



2025 Annual Report



PLEDGE THE PINK
FOUNDATION

Letter from the Board President

Celebrating a Historic Year for Pledge the Pink Foundation



Dear Friends and Supporters,

On behalf of the Board of the Pledge the Pink Foundation, I am honored and thrilled to share our 2025 Annual Report with you — and to celebrate a truly historic milestone. For the first time in our Foundation's history, we have surpassed \$1 million in annual fundraising, reaching an incredible \$1,035,418.73. This extraordinary achievement reflects the passion, dedication, and generosity of our entire Pledge the Pink community.

Our mission is simple but powerful: to grant critical funding to nonprofit organizations providing breast cancer screening, treatment, and outreach programs to often under-served populations, while also supporting vital research in the effort to find a cure for breast cancer. Because of your support, that mission is not just words on a page—it is real help reaching real people in communities across the country. Thanks to this record-breaking year, the Foundation awarded \$817,158.00 in total grants, supporting over 60 nonprofit organizations providing life-saving screening services, compassionate treatment support, outreach to under-served communities, and cutting-edge research. Each grant recipient represents families served, screenings provided, treatments supported, and hope restored. We firmly believe that this year's fundraising efforts have made a significant and lasting difference in the fight against breast cancer.

This milestone would not have been possible without the generosity of our donor organizations, community partners, and the incredible Pledge the Pink event registrants who fund raised tirelessly on behalf of the Foundation. To those who gave financially, shared our mission, walked mile after mile, and encouraged others to give—thank you. Your compassion fuels this work. Your commitment changes lives.

I would also like to recognize our volunteer Board members, who work diligently to steward these funds responsibly and keep operating expenses to a minimum, ensuring that the maximum possible dollars are directed to our grant recipients. Together, we remain focused on transparency, impact, and growth. Surpassing \$1 million in fundraising is not just a number—it is a testament to what can happen when a community unites with purpose. We are deeply grateful for each of you who made this historic year possible. Because of you, many more people across the country have access to screening, care, support, and hope.

With heartfelt gratitude and great optimism for the future,
Nancy Shaw
President

Pledge the Pink Foundation

Is a nonprofit public charity dedicated to funding breast cancer screening, treatment, outreach, and research. We provide funding for free mammograms, medical assistance, and outreach services to the people who need it most and too often are lost in a system of endless paperwork. Quite simply, we fill the gap and eliminate the red tape and bureaucracy.

The Pledge The Pink Foundation is the sole beneficiary of the fundraising efforts of the registrants of the Pledge the Pink event held annually in October in the Lowcountry of South Carolina. The Foundation distributes the funding to nonprofit organizations across the country which provide 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. Choose Your Charity allows registrants from across the United States to bring the funding home to support their local breast care organizations.

The Foundation's 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.

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

MEET OUR **PRESIDENT** **NANCY SHAW**

My Pledge the Pink journey started in 2017 when I participated in my first PTP event. I had no idea what I was about to be a part of. There's no way to adequately describe the spirit and unity that truly IS Pledge the Pink! I Love everything about this organization and its mission to provide breast cancer screening, treatment, and outreach programs to often underserved populations and support research in an effort to find a cure for breast cancer. It is such an absolute honor to be asked to serve on the Pledge the Pink Foundation Board and I am committed to help fund organizations that contribute to the very important mission we are on.



MEET OUR

Social media/Communication

JAMIE HAIGHT

In 2015, I heard the words no one wants to hear, you have breast cancer. A friend recommended I set a goal to do when I was done with treatment. I picked Pledge the Pink, although at that time it was still LoCo Motion at that time. I have been a member of the flock since 2016! Once Fancy gets ahold of you she doesn't let you go. I am honored to be a board member of an organization that fights for a cause close to my heart and has fun accomplishing our goals! My breast cancer was found early through my annual mammogram. The fact that Pledge the Pink provides assistance to women needing mammograms hits home!



