



2011 Annual Report

Your Personal Source for Breast Cancer Education and Support

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Message from the President & Executive Director

To Life! reaches thousands of women and their families living with and affected by breast cancer, and women's health concerns. Our focus on women's health empowers women to make informed choices about their health and wellness. Through our offices located in Delmar and Saratoga Springs, we provide compassion and understanding at a time needed most, as well as comprehensive services that make a difference.

2011 Highlights

- Providing our first full-day, comprehensive *Women's Health Conference: Breast Cancer Updates & Women's Wellness Issues* featuring 14 expert speakers, attended by over 180 members of the community, and providing over 85 nursing professionals with contact hour credits.
- Providing additional critical educational forums, reaching over 400 individuals in attendance at the 12th Annual "Beat the Odds" program and seven other forums and workshops throughout the year, including: Information and support for husbands of breast cancer patients, the latest updates in Lymphedema, breast cancer in Latina women, cultural sensitivity for health care providers, and wellness activity workshops.
- Reaching out to the Hispanic population of Montgomery County in conjunction with Centro Civico of Amsterdam, through grant funds provided by Susan G. Komen NENY Affiliate.
- Continuing to meet the needs of our clients through mentoring services, support groups offered both in Delmar and newly established in Saratoga, flexible and personalized boutique services and ongoing wellness programs focusing on healing, managing stress and caring for ourselves.
- Accreditation...
- To Life! bid farewell to former Executive Director, Laurie Abbott, and welcomed new Executive Director, Eileen Howe Bird.

We are proud of the accomplishments noted in this annual report and are grateful to be a community based organization that makes a difference in the cancer community and women's health.

Sincerely: *Mara Ginsberg*
President/Founder

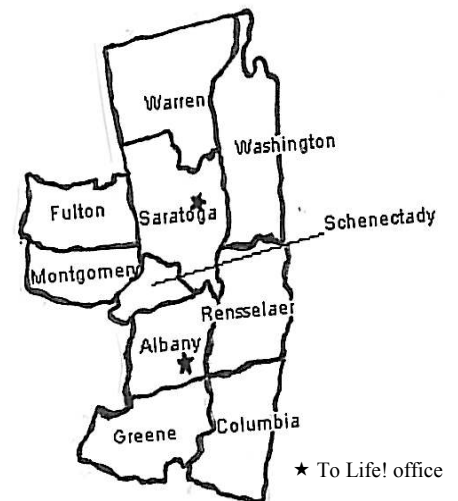
Eileen Howe Bird
Executive Director

Mission

To educate our community about breast cancer detection, treatments and related health matters and provide support services to breast cancer patients, caregivers, family and friends.

Counties Served

We are proud to provide our unique and comprehensive services to residents of the following counties:
Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Warren, Washington



Boutique Services

Our compassionate staff provide personalized care and fittings in a private setting to individuals diagnosed with cancer.

Clients Served

• Delmar—315 • Saratoga—108

"My daughter received a mentor and I saw the transformation from fear to living. Thank You To Life!" —To Life! Client

Educational Programs

Each year To Life! provides a number of educational forums facilitated by experienced medical professionals, wellness experts and cancer survivors. These programs are offered **free of charge**, which is made possible through grant funding from the NYS Department of Health and Susan G. Komen NENY Affiliate.

Programs are promoted through media advertising, newsletter advertising, and e-mail alerts to breast cancer clients and health care professionals throughout the community.

Total attendance for programs in 2011 was over 550.

March 22: Just for Men: Coping & Supporting the Women in Our Lives When Cancer Strikes

Presented at To Life! in Delmar by Bill Bedford, cancer survivor and two-time breast cancer caregiver.

April 16: Weekend Wellness with To Life!

Presented at To Life! in Delmar. Guest speakers included Judy Rosch, RN, Reiki Master; Yoga with Krista Spohr; Rachel Criscione, breast cancer survivor.

May 18: Let's Talk About Lymphedema

Presented in partnership with the Nancy B. Clemente Fund and the Cancer Treatment Center at Samaritan Hospital at the Century House in Latham. Guest speakers included Nancy B. Clemente, OTR/L; Maria Corridore, MS, OTR/L, CLT; Sandra Sanderson, MSPT, SLT.

October 22: Weekend Wellness with To Life!

Presented at To Life! in Delmar. Guest speakers included Ann Rose, CFM; Yoga with Krista Spohr; Crystal Cobert, Holistic Health Counselor.

