



2013 Annual Report

Your Personal Resource for Breast Cancer Education and Support

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Message from the President & Executive Director

In October 2013, To Life! celebrated the milestone of 15 years of service to the community. When we reflect back to our roots, our assessment is that we have remained true to our mission (repeated to the right of this note). It is the “how we do it” part that has evolved. Rather than not having enough information, we now live in a world where we may often suffer from “information overload”.

There was a certain harmony and sense of balance in our work and interactions. Our staff and board of directors worked hard developing a robust program agenda for the year, and attendees responded with great appreciation. Individuals who were in treatment became mentors for others starting their journey, support group attendees lean on one another in ways they never dreamed possible. Volunteers dedicated their precious time, talent and energy to plan fundraisers, work on special projects and work in the office. We have built a community that shares a special bond.

2013 Highlights

- Expanded our support and outreach to the underserved community through our partnership with Centro Civico. Through a merger with Centro Civico of Albany, they have established a presence in Albany in addition to their Amsterdam facility.
- The State of New York passed legislation focused on informing women who have dense breast tissue of such.
- Hosted our third full-day, comprehensive *Women's Health Conference: Breast Cancer Information Today, Treatment Decisions for Tomorrow*, featuring 12 expert speakers, attended by over 130 members of the community, and providing over 65 nursing professionals with contact hour credits for continuing education.
- Education programs served 700 survivors, caregivers, health care providers, family and friends.
- We held our first Survivor's fashion show, celebrating the journeys of 20 individuals with unparalleled pampering and fanfare.
- Launched a monthly e-newsletter featuring details on upcoming programs and events, support groups and treatment schedule for the coming month.

We would not be here without volunteers, friends and community partners. Thank you for caring and for helping us make a difference in the cancer community and women's health.

Sincerely: *Mara Ginsberg* *Eileen Howe Bird*
President/Founder Executive Director

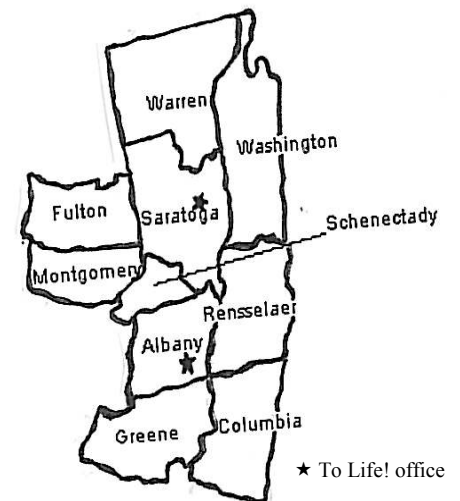
Mission

To educate our community about breast cancer detection, treatments and related health matters and to provide support services for 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

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

Clients Served

• Delmar—246 • Saratoga—168

“Very friendly, intimate service—I will be back and I will pass the word.”

—To Life! Client

Education Programs

Each year To Life! sponsors a number of education forums, facilitated by experienced medical professionals, wellness experts and cancer survivors. Many of these programs are co-sponsored with medical provider partners and fellow community organizations. These cooperative endeavors help us all achieve more with limited resources.

These programs are offered **free of charge**, which is made possible in part through grant funding from the NYS Department of Health and Susan G. Komen NENY Affiliate, along with private funding from individual and corporate donors.

Total attendance for 11 programs in 2013 was over 950.

March 16: Density Matters

Recent NYS legislation passed regarding mammograms highlighted a panel discussion on breast health and risk factors for breast cancer. This Mother-Daughter brunch buffet was offered in partnership with Samaritan Women's Health Center, Capital Region Action Against Breast Cancer and NE Affiliate of Komen for the Cure.

March 27: Cooking for Life!

To Life! celebrated National Nutrition Month by presenting an evening in the kitchen with Amy Imler, Registered Dietitian.

April 13: Young Adult Symposium

Strategies for managing chronic illness. Presented in partnership with Glens Falls Hospital and the American Cancer Society

April 18: Promoting Wellness Through Nutrition

A culinary Competition and education event. Presented in partnership with the Nancy B. Clemente Fund and the Cancer Treatment Center at Samaritan Hospital.

May 18: Weekend Wellness with To Life!

