

# Unite for HER

2010 Annual Report

*Bridging the gap  
between the medical and  
wellness communities*



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“Rarely does a surgeon get the opportunity to see his/her patients being educated and exposed to complementary treatment options. It was truly marvelous to watch the interactions between the women with breast cancer and care providers that some people might consider out of mainstream therapy. It became immediately apparent that these complementary modalities play a huge part in the overall wellness of our patients. Clearly these options will need to become more readily available, affordable and encouraged.”

– ROBERT C. FRIED, MD, VICE PRESIDENT OF MEDICAL AFFAIRS AT PAOLI HOSPITAL

Dear Supporters,

In 2009, we embarked upon an incredible journey forming and establishing Unite for HER, a nonprofit organization dedicated to supporting women with breast cancer and their families. It was a year filled with vision, growth, enthusiasm, challenges and much success. At Unite for HER, we believe in the power of the individual — recognizing the extreme value of one and the dynamic force of many — and we promote a message of unity among our leaders, volunteers, community groups, partners and those we serve.

We are extremely blessed to have so many compelling and enthusiastic leaders and supporters working beside us to fulfill our mission of making a positive difference in the lives of women and girls by supporting and providing breast cancer programs and initiatives that educate, empower and restore. During this fiscal year, we dedicated ourselves to providing encouragement, compassion and assistance through grants, hands-on education, wellness day events, and donations to other breast cancer nonprofit organizations. We also made strides in educating young women and girls about the importance of healthy lifestyle choices in relevant, interesting and fun ways.

Our ability to provide programs to support women with breast cancer and their families was a direct reflection of the generous support we received from our local and gymnastics communities. We are humbled and grateful for the many ways they united with us to ensure the success of our primary fundraiser, the Pink Invitational~Gymnasts Unite event. We value the unique opportunity we have in the gymnastics community, advocating for breast cancer awareness and raising funds for those affected by the disease.

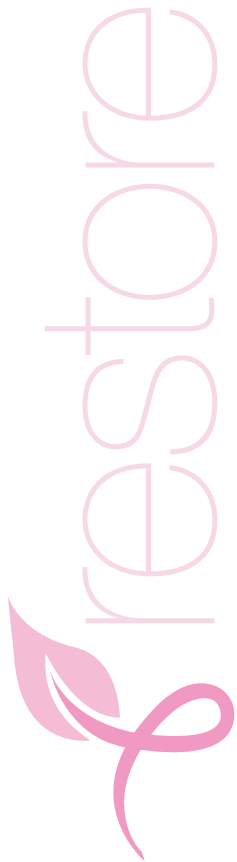
As we look to the future we will continue to strengthen our vision and outreach initiatives, and we will seek out collaborations and partnerships that will increase the effectiveness of our organization, allowing us to be a contributing member of the national breast cancer community. On behalf of all of us at Unite for HER, thank you for your incredible support, positive spirit and contagious energy.

Most grateful,

A handwritten signature in cursive script that reads "Sue Weldon". The ink is dark and the signature is fluid, with a large, stylized 'S' at the beginning.

Sue Weldon  
Founder & President, Unite for HER

"Thank you for organizing a day like that. You probably understand more than anyone how wonderful and healing just having the opportunity to go to an event like that is for us. As a patient with a stage 4 diagnosis, anything that gives me a sense of hope is something that I grasp on to and am so incredibly, inexpressibly, grateful for." – LYNETTE, WELLNESS DAY ATTENDEE



## Wellness Days

Unite for HER works to bridge the gap between the medical and wellness communities by educating women diagnosed with breast cancer about complementary therapies, and providing them with a compassionate resource for support, knowledge and healing. This approach enables women to be renewed in body, mind and spirit, which is crucial for becoming fully healed.

Held in partnership with local hospitals, our wellness day events introduce breast cancer patients to complementary therapies designed to help restore women during and after their surgery and course of medical treatment. These therapies include hands-on experience and education in acupuncture, massage therapy, nutrition and yoga. At the conclusion of the day, patients receive vouchers to cover treatment costs for the two therapies they feel will best support their health and wellness.

