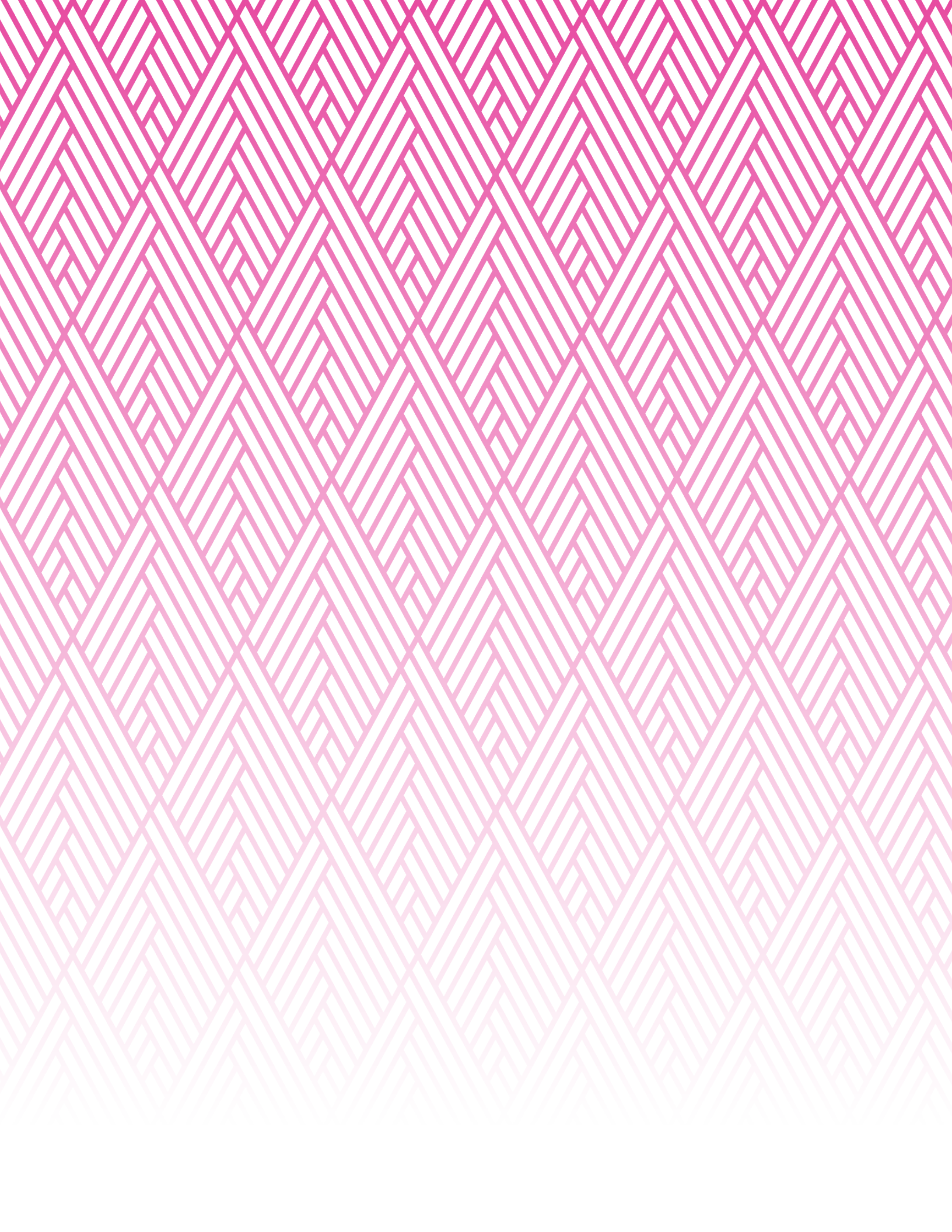




# 2022

## Annual Report







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# *Our Mission*

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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](http://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 18<sup>th</sup> 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.

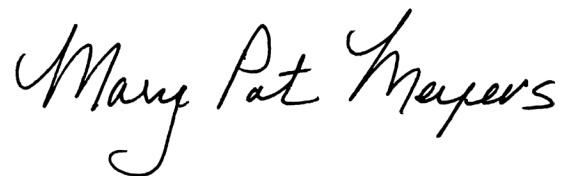
Major support was received at the end of the year, but due to accounting practices will not be reported here, but rather in our 2023 Annual Report. A special thank you to the A.A. Van Elslander Foundation, the Dr. Kristy KC Foundation, and the J. Ferrantino Charitable Foundation for their significant 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**