Focus on Fitness and Nutrition, including yoga in the morning and an afternoon on the water with "Hope in a Boat" crew.

July 12: It's Easy Being Green: Raw Foods Cooking Class

Presented in the Delmar To Life! kitchen, with Caryn Livia Halle, Certified raw foods chef and nutrition counselor.

August 29: Summer Fest 2013

Health fair, screening services, music, family entertainment, food in the form of a downtown Amsterdam block party. This first annual event was organized by Centro Civico, To Life!, Cancer Services and other community organizations.

September 7: Weekend Wellness with To Life!

Our first program offered at Hubbard Hall in Cambridge, NY. This workshop explored mind-body connections, introducing art therapy and Qi Gong to participants.

A Women's Journey—Density Matters

Presented in association with the Women's Center at Samaritan Hospital

November 9: Thankful Living—Chemo Brain "Fact or Fiction"

Talking about the long and short term effects of chemotherapy on thought processes, a panel of experts review findings and answered audience questions.



Premier Annual Programs

August 7: 15th Annual Beat the Odds

Perspectives on breast cancer; past, present and future surgical and treatment options. Featured presenters included: Richard Agag, MD, Valerie Brutus, MD. And John Delmonte, Jr., MD. This program was held at the Gideon Putnam in Saratoga. This educational forum consistently draws our largest audience, with 175 attending this program.

December 3: Third Annual Women's Health and Wellness Conference: Breast Cancer Information Today, Treatment Decisions for Tomorrow

This full-day, comprehensive conference (including lunch) was held at the New York State Nurses Association in Latham. Featured presenters: Dr. Malcolm Roth, Surgical Options; Lawrence Garbo, Cancer Research; Douglas Conklin, Genomics. Panel discussion led by moderator Benita Zahn and featuring; GerryAnn Currier, Danielle Crookes and Dr. Garbo. Breakout session presenters: Dr. Arsyll DeJesus, Dr. Mark Pettus, Martin Tenniswood, Vickie Yattaw, Eileen Konieczny, Julie Netherland, Michael Masone, and Tasha Ostapczuk.

"To Life! has been an "angel" to me for over 14 years....I am very fortunate to have To Life! in my life. Thank you"—To Life! Client

Support Services

All To Life! support services are offered free of charge on ongoing basis throughout the year.

Support Groups

Providing support, information and resources, and networking for women in treatment and past treatment, (along with their family members, partners and caregivers). In Delmar, **7-10 individuals** meet the third Wednesday of the month, with over **50 contacts** being made. This group is facilitated by Deb Nozik. Our Saratoga support group has been very well received with **15-20 individuals served and 184 contacts** made throughout the year. This group, facilitated by staff from the Saratoga Hospital, with support from To Life! The group meets monthly on the third Tuesday of each month.

To Life! Director of Education, Martha McCormick facilitates a support group along with Mary Bowen, area Nurse Navigator, for newly diagnosed. This group meets on the fourth Thursday of the month.

Mentors

The mentoring program links a newly diagnosed woman with a breast cancer survivor offering emotional support. In 2013, **over 45 mentors** were available to provide one-on-one mentoring to women throughout To Life! ten county area.

Breast Health Mentor

Through our partnership with Centro Civico, To Life! continues our service to underrepresented minorities. Breast Health Mentor, Carmen Rodriguez, (based at Centro Civico) provide health/wellness counseling services in the area. Outreach included one on one individual mentoring (41 served) plus 9 group meetings (bilingual) presented throughout the year. Support for this outreach provided by Susan G. Komen NENY Affiliate and To Life!

Wellness from Within

Complementary wellness therapies for patients, survivors and caregivers.

Healing Touch Volunteer

Shirley Unser

Massage Therapy Volunteer

Lauren Laberge

Health Fairs

Health fairs present 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 2013, **over 4,825** participants attended the following locations:

- Komen Race for the Cure
- NYS Thruway Authority
- Troy City School District
- OSC EAP
- NYSDEC
- NYSDOH EAP
- SEFA
- Columbia-Greene Interagency Day

Newsletter and E-news

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 printed and mailed to a following of **over 6,800 people**.

E-news is a newly launched publication sent monthly with more detailed information about upcoming events for the month ahead.



