that received SOPF funding
- Development of a robust strategic plan with clarified standard operating procedures for our standing committees
- Expansion and diversification of our Board of Directors by adding members with complementary skill sets and varying backgrounds, ethnicity, gender, and age demographics
- Positioning key board members to champion fundraising/development, marketing/social media, finance, volunteer coordination, client outreach, client services, event planning, information technology, and sponsorship/donor database management
- Electing Interim Executive Director Kevin Browett, who brings expertise in corporate and not-for-profit management, organization, finance, and marketing
- Strengthening our Client Services and Client Outreach programs
- Enhancing our branding and media outreach
- Maintaining our 100 percent – 4-Star Charity rating with Charity Navigator

The evolution of the board brings greater diversity and a new energy that embraces the principles of teamwork with a can-do attitude. This collaborative mindset spurred the development of a new mission statement as stated on the previous page.

These 21 words are the essence of what we do, the community we serve, and how we are unique among other local support organizations and breast cancer nonprofits. These words guide every decision we make. Key to our purpose is to keep our funding local, giving back to those in need right here in the Southeast Michigan community.
President’s Message continued

With Gratitude

Thank you to those who helped SOPF experience a significant growth trajectory in 2022 as described in the following pages. Thank you to our volunteers and those who gave in-kind support. Every gift of time and treasure matters.

We are grateful for the support of those loyal donors that give year-after-year, including Hematology Oncology Consultants, A Division of Michigan Healthcare Professionals; Juice Plus+; Metro Detroit Chevy Dealers; Michigan Healthcare Professionals Radiation Oncology Institute; and Shain Park Realtors.

Major support was received at the end of the year, but due to accounting practices will not be reported here, but rather in our 2023 Annual Report. A special thank you to the A.A. Van Elslander Foundation, the Dr. Kristy KC Foundation, and the J. Ferrantino Charitable Foundation for their significant contributions. These grants will significantly impact the lives of those who find themselves in a financial dilemma due to their breast cancer diagnosis.

We thank all our supporters for their confidence in SOPF as responsible and dedicated stewards of your donations and your trust.

Looking to the Future

Our 2023 goal is to achieve record growth in terms of individuals served and dollars distributed. The plan is in place. The board members have rolled up their sleeves. We hope you will join us on this journey because . . . breast cancer is hard enough! As we look ahead, we embrace our commitment to our mission and envision a time when no individual experiences financial stress due to a breast cancer diagnosis.

Thank you,

Mary Pat Meyers

Mary Pat Meyers
President, Shades of Pink Foundation
Financials

We underwent significant growth and transformation in 2022, resulting in a robust strategic plan and a clear vision for the future. We strengthened our client services efforts and our client outreach programs, dedicated a board member specifically to development and fundraising, and enhanced our branding and media outreach.

We are confident that these and other steps will result in an increase in our funding in 2023 and beyond, accompanied by a leveling off of expenses. We've already started to see results in the receipt of major grants totaling $150,000 at the end of last year, which following accounting practices will be reported in our 2023 Annual Report.

Source of Funds

- 35% GENERAL DONATION $115,886
- 59% FUNDRAISING $195,769
- 6% OTHER INCOME $22,711

Allocation of Funds

- 19% OPERATIONS $73,801
- 8% FUNDRAISING $32,807
- 73% MISSION $283,545
Key Statistics

Counties Served

2022 was our 17th year of investing in the community. We provide services to the nine counties of Southeast Michigan.

We have helped over 1,000 constituents diagnosed with breast cancer and have provided $2.3 million of financial support to help cover the costs of everyday living expenses.

Counties served by Shades of Pink Foundation

Genesee
Lapeer
Livingston
Macomb
Monroe
Oakland
St. Clair
Washtenaw
Wayne

56% of households we served in 2022 included a total of 120 children.
Key Statistics continued

Referring Hospitals

- **26%** Corewell/Beaumont
- **26%** Ascension
- **20%** Henry Ford
- **11%** Karmanos
- **7%** St. Mary Mercy
- **4%** University of Michigan
- **4%** Others
- **2%** St. Joseph Mercy
**Key Statistics continued**

**Dollars Distributed to Constituents**
We cover everyday living expenses.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mortgage / Rent</td>
<td>$163,843</td>
<td>58%</td>
</tr>
<tr>
<td>Utilities</td>
<td>$46,917</td>
<td>16%</td>
</tr>
<tr>
<td>Car Payment</td>
<td>$33,188</td>
<td>12%</td>
</tr>
<tr>
<td>Other (Ins, Taxes, HOA)</td>
<td>$21,433</td>
<td>8%</td>
</tr>
<tr>
<td>Car Insurance</td>
<td>$18,883</td>
<td>6%</td>
</tr>
</tbody>
</table>
Constituent Employment
Our constituents experience severe financial stress because of their diagnosis. In 2022, full time employment decreased more than 80% between their diagnosis and application to us; unemployment increased more than 160%.