MEET OUR

Vice President

Margaret Grojean

In September 2007, I lost two women I knew to breast cancer—within a day of each other. They were both my age, 46. In November 2014, at age 52, I heard those frightening words myself. After completing my treatment, I knew I wanted to do something more to fight this horrible disease. In the spring of 2017, I just happened to find Pledge The Pink on Facebook. I participated in my first PTP that fall. I never could have imagined what a significant impact PTP would have on my life, as well as my family's life! There is nothing like experiencing the Pledge The Pink weekend in person. You can try and describe it, but nothing you say will prepare someone for the fun, laughter, tears, love, and bonds that are created in a few short days. I love PTP's mission statement to provide 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. I am honored and excited to have been asked to serve on the PTP Foundation board and to help others also become survivors and warriors. I love the saying....I Fight So That Little Girls Will Grow Up In A World Where Pink Ribbons Are For Ponytails.



MEET OUR **TREASURER**

Judy Frost



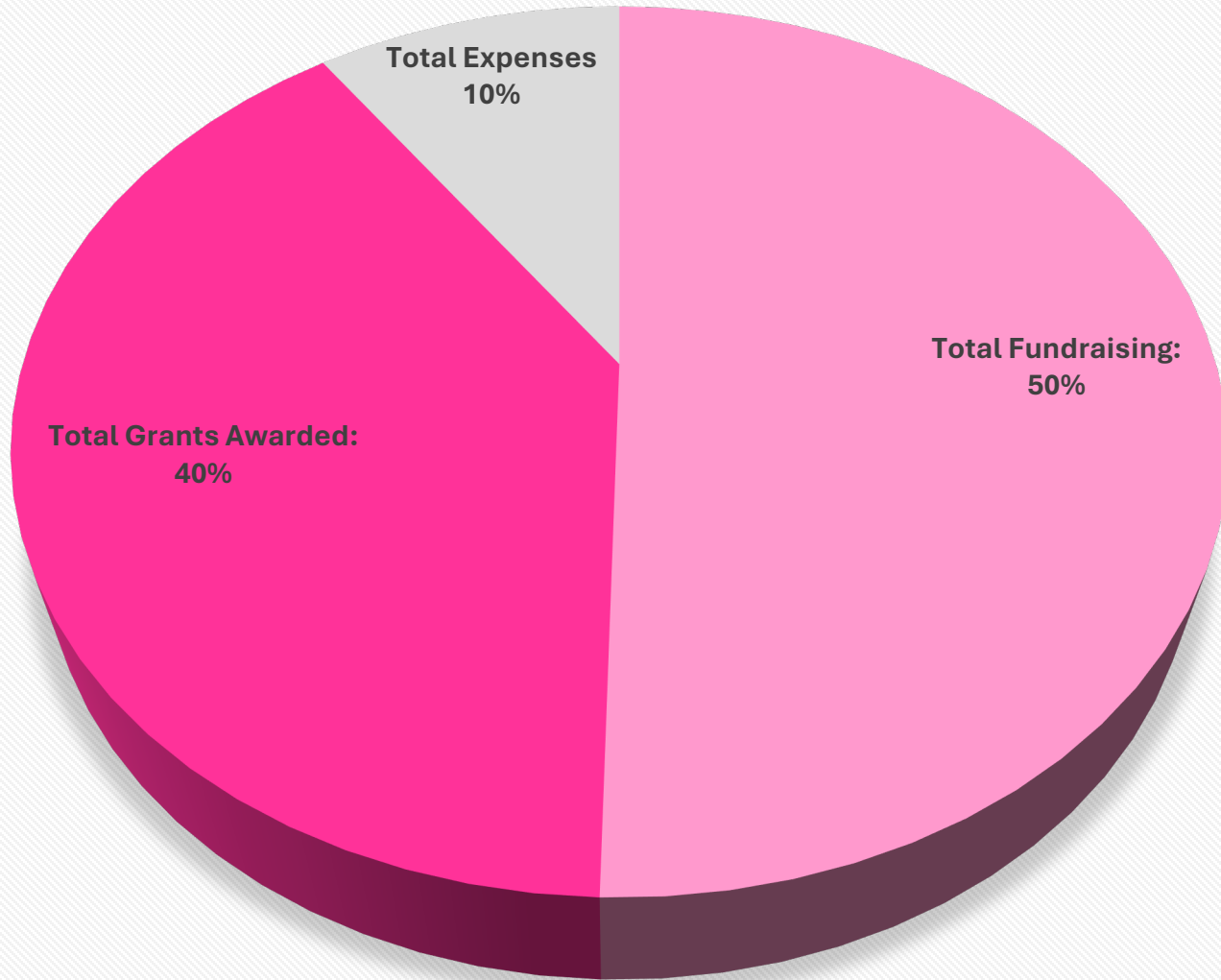
In 2016, I joined a friend on our first adventure into what was then LoCoMotion. I had never participated in anything like this ever before, but walking is my exercise of choice, so that was the easy part! Each year I seem to get more and more involved, maybe not in walking 10 miles each day, but helping in other ways. I love that for those 3+ days in October I get to reunite with friends made over the years, share in the laughter, tears, blisters, memories, and to help raise money to fight against breast cancer. All of us are affected in some way or another, either through personal experience, family and/or friends – but we are not in this alone. I am proud to be able serve on the board for the Pledge the Pink Foundation, bringing awareness to others about the need for early detection.