October 26: Achieving Optimal Health & Wellness for Women and Families

Presented at Centro Civico in Amsterdam. Guest speakers included Carmen Rodriguez, To Life! Breast Health Mentor; and Zumba instructor.

October 26: Breast Cancer and Hispanic Women—Engagement & Information

Presented at Centro Civico in Amsterdam. Guest speakers included Dr. Arsyll De Jesus, MD; Ladan Alomar



Premier Annual Programs

August 10: 13th Annual Beat the Odds

This free event with lunch was held at the Gideon Putnam in Saratoga. Presentations by: Luba Djurdjinovic on the Role of Genetics in Cancer Diagnosis & Treatment, Dr. Vinita Singh, MD, on Hormone Therapy—What is Right for You?, and Diane Cameron Pascone on Perspectives of Caregiving.

December 6: First Annual Women's Health Conference: Updates in Breast Cancer & Women's Wellness Issues

This free, full-day, comprehensive conference was held at the New York State Nurses Association in Latham and provided lunch. Keynote Address by Dr. Martin Tenniswood, PhD. Featured Presentations by: Kathy DiCaprio, MS; Ladan Alomar, MS; Dr. Janet Gargiulo, MD. Breakout session workshops by: Sabrina Mosseau, BS, RN, OCN; Barbara McHale, BS, RN, OCN, OBCN; Kathryn Anilowski, MS, PT, CLT-LANA; Dr. Jenny Romero, MD; Dr. Ivan Hernandez, MD; Mary Katherine Ibbetson, ACSM Certified Personal Trainer; Karen Carey; Diane Cameron Pascone; Dr. Ronal Stram, MD; Rachel Sperry, MSW, Breast Cancer Survivor.

BSE Instruction

(Breast-Self Examination)

Breast health workshops are presented free of charge throughout the community with the goal of providing awareness of breast health, general women's health and early detection. During 2011, To Life! provided BSE training focused on young women to **over 350 students**:

- SUNY Cobleskill
- Troy City High School
- Maria College
- Ravena-Coeymans-Selkirk High School
- Russell Sage College
- Bethlehem Central High School

"I walked in feeling alone. I left To Life! with a new wig, a new day & new friends!"

—To Life! Client

Support Services

Wellness from Within

Complementary wellness therapies offered free of charge to patients, survivors and caregivers.

Healing Touch Volunteer

Shirley Unser

Reiki Volunteer

Judy Rosch

Breast Health Mentor

Breast Health Mentor, Carmen Rodriguez, was stationed at Centro Civico of Amsterdam beginning in June 2011 to provide health/wellness counseling services to the Hispanic community. Outreach included over 10 presentations throughout the community. **25 women were directly served.** 18 women received free breast and cervical screening.

ACE Support Groups

(Awareness, Connection & Education)

Providing support, information & resources, and networking for women in treatment and past treatment, and their family members, partners and caregivers. In *Delmar*, 12 individuals meet the third Wednesday of the month, **over 72 contacts** were made. Deb Nozik, L-CSW, facilitates the group. 8 individuals meet on the first Monday of the month, **over 40 contacts** were made. Leanna Eck, MS, Director of Education, facilitates the group. In *Saratoga*, a new group was established in September, with 8 individuals meeting on the third Tuesday of each month. Facilitated by breast cancer survivor, Brenda Tholin.

Mentors

The mentoring program links a newly diagnosed woman with a breast cancer survivor offering emotional support. In 2011, **over 35 mentors** were available to provide one-on-one mentoring services.