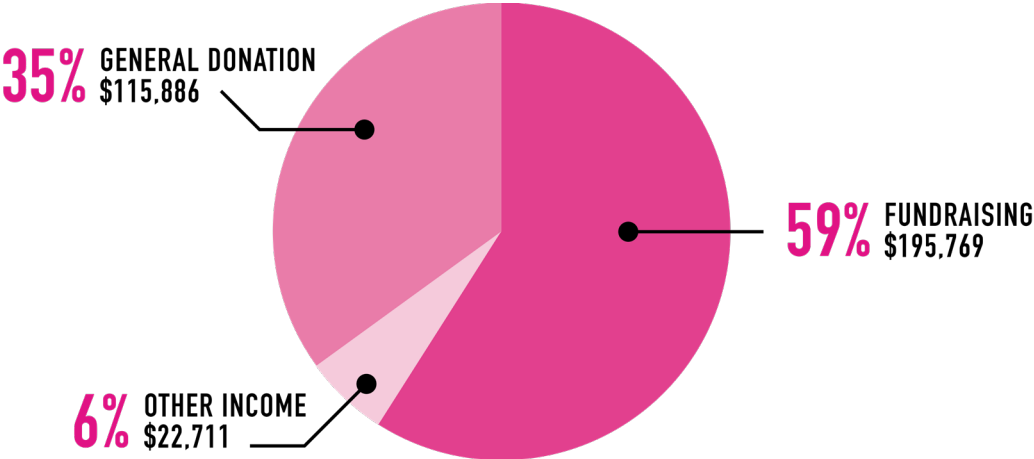
*President, Shades of Pink Foundation*

# Financials

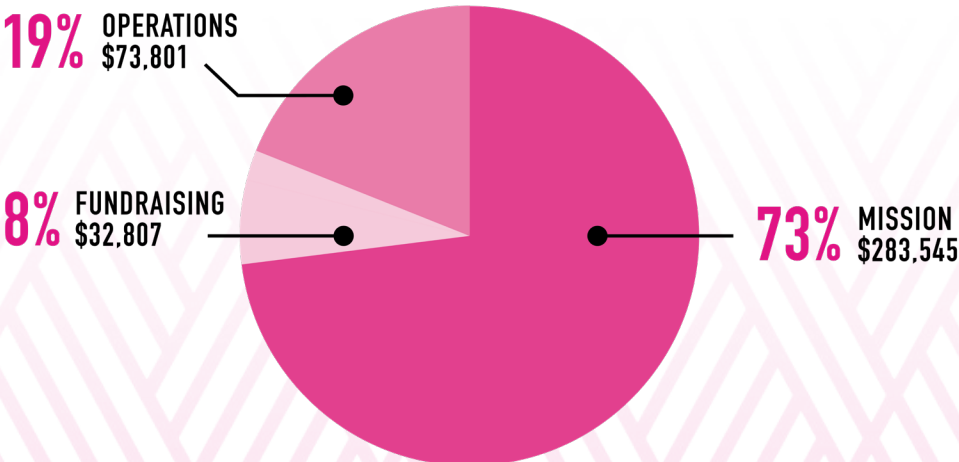
We underwent significant growth and transformation in 2022, resulting in a robust strategic plan and a clear vision for the future. We strengthened our client services efforts and our client outreach programs, dedicated a board member specifically to development and fundraising, and enhanced our branding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



