



2015 Annual Report

Your Personal Resource for Breast Cancer Education and Support

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The Year in Review

There is much to celebrate as we look back on this past year. Our staff did awesome job living out the mission of To Life! to serve families dealing with a breast cancer diagnosis. Our staff answers phone calls, responds to email inquires, works with individuals one on one and in small groups. This report includes highlights of our activities and celebrations along with an overview educational outreach program held throughout the year .

Our educational program outreach included the offering of 12 unique programs held during the year. Many of these programs were held in conjunction with community partners. We extend a big thank you to each of our working organizational partners—it is a privilege to collaborate. These collaborations represent a win for our community and a huge benefit to individuals dealing with a breast cancer diagnosis.

Our efforts are exponentially increased through the efforts of many volunteers. Volunteers answer telephones and greet guests in the office, they serve on our education and fundraising committees, they serve on our board of directors and they offer insight on a host of pressing issues. Presenters volunteered their time as well, sharing their professional expertise. We were delighted to connect with wonderful physicians, nutritionists, financial planners, artists, therapists, and others who have lent their wisdom, time and energy to speak with our community of survivors, health practitioners and friends.

This past year we convened our first Advisory Council group meeting. This group of physicians, patient navigators, therapeutic health providers worked with our staff to review the current medical and treatment landscape, helping us clarify our focus and emphasis for the year ahead.

Eileen Howe Bird
Executive Director

Mara Ginsberg
President and Founder



Women's Health Conference

It has been a gift to offer a full day of presentations, workshops and panel discussions for each of our Women's Health Conferences. On November 17, 2015, To Life! hosted the 5th conference, featuring 12 presenters covering topics such as Radiation Therapy, treating hormone positive and hormone negative breast cancer, living with cancer as a chronic illness, understanding gynecological cancers, updates on breast surgical options were all eagerly received and well regarded.

When we launched our first conference we did wonder how we could substantially fill the day, and after five iterations of this important day, we find that indeed the opportunities and information abound

We are so thankful to our presenters: starting with our morning speakers: Dr. Arsyil DeJesus, New York Oncology Hematology, Dr. Rufus Colle, New York Oncology Hematology and Dr. Jo-Ellen Welsh, Cancer Research Center, SUNY Albany. Our afternoon workshop options have expanded to three offerings in each of our afternoon time slots. Presenters included: Patricia Fennell, Sharon Wheeler, Rachel Criscione, Lindsey Mores, Martin Tenniswood, Katie O'Brien, Kristen Rezak, Heidi Godoy, and Nancy Clemente.

Delmar Progress Club

To Life! and our clients became the benefactor of several initiatives organized by the Delmar Progress Club in 2015. Over the years, this organization has dedicated their time and resources to support many community organizations. Shown to the right is President Caroline Bennett with To Life! Director of Education Martha McCormick with an assortment of "comfort pillows" These pillows are part of a care kit assembled by members of the Progress Club. The kits contained products useful for a patient undergoing chemotherapy. Caroline led the effort for members to custom fabricate the pillows, which have been a big hit with all those who have received kits so far.

Rosemary Brown, 2015 President of the New York State General Federation of Women's Clubs, parent organization to the Delmar Progress Club led the way by declaring 2015 to be a year dedicated to supporting cancer survivors.



Educational Programs

To Life! has earned a reputation for hosting high quality educational programming. It is our delight and pleasure to have a host of wonderful program advisors, gifted speakers, and engaged board members who help us pull together the formidable slate of events hosted throughout the year. 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. Most of the programs we offered are featured below.

Total attendance for 12 programs in 2015 was over 761!

January 5: *Finding Your Inner Tiger*

To Life! participated in the Saratoga County Chamber of Commerce's first annual Wellness Week. Cultivating Resilience and Well Being, Martha McCormick, *To Life!* Director of Education presented a workshop on Positive Psychology and the Theory of Well Being.

February 4: *N.E.D.*

Celebrating World Cancer Day, *To Life!* hosted a screening of the documentary "No Evidence of Disease", followed by Q & A with Dr. Heidi Godoy, gynecologic oncologist from Women's Cancer Care Associates.

March 26: *Promoting Cancer Wellness Through Healthy Living Products*

Guest syndicated columnist, Heloise spoke on healthy living products.. This program is funded by the Nancy B. Clemente Cancer Fund.

April 26: *Mindfulness and Resilience for Everyday Living*

Workshop focused on resilience. *To Life!* partnered with Pierre Zimmerman, Director of One Big Roof. Workshop hosted at One Big Roof facility in Saratoga Springs.

August 4: *Beat the Odds*

Educational forum on breast cancer. Featured presenters include: Karen Tedesco, MD, Candace Correa, MD,

August 22: *Summer Fest 2015*

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

October 23: *The Metastatic Breast Cancer Conversation*

Featured a National Panel discussion organized by Susan G. Komen: Shirley Mertz, Marc Hurlbert, PhD., Judy Salerno, MD. Afternoon – local panel discussion including; Debra Nozik, Mara Ginsberg with Martha McCormick as moderator. Hosted by Susan G. Komen NE New York.

