

Pledge The Pink Foundation Annual Report 2020

Mission: To grant critical funding to nonprofit organizations providing breast cancer screening, treatment, and outreach programs to an often underserved population and support vital research in an effort to find a cure for breast cancer.

Pledge The Pink Foundation partners with the Pledge the Pink event held annually in October in the Lowcountry of South Carolina to secure funding which is distributed to nonprofit organizations across the country providing programs targeting breast cancer research, screening, treatment, and outreach. Through our Choose Your Charity program, event registrants or teams of registrants who fundraise a minimum of \$5000 are given the opportunity to nominate a charity to receive 75% of their fundraising total, allowing them to bring the funding back to their local organizations.

The board of the Pledge The Pink Foundation is composed of volunteer members who oversee the distribution of funds and seek to keep operating expenses to a minimum by actively working to establish relationships with donor opportunities. The current board includes the following members:

Jeanne Harber, President
Laura Boeing, Vice President/Secretary
Janet Dishart, Treasurer

FINANCIAL SUMMARY

Total 2020 Fundraising: \$313,534.00
Total Grants Awarded: \$235,323.40

PTPF Grants Awarded

Beaufort Memorial Hospital Foundation	\$50,000.00
Volunteers in Medicine Hilton Head	\$45,000.00
MUSC Hollings Cancer Center	\$40,000.00
Wind River Cancer Wellness Retreats	\$10,000.00
Volunteers in Medicine Bluffton/Jasper County	\$ 7,500.00

Choose Your Charity Grants Awarded

Breast Cancer Research Foundation	\$19,167.34
Sisters by Choice	\$11,274.06
Gloria Gemma Breast Cancer Research Foundation	\$10,000.00
American Cancer Society of Greater Charlotte	\$ 6,425.25
American Cancer Society of Sacramento	\$ 6,112.50
American Cancer Society of St. Louis	\$ 5,426.25

Wind River Cancer Wellness Retreats	\$ 5,421.00
Betty Torricelli Institute for Breast Care	\$ 4,461.56
For Her Glory	\$ 4,294.56
Taunia Oechslin Girls Night Out Foundation	\$ 4,251.60
TGen Foundation - Laurie's Fund	\$ 3,878.03
Hackensack University Medical Center Foundation	\$ 2,111.25

Expenses: \$53,259.66

Fundraising Platform Management	\$37,631.58
Fundraising Prizes	\$11,486.00
Fundraising Prize Postage (virtual event)	\$ 2,207.67
Accounting/bookkeeping	\$ 1,475.00
Operations (state filings, webpage, PO box, bank fees)	\$ 459.41