Key Statistics continued

<table>
<thead>
<tr>
<th>EMPLOYMENT</th>
<th>@ DIAGNOSIS</th>
<th>@ APPLICATION</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time</td>
<td>62%</td>
<td>12%</td>
<td>↓81%</td>
</tr>
<tr>
<td>Part Time</td>
<td>13%</td>
<td>18%</td>
<td>↑38%</td>
</tr>
<tr>
<td>Disability</td>
<td>8%</td>
<td>32%</td>
<td>↑300%</td>
</tr>
<tr>
<td>Retired</td>
<td>4%</td>
<td>4%</td>
<td>↔</td>
</tr>
<tr>
<td>Unemployed</td>
<td>13%</td>
<td>34%</td>
<td>↑162%</td>
</tr>
</tbody>
</table>
Donors

$15,000 and above

Michigan Masons (total)
Morgan Stanley (total)
Ooze Foundation
Shain Park Realtors

$10,000 – $14,999

Dave Clark and Tabb Wile
Hematology/Oncology Consultants, A Division of Michigan Healthcare Professionals
Metro Detroit Chevy Dealers
Michigan Healthcare Professionals Radiation Oncology Institute
The Merck Foundation

$5,000 – $9,999

Juice Plus+
Main Street Design & Build
Metro Women’s Golf Association
Patsy and Paul Hartmann
Skymint Brands
Donors continued

$2,000 – $4,999

BackSwing Golf Events, Inc
Caden Belly Bandits
Julie Dawson
Kathleen Dickenson
Dillon & Associates, Inc. - Investment Counsel
Larry and Karen Drake
DSSI LLC

Ernst & Young LLP
Heathers Club of Bloomfield Hills
Network For Good
Stephen and Bobbi Polk
Sommers Schwartz P.C.
Michael Sullivan
Susan V. Swider

$1,000 – $1,999

Judith Adler
Christopher and Carolyn Balcerowiak
Dr. Pamela Benitez
Katherine Brown
Steven and Kay Buhr
Ross Carey
Mark Dickow
Kathleen Mary Emerine
Dawn Evola
Chris Gillespie
Giroux Trial Attorneys, P.C.
Linda Glasser
Ishmael Jaiyesimi
Kristina Barker, Fried & Porter P.C.
Theresa Lancaster
Sharon Makie
Marian High School
Belinda Martinez
Sherry McCormick

MCM Management
John McNish
Mary Pat Meyers
Robin Moherek
Tracy Murray
Oakland County Medical Society
Dr. Jackie Odom
Aaron D. Oskey
Georgica Pine
Timothy Rayburn
Barb Stone Reetz
Riley’s Rendezvous
Lorraine Rentz
Cindy and Dominick Schiano
Barbara Skirmants
Barbara Spencer
Marilyn Taulbee
Gary Weinstein

A special thank you to Strive Creative for its continued support, particularly in the design and development of our 2022 Annual Report.

Thank you to more than 1,300 additional donors who helped make 2022 a success.

For more information on the benefits of donorship/sponsorship visit: www.shadesofpinkfoundation.org/become-a-sponsor-1

This donor list represents those who contributed to Shades of Pink Foundation between January 1, 2022 – December 31, 2022. We have taken care to ensure the accuracy of this list. If, however, there should be an error or omission, we express our sincere regret and ask that you bring it to our attention.
Ways to Give

**Organization and Corporate Sponsorships**
Play a crucial role in funding our mission. There are opportunities for general program sponsors and event sponsors starting at $1,000. Your organization receives online, print, promotional and event recognition based on the sponsorship level. We also welcome third-party events.

**General Donations**
Cash, checks, or credit cards. Mail or donate online on our website.

**Tribute Gift**
Given in honor or memory of someone. Visit our website for additional information.

**Planned Giving**
Allows you to name Shades of Pink Foundation in your will or as a beneficiary on your trust, life insurance, and retirement accounts.

**Regular Giving**
A regular giving of an amount that one commits to weekly, monthly, or yearly.

For more information on how to donate, go to: [www.shadesofpinkfoundation.org/take-action](http://www.shadesofpinkfoundation.org/take-action)

---

Double Ds, the top fundraising team at our 2022 Walk; Danielle Wilson, the top individual fundraiser, is in the front row center.