The To Life! team gathers for the Freihofer Community Walk, June 2013

Breast Health Workshops

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 2013, To Life! provided 6 breast health workshops, reaching 220 participants.

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

"At a time like this, it is wonderful to deal with friendly, compassionate and caring people"

—To Life! Client

Contributors

We could never accomplish all that we do without the continued support of many dedicated volunteers and contributors. Volunteers work independently and side by side with staff members; answering phones, assisting at health fairs, facilitating programs, and mentoring others on their journey.

The gift of your time talent and precious resources provide just the right assistance when needed.

Special thanks to the volunteer committees who organize and run the Gala and the Pink Ball. These events provide an opportunity to celebrate the efforts of community members who have directly impacted the lives of breast cancer patients. For a complete listing of our contributors and volunteers, please see To Life's website.

2013 Fundraising Events:

- **15th Annual Gala** - May 7th
Honoring the Women in Our Lives
Franklin Plaza, Troy
- **9th Annual Pink Ball** - November 1st
Hall of Springs, Saratoga Springs

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.

2013 Friends Fundraisers:

- ◆ Cabi Fashions/Vicki Niles
- ◆ Andrea Cortelyou/Jog for Jugs
- ◆ Day Dreams Salon
- ◆ Jim Ferguson/Albany Law School
- ◆ Janney Montgomery Scott
- ◆ JC Penny
- ◆ Pat Kenyon/Komen Race for the Cure
- ◆ Lark Tattoo
- ◆ Log Cabin Fabrics
- ◆ Normanside Country Club
- ◆ Nuance, A Boutique Salon
- ◆ Purity Hair Salon
- ◆ Cyndy Tuczynski
- ◆ Saratoga Springs Field Hockey
- ◆ Sidney's Hair Salon
- ◆ State Farm Insurance

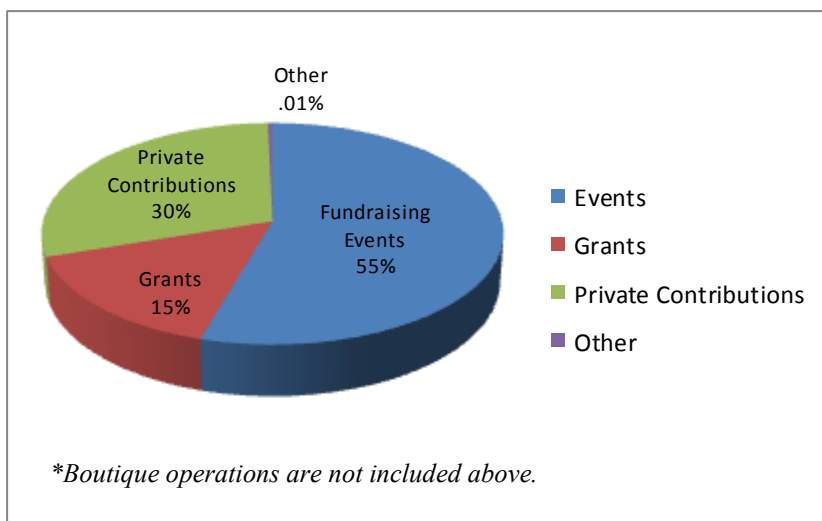
2013 Grants

- Kermit Gitenstein Foundation
- Susan G. Komen NENY
- NYS Department of Health Grassroots
- Soroptomist International of Saratoga County

Corporate Sponsors

Adirondack Trust
Albany Medical Center
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Genomic Health
Golub Family Foundation
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Slingerlands Associates
Soroptimists of Saratoga County
St Peter's Health Partners
Stram Center for Integrated Medicine
The Plastic Surgery Group
The Riggi Family
Times Union
Turbine Services
Wells Fargo Advisors, LLC
Wilson, Elser, Moscovitz, Edelman & Dicker
Women@Work

To Life! Program Revenue Sources



Staff—2013

Eileen Howe Bird <i>Executive Director</i>	
Laurie Giordano <i>Executive Assistant</i>	Melanie Murphy <i>Boutique Associate, Saratoga</i>
Leila Jabour <i>Bookkeeper</i>	Ann Rose <i>Boutique Associate, Delmar</i>
Martha McCormick <i>Program Educator</i>	Helen Warner <i>Boutique</i>

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.