

Pledge the Pink Foundation
2018-2019 Annual Report
September 2019

Our Vision: A cure for breast cancer.

Our Mission: To prevent and cure breast cancer and to improve the lives of all people affected by breast cancer by financially supporting organizations that focus on screening, treatment and research.

Introduction/History: Since Pledge the Pink Foundation (formerly Carolina Cups) was established in 2009, consistent with the vision of Carolina Cups founder, Laura Morgan, the Foundation's plan of action continues to be executed in these primary areas:

- Fundraising through its premier fundraising event, Pledge the Pink, a three-day walk/run celebration and the Flocks of Love campaign, and
- Distribution of funds raised by participants and other donors in conjunction with the Pledge the Pink event and the Flocks of Love campaign, to organizations that focus on breast cancer screening, treatment and research.

Background: The Pledge the Pink walk began as LoCo Motion, which started back in 2011 as a three-day event that raised money to support local nonprofit breast care providers in the "low-country" of South Carolina. The walk is geared toward all fitness levels and is at its core, a celebration of survivors, fighters, supporters and women in general and an opportunity to raise money to beat breast cancer. Carolina Cups (now Pledge the Pink Foundation) was created in 2009 as a separate entity to collect and distribute fundraising dollars from the event.

When LoCo Motion (now Pledge the Pink) began, Laura Morgan, its president, was able to handle both the event and the distribution of awards. Due to the crazy wonderful growth of both the event and the fundraising accomplished by event participants, Pledge the Pink Foundation (formerly Carolina Cups) has grown into a Foundation currently led by a 3-member board of volunteers. With input from

multiple sources, this Board makes decisions on how awards are distributed. The separation of the event and the non-profit organization allows Laura to dedicate herself to focus on and expand the event. The current board of Pledge the Pink Foundation is made up of the following members:

Elaine Richardson, President
Debi Culler, Vice President/Secretary
Janet Dishart, Treasurer

Race proceeds go to putting on the awesome event that includes 3 days of running/walking on South Carolina's picturesque coastal islands, snacks and drinks along the route, great meals and fun parties after each day of the walk, participation medals, prizes and more!

Funds raised by runners/walkers are sent directly to Pledge the Pink Foundation for distribution to organizations involved in breast cancer screening, treatment and research. The all-volunteer board is working hard to keep administrative costs to a minimum to ensure that a majority of participant donations go to support our mission. Since these organizations have evolved over the past few years, we are also working on reviewing how administrative costs were shared between the event and the Foundation and the Board will foster a philosophy of transparency so you can see where every Foundation dollar is spent and distributed.

From the ability to send a few thousand dollars to some local South Carolina groups in its first year, Pledge the Pink has grown into an event that, through its fundraising, brought in over \$270,000.00 in 2018 and allowed us to provide generous awards from fundraising proceeds as shown in our Financial Summary.

Most of all we would like to thank all of the participants, supporters and donors for helping Pledge the Pink Foundation to celebrate and remember those who have been affected by breast cancer and to carry out our mission.

Financial Summary:

- Income from 2018 event fundraising: \$272,818
- Awarded in 2019 from 2018 fundraising:
 - MUSC Hollings Cancer Center \$75,000
 - Beaufort/Jasper/Hampton Comp. Health Services \$25,000
 - Beaufort Memorial Hospital Foundation \$10,000
 - Volunteers in Medicine Greater Bluffton/Jasper County \$10,000
 - Volunteers in Medicine Hilton Head Island \$45,000
 - Dabo's All In Team Foundation \$15,000
 - \$5,000 of the award to the Beaufort/Jasper/Hampton Comprehensive Health Services is earmarked for a breast cancer support group
- Expenses (fundraising platform, credit card fees, prizes*): \$56,198
- Operations (postage, accountant/CPA, bookkeepers): \$1,166

*Pledge the Pink (the event) has negotiated alternate suppliers for Flocks of Love fundraising incentive prizes which will save on expenses for 2019. Participants now have the ability to opt out of prizes as well.