MEET OUR VP/SECRETARY RENEE ADAMOWICZ

I moved to HHI full time in 2018. I had just finished becoming a warrior – a survivor of breast cancer. I needed something to fill my soul. I was lucky to find this great organization PLEDGE THE PINK, and I volunteered for their big event: a 30-mile walk – 10 miles a day for three days on different islands and locations in SC. That first year I stood alone in the early morning dark as a volunteer as they called the survivors up to start the walk, I burst into tears as I looked around and saw all these women who have survived, I had sorrow and HOPE. I continued to volunteer, and in 2022 I walked for my “5 years clear” along with my three best friends who were also touched by breast cancer. We laughed and we cried. I was proud to commit to this challenge and a great cause. Now I am honored to be a team member on the board of Pledge the Pink Foundation, and I look forward to supporting other warrior sisters and give to those who need our support and awareness with their own battles!



Financial Summary 2025



GRANTS AWARDED

Dosher Memorial Hospital Foundation	\$10,000.00
Baptist Memorial Health Care Foundation	\$12,750.00
For 3 Sisters, Inc	\$12,750.00
ABCD, Inc	\$10,200.00
ASL Pink Foundation	\$2,500.00
Bluffton Jasper County VIM	\$2,500.00
Steele Memorial Foundation	\$6,000.00
Friends of CHRISTUS Santa Rosa Foundation	\$15,070.00
CHRISTUS Trinity Mother Francis Foundation	\$10,285.00
Novant Health Presbyterian Med Center Foundation	\$12,750.00
Women's Cancer Resource Center For Her Glory	\$10,000.00 \$5,000.00
Good Neighbor Medical Clinic	\$12,750.00
Harden Medical Center	\$10,000.00
Holland Hospital Breast Cancer Foundation	\$5,000.00
Spartanburg Regional Healthcare Foundation	\$33,150.00
Beaufort Memorial Foundation	\$6,829.00
Kootenai Health Foundation	\$5,000.00
La Paz Regional Hospital	\$10,000.00
LIVE Today Foundation, Inc	\$4,500.00
Memorial Foundation, Inc	\$5,000.00
Reeves Memorial Medical Center Foundation	\$10,000.00
National Breast Cancer Foundation	\$35,700.00
Neighborhood Cancer Connection	\$15,300.00
Pink Aid Inc.	\$7,650.00
Sisters By Choice	\$25,500.00
SurviveHer	\$10,000.00
The Clara M Robinson Foundation, Inc.	\$20,000.00
MUSC	\$51,000.00
Vail Valley Charitable Fund	\$5,000.00
VIM Hilton Head Island	\$20,400.00