## Allocation of Funds

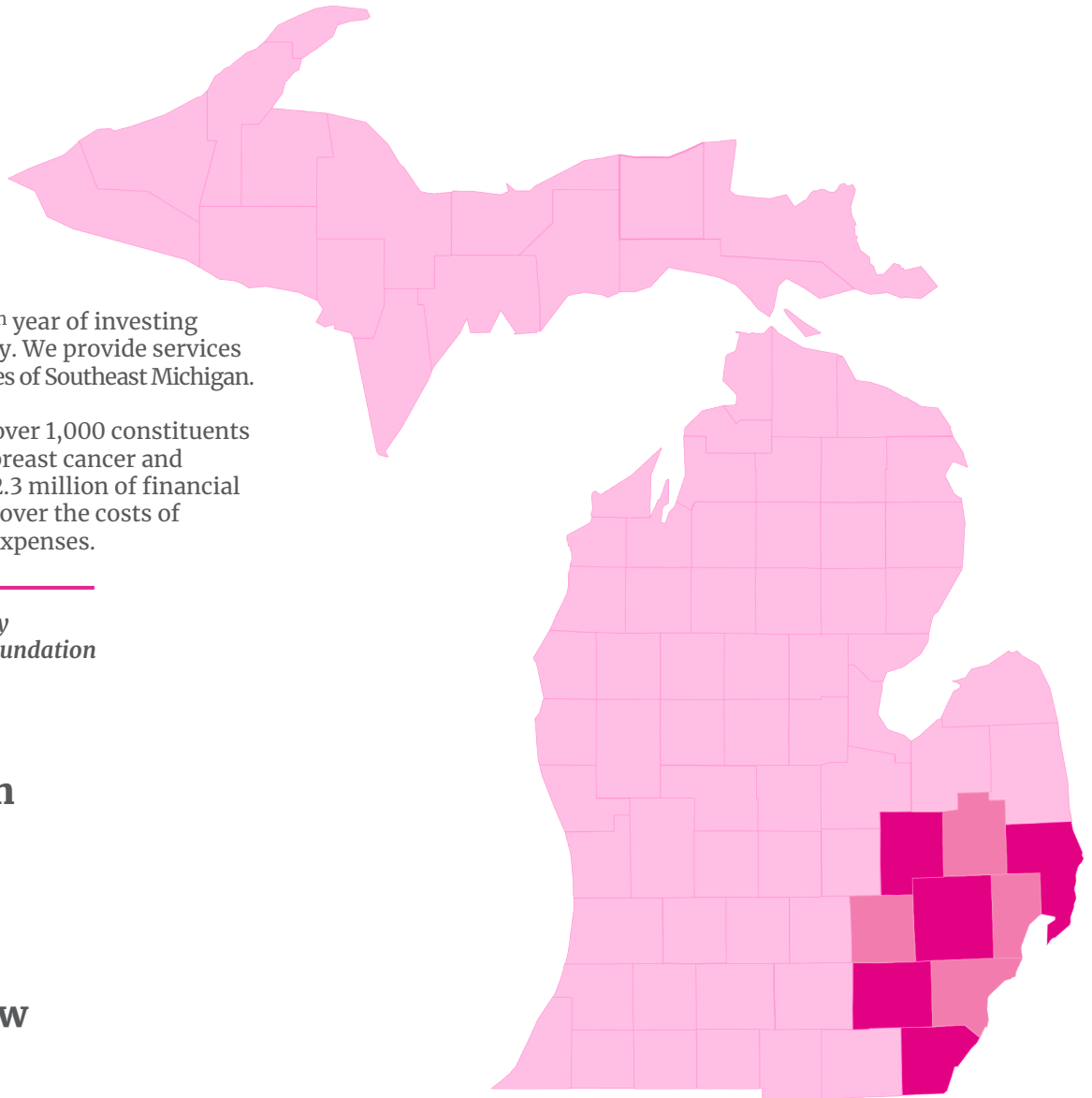


# Key Statistics

56%

of households we served in 2022 included a total of 120 children

## Counties Served



2022 was our 17<sup>th</sup> 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*