November 14: *Thankful Living—Surviving and Thriving Following Cancer.*

Celebrate cancer survivorship, techniques that can improve quality of life. Hilton Garden Inn, Troy. Hosted by the Capital Region Cancer Care Consortium.

November 17: *Fifth Annual Women's Health Conference: Informed, Engaged Treatment and Empowered Survivorship*

This full-day, comprehensive conference (including lunch) was held at the Carondelet Hospitality Center, Latham, NY.

Wellness Workshop

*Olana State Historic Site
Hudson, NY*

September 26, 2015

To Life! partnering with Columbia Memorial Hospital and Dr. Samira Khera hosted "Leading a Full Life During and Beyond Cancer". This workshop featured eight presenters throughout the day on a range of topics relevant to survivors currently in treatment and those well beyond active treatment. This workshop was open to women diagnosed with breast and gynecological cancers.



Fashion Show

The third annual Fashion Show featured the latest fashions from Lord & Taylor (shown above) with story highlights from 20 cancer survivors/ thrivers. Partners for this event included Crossgates Mall Management, Erin Moore, Ania Hair Salon, working alongside the *To Life!* volunteers.



Glamour Shoot

"There is simply nothing like being pampered", reported one delighted attendee. *To Life!* staff teamed with Joe Angermeir, noted area photographer, to bring out the best in each guest. Each guest was helped to create fun, glamorous new look for the camera—the photos were amazing.

"Knowledgeable of current research!", "Very informative & easy to follow"

"Wonderful engagement, helpful information" "Helps me stay so strong!"

-Education program attendee comments

Meet our Honorees—Special Tributes in 2015

The “Extra Mile” Award and the “Raising the Bar” Award were presented at the 17th Annual Gala: “Honoring the Women in our Lives”

The “Extra Mile” Award

Nini C. Wu, MD

As President of New York Oncology Hematology, Nini Wu, MD, not only leads the region's largest provider of cancer treatment, she is also playing a vital role in shaping our health care system – both locally and at the national level.



In her fourth term as President of NYOH, Dr. Wu leads a growing practice that includes 35 oncologists and hematologists, more than 350 employees, and seven practice locations, from Hudson to Amsterdam.

Dr. Wu is also helping shape the future of cancer treatment nationally, as a member of The US Oncology Network's National Policy Board Executive Committee. In this role, she is tackling issues such as how the growing need for more complex cancer treatment will fit into the country's evolving health care delivery system. Dr. Wu is also deeply committed to mentoring young physicians and promoting both gender and racial diversity in medicine.

The “Raising the Bar” Award

Dr. Kirsten K. Cestaro

As Director of Breast Imaging for the Troy St. Peter's Health Partners (SPHP) sites and Assistant Director of Breast Imaging for the Albany SPHP sites, Kirsten Cestaro, MD, leads teams that perform and interpret screening and diagnostic breast imaging. Recognized as an emerging leader in the field locally, Dr Cestaro has provided commentary on recommendations from the Preventive Services Task Force on breast issues and in December 2014, led the Medical Grand Rounds at St. Peter's Hospital, focusing on the Diagnosis and Treatment of Breast Cancer.



At the most recent *To Life!* Annual Women's Health Conference, Dr. Cestaro headlined a presentation and panel discussion on Breast Screening. Presenting to a diverse audience of breast cancer patients, survivors and medical professionals, she brought a clarity and depth to the presentation and subsequent discussion that was much appreciated.

PINK Ball 2015



Community Advocate Award

Presented to Lisa Morahan, founder of floydwarriors.com, a valued community partner. Floydwarriors.com provides newly diagnosed individuals with a wide variety of in-home services. Pictured below are Lisa with family and friends at the Pink Ball.



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 South Glens Falls Marathon Dance
 Triskele
 Wilton Emergency Squad, Inc

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.

2015 Fundraising Events:

- **17th Annual Gala** - May 5th
Honoring the Women in Our Lives
 Franklin Plaza, Troy
- **11th Annual Pink Ball** - October 23rd
 Hall of Springs, Saratoga Springs

2015 Grants

- Susan G. Komen NENY
- NYS Department of Health

Board of Directors

President:

Mara B. Ginsberg, Esq.

Vice-President

Lisa Anne Proskin, Esq.

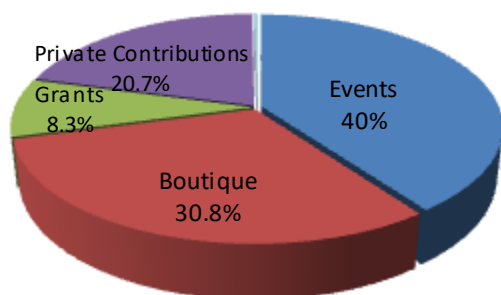
Treasurer:

Sorelle Brauth

Directors:

Catherine Black
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To Life! Program Revenue Sources



2015 To Life! Staff

Eileen Howe Bird
Executive Director
 Susan Burnett
Bookkeeper
 Martha McCormick
Director of Education
 Cynthia Martin
Executive Assistant

Melanie Murphy
Boutique Associate, Saratoga
 Ann Rose
Boutique Associate, Delmar
 Helen Warner
Boutique Coordinator

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.



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