In June 2010, we held our first Unite for HER Wellness Day at Paoli Hospital. The 25 patients that attended were selected by the hospital and were in various stages of treatment and recovery. Through this experience, each woman was given the opportunity to explore their individual needs and create a personalized complementary therapy plan. We look forward to a day when every cancer center will have a wellness center, integrating the medical and wellness communities to the benefit of every cancer patient.





“Volunteering for the Pink Invitational always sincerely warms my heart. Being a collegiate gymnast, I have grown to appreciate what gymnastics has done for me on a personal level. What’s even better is this spectacular opportunity to see that young gymnasts of all ages not only develop themselves as I did, but help support thousands of women fighting breast cancer across the country at the same time! It’s simply inspiring.” – DANIELLE CHMELEWSKI



Unite for HER aims to bring breast cancer education, empowerment and awareness to women and girls of all ages. One of our continuing goals is to develop unique, effective, and age-appropriate ways to deliver those messages.

Our main fundraising event, the Pink Invitational, provides a perfect venue to address the importance of breast health care, nutrition, organic products, and healthy lifestyle choices through print materials, educational vendors, guest speakers, and participant giveaways. At the 2010 Pink Invitational~Gymnasts Unite three-day event, we had the opportunity to share that knowledge with almost 1,600 young athletes and over 3,000 spectators. Unite for HER was proud to have representatives from Living Beyond Breast Cancer and Breastcancer.org speak to our attendees, giving them a full range of information concerning breast health care and ways they can support women affected by breast cancer. Our vendor area introduced gymnasts and their families to organizations and businesses that specialize in all-natural health and beauty products, organic foods, massage and yoga.

We will continue to research and explore opportunities to extend our educational outreach beyond the Pink Invitational event. Areas of development for education in 2010 will be our Unite for HER and Pink Invitational websites, posting information on Facebook, creating healthy lifestyle print materials, and cataloging our resources.



educate

“When my sister and I received notification of the grant award we were so excited. Excited for us and excited for my mom who struggles to keep up with the medical bills and our gymnastics fees. I also knew how much this meant to my mom because she works all day long trying to take care of my sister and I and with all of those medical bills, this certainly helped.” – TRACEY PEARSON, GRANT RECIPIENT

## Gymnasts Unite Grants

In 2009, Unite for HER established a grant program to ease the financial burden experienced by USAG women's artistic gymnasts and their families due to breast cancer. A selection committee consisting of Unite for HER representatives and persons outside the organization reviewed applications submitted by qualifying gymnasts. Gymnasts Unite Grants in the amount of \$1,000 were awarded to six young women in February of 2010.

Gymnasts remain a primary focus for Unite for HER, particularly in the areas of education and family support. We are committed to giving back to this community that unites with us each year to ensure



a successful Pink Invitational fundraising event, by providing assistance to those suffering the effects of a breast cancer diagnosis.

Over the next few years, we will evaluate our ability to expand our grant initiatives to other audiences. We have been blessed by the generosity of our supporters, and we are dedicated to seeing that those resources are directed to the individuals and families who need them most.

## Above & Beyond Team Challenge

Our hope is that through the Pink Invitational we can encourage, empower and inspire girls and young women to become philanthropists and contributing members of society. The Above & Beyond Team Challenge is just one avenue for achieving this goal. The program challenges participating teams to raise funds on their own, above and beyond the usual meet fees, and donate those funds to Unite for HER through the Pink Invitational. Teams have raised funds by organizing bake sales, car washes, cartwheel-a-thons, raffles, sleepovers, and more. In 2010, we had 21 teams take the challenge and collectively raise over \$25,000. We applaud them for their hard work and commitment to serving others.