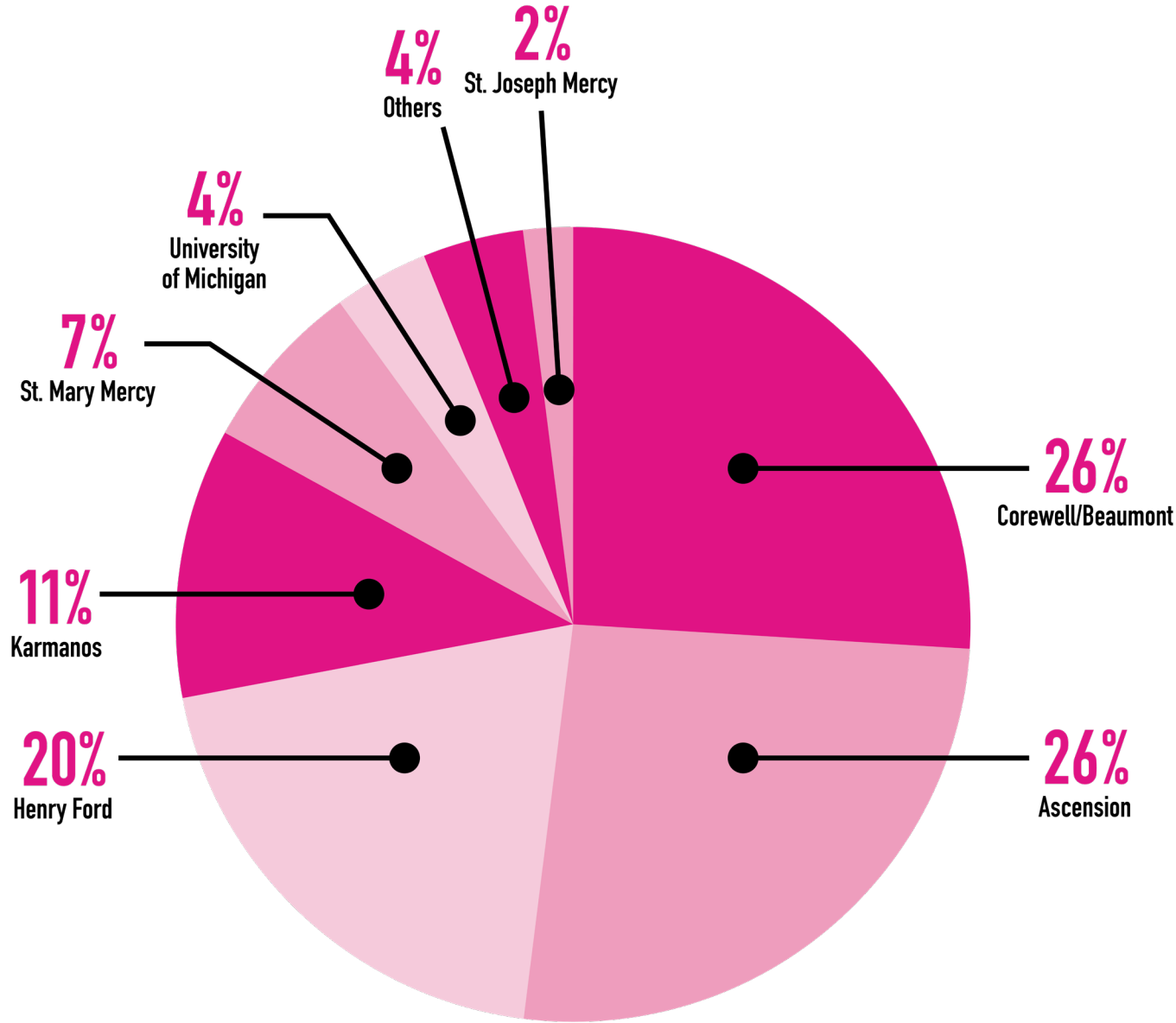
- Genesee**
- Lapeer**
- Livingston**
- Macomb**
- Monroe**
- Oakland**
- St. Clair**
- Washtenaw**
- Wayne**



Key Statistics continued

Referring Hospitals

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*Constituent median age:*

**49**

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*Key Statistics continued*

## Dollars Distributed to Constituents

We cover everyday living expenses.

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<b><i>Mortgage / Rent</i></b>	<b>\$163,843</b>	<b> </b>	<b>58%</b>
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<b><i>Utilities</i></b>	<b>\$46,917</b>	<b> </b>	<b>16%</b>
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<b><i>Car Payment</i></b>	<b>\$33,188</b>	<b> </b>	<b>12%</b>
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<b><i>Other (Ins, Taxes, HOA)</i></b>	<b>\$21,433</b>	<b> </b>	<b>8%</b>
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<b><i>Car Insurance</i></b>	<b>\$18,883</b>	<b> </b>	<b>6%</b>
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**61%****of households we served in 2022  
were single head of household****Key Statistics continued****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%.

EMPLOYMENT	@ DIAGNOSIS	@ APPLICATION	% CHANGE
<b>Full Time</b>	<b>62%</b>	<b>12%</b>	<b>↓ 81%</b>
<b>Part Time</b>	<b>13%</b>	<b>18%</b>	<b>↑ 38%</b>
<b>Disability</b>	<b>8%</b>	<b>32%</b>	<b>↑ 300%</b>
<b>Retired</b>	<b>4%</b>	<b>4%</b>	<b>↔</b>
<b>Unemployed</b>	<b>13%</b>	<b>34%</b>	<b>↑ 162%</b>

# Donors

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**A HEARTFELT THANK YOU  
TO OUR GENEROUS SPONSORS  
AND DONORS IN 2022**

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## ***\$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**



***Scan to learn more about  
sponsorship opportunities***

## 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

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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](http://www.shadesofpinkfoundation.org/become-a-sponsor-1)

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*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





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:

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*"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."

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*"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)**

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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.





## Timothy Pontzer continued



Noah Pontzer, Susan Pontzer, Jim Pontzer, and Timothy Pontzer

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***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](http://www.shadesofpinkfoundation.org/take-action).