CHOOSE YOUR CHARITY AWARDED

American Cancer Society Making Strides	\$16,424.00
AMI Foundation	\$8,367.00
Breast Cancer Research Foundation	\$2,841.00
Breast Friends of Pennsylvania	\$30,615.00
Cancer Resource Center/Powers Health	\$6,755.00
Cancer Services of Eastern NC	\$7,306.00
Chandler Hospital	\$15,642.00
City of Hope Atlanta	\$10,245.00
Claudia Mayer/Tina Broccolino Cancer Resource Center	\$11,422.00
Crystal Smith Foundation	\$17,047.00
Duke Cancer Center	\$22,039.00
For 3 Sisters	\$18,724.00
Gateway to Hope	\$25,179.00
Geisinger Lewistown Hospital Mammogram Dept	\$11,445.00
Gertrude's House	\$15,315.00
Good Neighbor Medical Clinic	\$3,851.00
Here for the Girls	\$6,721.00
Marshfield Clinic Health System Foundation	\$34,346.00
Mary's Place By The Sea	\$26,827.00
Norma Pfler Breast Cancer/Bridgeport Hospital Foundation	\$8,622.00
Novant Breast Health Fund	\$9,901.00
Novant Health Presbyterian Medical Center Foundation	\$9,140.00
Novant Health Rowan Medical Center Foundation	\$9,140.00
Pink Soles in Motion	\$7,924.00
Project Pink	\$2,000.00
St. Peter's Foundation	\$2,841.00
Taunia Oechslin Girls Night Out	\$6,547.00
Tazewell County Health Dept	\$7,752.00
Team Tiara	\$18,240.00
Trinity Health Comprehensive Breast Center	\$20,538.00
Turning Point Breast Cancer Rehabilitation	\$9,279.00
UPMC Pinnacle Foundation	\$5,801.00
West Virginia Breast Health Initiative, Inc.	\$5,738.00

		PTPF Grants Awarded	Choose Your Charity Awarded
		Dosher Memorial Hospital Foundation	American Cancer Society Making Strides
		\$10,000.00	\$16,424.00
		Baptist Memorial Health Care Foundation	AMI Foundation
		\$12,750.00	\$8,367.00
		For 3 Sisters, Inc	Breast Cancer Research Foundation
		\$12,750.00	\$2,841.00
		ABCD, Inc	Breast Friends of Pennsylvania
		\$10,200.00	\$30,615.00
		ASL Pink Foundation	Cancer Resource Center/Powers Health
		\$2,500.00	\$6,755.00
		Bluffton Jasper County VIM	Cancer Services of Eastern NC
		\$2,500.00	\$7,306.00
		Steele Memorial Foundation	Chandler Hospital
		\$6,000.00	\$15,642.00
		Friends of CHRISTUS Santa Rosa Foundation	City of Hope Atlanta
		\$15,070.00	\$10,245.00
		CHRISTUS Trinity Mother Francis Foundation	Claudia Mayer/Tina Broccolino Cancer Resource Center
		\$10,285.00	\$11,422.00
		Novant Health Presbyterian Med Center Foundation	Crystal Smith Foundation
		\$12,750.00	\$17,047.00
		Women’s Cancer Resource Center	Duke Cancer Center
		\$10,000.00	\$22,039.00
		For Her Glory	For 3 Sisters
		\$5,000.00	\$18,724.00
		Good Neighbor Medical Clinic	Gateway to Hope
		\$12,750.00	\$25,179.00
		Harden Medical Center	Geisinger Lewistown Hospital
		\$10,000.00	Mammogram Dept
		Holland Hospital Breast Cancer Foundation	\$11,445.00
		\$5,000.00	Gertrude’s House
		Spartanburg Regional Healthcare Foundation	\$15,315.00
		\$33,150.00	Good Neighbor Medical Clinic
		Beaufort Memorial Foundation	\$3,851.00
		\$6,829.00	Here for the Girls
		Kootenai Health Foundation	\$6,721.00
		\$5,000.00	Marshfield Clinic Health System Foundation
		La Paz Regional Hospital	\$34,346.00
		\$10,000.00	Mary’s Place By The Sea
		LIVE Today Foundation, Inc	\$26,827.00
		\$4,500.00	Norma Pflem Breast Cancer/Bridgeport Hospital Foundation
		Memorial Foundation, Inc	\$8,622.00
		\$5,000.00	Novant Breast Health Fund
		Reeves Memorial Medical Center Foundation	\$9,901.00
		\$10,000.00	Novant Health Presbyterian Medical Center Foundation
		National Breast Cancer Foundation	\$9,140.00
		\$35,700.00	Novant Health Rowan Medical Center Foundation
		Neighborhood Cancer Connection	\$9,140.00
		\$15,300.00	Pink Soles in Motion
		Pink Aid Inc.	\$7,924.00
		\$7,650.00	Project Pink
		Sisters By Choice	\$2,000.00
		\$25,500.00	St. Peter’s Foundation
		SurviveHer	\$2,841.00
		\$10,000.00	Taunia Oechslin Girls Night Out
		The Clara M Robinson Foundation, Inc.	\$6,547.00
		\$20,000.00	Tazewell County Health Dept
		MUSC	\$7,752.00
		\$51,000.00	Team Tiara
		Vail Valley Charitable Fund	\$18,240.00
		\$5,000.00	Trinity Health Comprehensive Breast Center
		VIM Hilton Head Island	\$20,538.00
		\$20,400.00	Turning Point Breast Cancer Rehabilitation
			\$9,279.00
			UPMC Pinnacle Foundation
			\$5,801.00
			West Virginia Breast Health Initiative, Inc.
			\$5,738.00
FINANCIAL SUMMARY			
Total 2025 Fundraising:	\$1,035,418.73		
Total Grants Awarded:	\$817,158.00		
Expenses:			
Fundraising Platform Management	\$47,635.32		
Fundraising Prizes	\$106,857.45		
Pledge the Pink event expenses	\$32,109.40		
Webpage Management	\$9,551.00		
Accounting/bookkeeping	\$401.85		
Operations	\$4,419.18		