“The money you’ve raised has closed the gap left due to the economic crisis and enabled us to continue to help women affected by breast cancer.” – LAUREN AINSWORTH, LBBC, SPECIAL EVENTS MANAGER



## Nonprofit Donations, Partnerships and Sponsorships

We actively seek opportunities to partner with and support other breast cancer nonprofit organizations that have programs or services that fall into the scope of our mission. By sharing resources, we are able to find creative ways to maximize our effectiveness and provide assistance to valuable breast cancer initiatives.

In May 2010, we presented a check to Living Beyond Breast Cancer (LBBC) for \$28,000 at their annual Yoga Unites event in Philadelphia. That donation brought our total giving to LBBC up to \$93,000. We are fortunate to partner with LBBC and support their mission to empower all women affected by breast cancer to live as long as possible with the best quality of life. Our donations have provided financial support for their programs, teleconferences, and publications.

As our organization grows, we look forward to building relationships with other nonprofit organizations and engaging in sponsorship opportunities that are mutually beneficial. Throughout this process we will work diligently to protect the interests and investments of Unite for HER while establishing ourselves as a credible organization within the breast cancer community.



donations

“Verizon was proud to sponsor the Pink Invitational and appreciates the opportunity to invest in the communities where our employees live and work. It was an inspirational event to witness world class gymnasts and breast cancer education come together to make a difference and generate funds.”

– DOUG SMITH, VICE PRESIDENT OF EXTERNAL AFFAIRS, VERIZON PENNSYLVANIA

## Funding

The Pink Invitational~Gymnasts Unite event is the primary source of funding for Unite for HER. Sue Weldon began this event in 2008 with the willing support of AJS Pancott Gymnastics NTC. Sue's idea was to create a three-day competition to raise money for women with breast cancer, and at the same time provide an opportunity to educate young female athletes regarding breast health and wellness.

The 2010 Pink Invitational was a beautiful display of skill, dedication and generosity from gymnasts, teams, coaches, judges, sponsors and volunteers. Their collaborative efforts raised over \$125,000 for women affected by breast cancer and their families. There was a spirit of cooperation, commitment, unity and joy as gymnasts competed for a cause that weekend. The funds they raised together will have a lasting impact on so many lives.

We also rely on corporate sponsorships, grants, and personal donations to ensure the growth and effectiveness of our organization.



## 2009/10 Board of Directors

**Susan Weldon**

President

**Kim Di Biaggio**

Vice President

**Margaret Rakus**

(not pictured)

Treasurer

**Julie Hillhouse**

Secretary

**Louise Pancott**

Member

**Doug Smith**

Member

**Chip Weldon**

Member



# 2009/2010 Fiscal Year

For the fiscal year ended June 30, 2010

## Assets

### Current Assets

Cash and cash equivalents	\$ 109,692
Prepaid expenses	7,000
Total current assets	116,692
Total assets	116,692

## Liabilities and Net Assets

### Current Liabilities

Accrued expenses	\$ 36,800
Total current liabilities	36,800

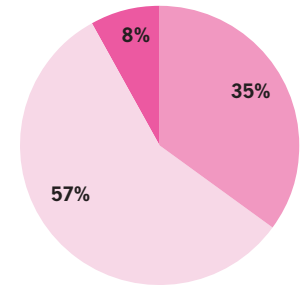
### Net Assets

Unrestricted	\$ 79,892
Total net assets	79,892
Total liabilities and net assets	116,692