**Scan to Donate**

Zelle

Venmo
Welcoming more than 1,000 supporters to our 2022 Shades of Pink Foundation – A Walk at the Zoo

Supporters begin their stroll around the zoo
Shades of Pink Foundation’s 2022 Supporter and Advocate Award of Recognition

Timothy Pontzer

The Supporter and Advocate Award of Recognition is given to an individual who exemplifies outstanding efforts to raise funds and awareness for SOPF. Timothy Pontzer was named posthumously as SOPF’s inaugural recipient.

Tim was a long-time supporter of SOPF through his Walk contributions. Tim’s father, Jim, recalled that every year Tim would ask coworkers and friends to contribute to his mom’s fundraising effort for SOPF’s A Walk at the Zoo. He wanted to ensure Susan met her fundraising goal. Tim wrote on social media that:

“I never post about fundraisers or ask for money except once per year for my beloved mom. An advocate for those dealing with and defeating breast cancer, my mother is extremely passionate about the Shades of Pink Foundation.”

Tim lived his life, according to his dad, with an “eternal perspective,” making the fullest use of every one of the 86,400 seconds in each day and serving his community in a myriad of ways – delivering food to a friend who had been disowned by his family, helping a co-worker get and stay sober, and distributing clothing to homeless people in Detroit. Tim never looked for recognition. In fact, his family was unaware of many his charitable acts until they met some of the beneficiaries of Tim’s compassion at his memorial service.

In his closing remarks, Mr. Pontzer explained why his family is so supportive of SOPF. “I consider Shades of Pink the sincerest charity I know,” he said. “I call it a real rubber meets the road organization… raising money to help keep the lights on and food on the table.” He described it “an important and impactful organization.”

“I always try and keep perspective through everything going on and realize that there is always somebody out there who has it worse than me and would love to switch places. A donation to Shades of Pink is an opportunity to help somebody just like that.”

Timothy Pontzer (2021)

We appreciate the support Tim, his mom, his family, and extensive group of friends have provided to Shades of Pink over the years. We were saddened to hear of his untimely passing at the age of 27. We are pleased to honor a legacy that continues.
It is our honor to recognize Tim for his passion and kindness for his mom, family, friends, and SOPF. Donations in his memory can be made at www.shadesofpinkfoundation.org/take-action.
Messages of Gratitude

“(this) will definitely take some of the burdens away that I have in my life as a stage 4 cancer survivor . . . I was absolutely shocked and overwhelmed with feelings of gratitude.”

“I got my car payment bill in the mail today and it said zero which really made my day; so thank you for being able to help me 😊”

“The peace of mind that I have because of your gifts . . . only God knows and truly understands.”

“Without your help, I would have been without my car, car insurance, light, gas, etc. I consider myself very fortunate for your assistance. Having people like you that care makes our fight a little less stressful.”
Messages of Gratitude continued

“I am very grateful for the Shades of Pink. Tears are rolling down my face. This means so much. It is a blessing.”

MESSAGE FROM A SOCIAL WORKER:
“This is wonderful news! Words cannot express my gratitude for the generosity of your organization.”

“I was let go of my job of four years. I also lost my house . . . Being a single mom is scary but adding breast cancer causes a threat to sanity and survival. Your financial help had made it more manageable.”
Leadership

Board of Directors - Executive Committee

Mary Pat Meyers
President

Tim Rayburn
Treasurer

Susan Wayde
Vice President/Events

Michelle White
Secretary

Board Members

Naina Desai
Volunteer Chair

Antonia Grinnan
Client Services Liaison

Frankie Misra
IT, Marketing, Software Development

Teri Sahn-Silver
Client Outreach

Rachel Seeley
Marketing and Communications

Dr. Pamela Benitez
Co-Founder and Shades of Pink Foundation – A Walk at the Zoo Co-Chair

Suzanne Krueger
Co-Founder

Lisa Blake
Development
Leadership continued

Executive Staff

F. Kevin Browett  
Interim Executive Director

Nina Googasian  
Executive Administrator

Support Team

Rasha Mansour  
Client Services Coordinator

Advisory Board

James Cristbrook

Dawn Evola

Claudette Harris

Dr. Laura Nadeau

Deborah Silverman

Dr. Padmaja Venuturumilli

Thaddeus Watkins
Thank You

UPCOMING EVENTS

We hope to see you at our 2023 events:

• Shades of Pink Foundation – A Walk at the Zoo (April 29)
• Nine, Wine, and Dine (September 15)
• Pars Fore Pink Golf Outing at the Birmingham Country Club (October 2)
• Social/Health Care Worker Appreciation Event (October 11)

For more information, visit
www.shadesofpinkfoundation.org