This is why we FLOCK TOGETHER

We thank you for investing in the health of a small rural community in North Louisiana. This will go far in helping us serve our uninsured and underinsured.



Because of you, we've been able to step in when the challenges of breast cancer felt overwhelming

Pledge the Pink grant was to arrange 60 screenings across five days.



We truly appreciate your generosity and applaud Pledge the Pink Foundation's efforts on behalf of our cancer patient care.

Thank you again for your support and helping all women in the community have access to the best possible care without worry.



I can't tell you how much it means to know that a group all the way across the country cares enough to support the women and families we serve. It just feels incredible.

I truly appreciate your unwavering support. Your generosity makes it possible for us to continue supporting breast cancer individuals in need





Check #: _____ Date mailed: _____

Donor Name: _____ Amount: _____

- Make check payable to: **Pledge the Pink Foundation**
- Mail this coupon & your donation to:
Pledge the Pink Foundation
P.O. Box 3195 Bluffton, SC 29910
- Include 1 coupon per donation
- Please print clearly in black or blue ballpoint pen
- Please write Participant name or Team name in the subject line on your check
- Do NOT send cash
- Name and email address are required for tax-receipt purposes

• **MATCHING GIFTS:** Mail coupon, check & form to:

• **Pledge the Pink Foundation**
P.O. Box 3195 Bluffton, SC 29910

• You may also donate online at:
donate.pledgethepink.com

• Please allow up to 14 days for processing

• All information is confidential

• All donations are non-refundable

• Donations are tax deductible

• **Pledge the Pink Foundation is a registered 501(c)(3) Tax ID:**
27-1399712

Cut along the dotted line above. Keep the top portion for your records and mail the lower portion with your donation.



Please make check payable to

Pledge the Pink Foundation and mail to this address:

Pledge the Pink Foundation
P.O. Box 3195
Bluffton, SC 29910

Donor First Name: _____

Donation Amount: _____

Donor Last Name: _____

Name of Participant or Team to Allocate

Donation to:

Address: _____

City: _____

Message you would like to include:

State: _____ Zip: _____

Donation email address: *(required to receive a tax receipt)*

Did you know that \$100 funds a mammogram? Which means that every \$100 we raise could save a life .

Pledge the Pink Foundation is a registered 501(c)(3) | P.O. Box 3195 Bluffton, SC 29910 | Tax ID: 27-1399712

pledgethepinkfoundation.org