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# 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.”*



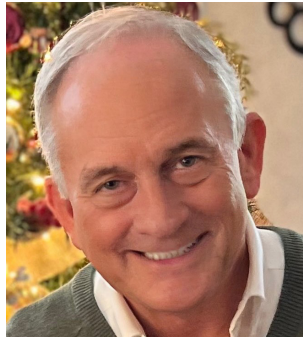
# Leadership

## Board of Directors – Executive Committee



**Mary Pat  
Meyers**

President



**Tim  
Rayburn**

Treasurer



**Susan  
Wayde**

Vice President/Events



**Michelle  
White**

Secretary

## Board Members



**Dr. Pamela Benitez**

Co-Founder and  
Shades of Pink Foundation –  
A Walk at the Zoo Co-Chair

**Suzanne Krueger**

Co-Founder

**Lisa Blake**

Development

**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

**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

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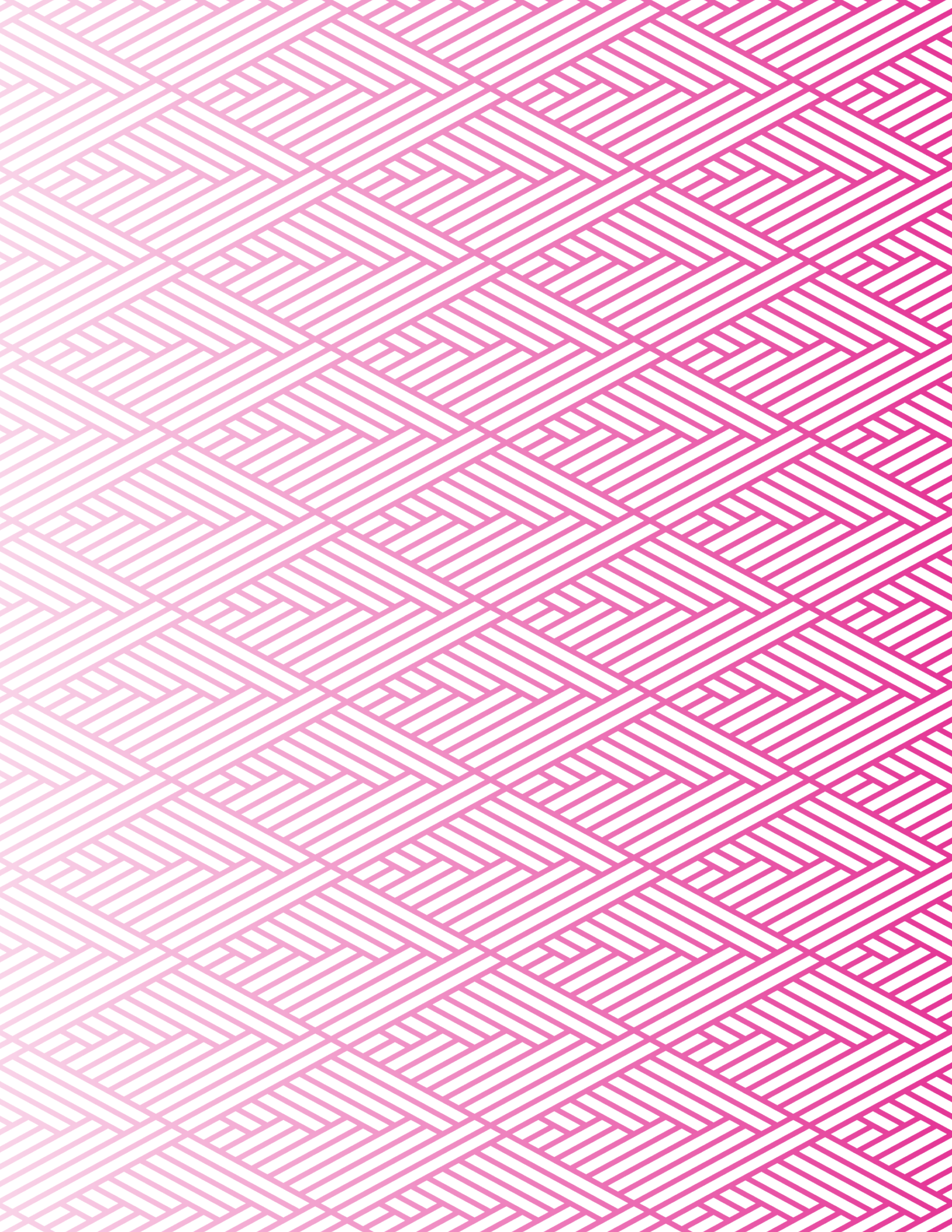
## UPCOMING EVENTS

*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](http://www.shadesofpinkfoundation.org)

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# 2022

## Annual Report

[www.shadesofpinkfoundation.org](http://www.shadesofpinkfoundation.org)