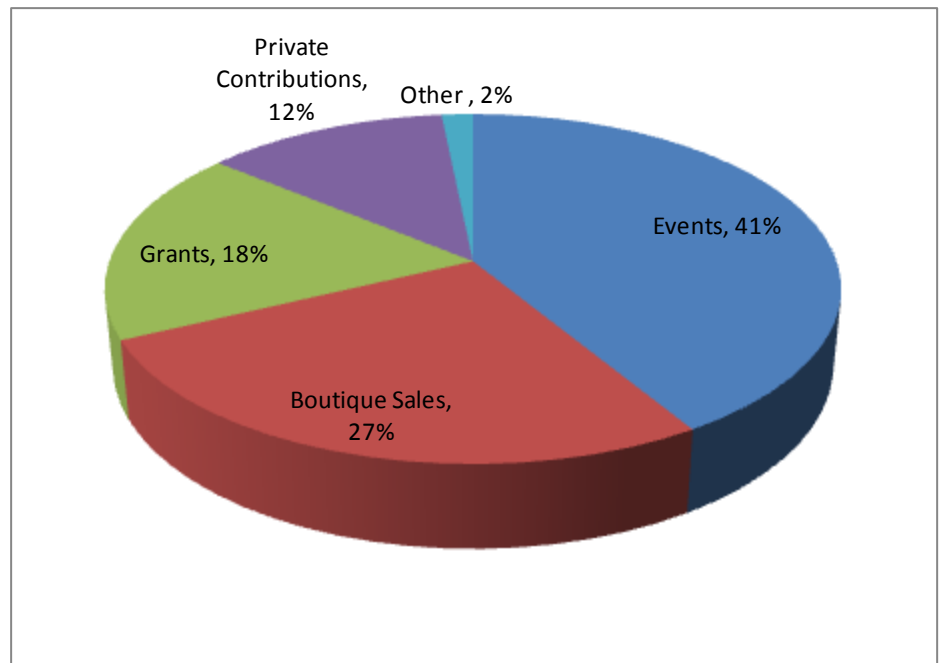
Health Fairs

Health fairs provide valuable opportunities to showcase our valuable services, to educate the community on breast health and early detection and to provide information on boutique services and products. In 2011, **over 5,000** participants attended the following locations:

- OSC EAP
- NYSDEC
- NYSDOH EAP
- SEFA
- Komen Race for the Cure
- Troy City School District

To Life! Revenue Sources 2011

To Life! extends heartfelt gratitude to the individuals, corporations, foundations, volunteer groups and friends who have contributed their time, talent and precious resources to benefit our community.



“I immediately felt the warmth & hope I had been looking for.”—To Life! Client

Newsletter

Breast Health Matters is a newsletter written and produced by To Life! staff and contributors, updating the community on the latest in breast issues, diagnosis and treatments. It is mailed to a following of **over 6,800 people**.

Lending Library

At any stage of a disease - diagnosis, treatment and post-treatment—information is a patient's most precious commodity. To assist the patient, and her family, To Life! maintains an extensive library of books, CDs, audio and videotapes which are available for borrowing or on-site perusal.

Contributors

We could never accomplish all that we do without the continued support of many dedicated volunteers and very generous contributors. From answering phones to assisting at a health fair, to developing and facilitating a program, volunteers provide critical support to To Life! Our generous contributors support the organization in keeping all of our programs free of charge.

For a complete listing of our contributors and volunteers, please see To Life!'s newsletters.

Networks

To Life! is a proud partner of the Cancer Services Program of New York State, and a member of the Capital Region Cancer Care Consortium and Adirondack Cancer Care Consortium.

Fundraising

Throughout the year, many generous individuals and groups in our community think of clever and creative ways to raise funds in support of To Life!'s programs and services.

2011 3rd Party Fundraisers:

- Quilters
- Normanside Country Club
- Impressions of Saratoga
- Classic Trends Hair Design
- Il Chianti Ristorante
- Twilight Fundraisers
- Purity Hair Design
- Kristin Reilly Benefit Dinner
- Purse Sale at Scoville Jewelers

2011 Fundraising Events:

- **Fundraising Luncheon** - January 24
Finding Meaning and Humor in our Imperfect Lives
Holiday Inn, Albany
- **12th Annual Gala** - May 3
Honoring the Women in Our Lives
Franklin Plaza, Troy
- **7th Annual Pink Ball** - November 4
Hall of Springs, Saratoga Springs

2011 Grants

- Susan G. Komen NENY
- NYS Department of Health Grassroots
- Soroptomist International of Saratoga County
- Sanofi-Aventis
- Standish Family Foundation
- Saratoga Casino and Raceway Foundation

Board of Directors

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Terry Martin
Lisa Noonan
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Brenda Tholin

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Melanie Murphy
Boutique Associate, Saratoga



Attorney General Registration: To Life! is a IRC (501)(c)(3) tax exempt organization. Pursuant to New York State Executive Law Article 7-A, a copy of this report is filed with the New York State Attorney General's Charities Bureau, 120 Broadway, New York, NY 10271.

"The ultimate expression of generosity is not in giving of what you have, but in giving of who you are." - Johnetta B. Cole