## 2010 Fiscal Year

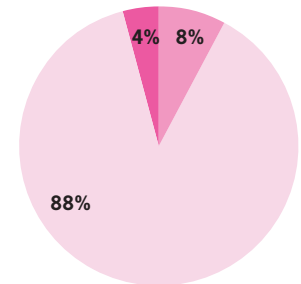
### Operating Expenses

- Management and General: \$18,017
- Program: \$81,017
- Fundraising: \$133,077

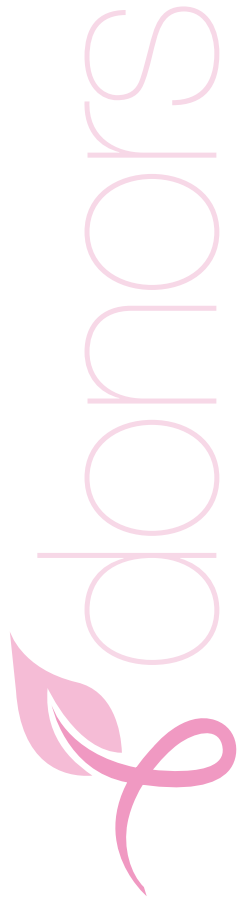


### Operating Income

- Grants: \$13,750
- Program sponsorship: \$26,464
- Special events: \$271,789



“Breast Cancer awareness is something that everyone should be willing to learn about. Breast Cancer can affect any person of any age, any color, and any gender; it can affect anyone. We all should know what the signs are how to do self checks and with the pesticides and hormones in food that we buy, we must now learn what foods we should at least consider to put in our diet.” – COURTNEY PEARSON, GRANT RECIPIENT



## Donor Recognition

### **\$10,000 and up**

Chester County Conference and Visitors Bureau Foundation/Grant  
Patricia and Gary Holloway  
Verizon

### **\$5,000 and up**

AJS Pancott Pink Youth Board  
Gym Dandys  
Team Photo/John Cheng

### **\$2,500 and up**

Exelon  
First National Bank

### **\$1,000 and up**

AGRA Springers  
Alan and Laura Robezzoli  
Donald Leebern and Suzanne Yoculan

EGPCA  
NEGTC

Northern Elite Gymnastics  
PA State Gymnastics  
Siemens  
Silvia's Gymnastics  
Smith Family/Verizon Match

### **\$500 and up**

Boscarelli Family  
Bright Stars  
Butler Gymnastics  
Carroll Gymnastics  
Chip and Sue Weldon  
Dave and Kim Di Biaggio/  
SAP Match  
Fantastics Drinks Inc.  
Faye Lovrinic  
Flips Maryland

Hills Gymnastics  
Lakettes  
Mancino Mats  
Northeast Elite Gymnastics  
Rainbow Gymnastics  
Ricochets Gymnastics  
Skyline Gymnastics  
Spirit Gymnastics  
Style Gymnastics  
Tia Tedder  
United Sports Academy  
USAG Region 7

### **\$100 and up**

Acero Precision  
Amy Rager  
Arlene and Kevin O'Brien  
Audrey Schwyer  
Avert Family  
Barb Cutillo  
Barbara Wallace  
Carla Ceralde  
Christine Erickson  
Concetta Schultz  
David and Pat Harvey  
David Stitz Painting  
Don and Kay Weldon  
Dr. Robert Knobler  
George and Margaret Rakus  
Jane Caruso  
Janice Morrow  
Jean MacDougall  
Keshar Israel Preschool  
Kristina Olson-Berryman  
Legends Gymnastics  
Lynn Perrott  
Marcy Blitz  
Marilyn Schnaars  
Mark Gibson  
Mary Ann Olsen  
McIntyre Family

Medical Acupuncture of  
Chester County  
Myra Elfenbein  
Nancy Claar  
Patti Walters  
Patty Vitale  
Sandy Thielz  
Steve and Louise Pancott  
Terry McGirk

### **\$50 and up**

Babbie Wasser  
Gina Stalone Amrich  
Margie Myers  
Mike Garibay  
Nancy Masci  
Patricia Bugliana  
Timothy and Kristen Shanahan

### **In Kind Donations**

A Duie Pyle  
ACAC  
Acme  
AICR  
AJS Pancott Gymnastics NTC  
ALL SEWN UP Embroidery/  
Screen Printing Service  
Applebees  
Arianna's Cafe  
Bed Bath and Beyond  
Benari Jewelers  
Breastcancer.org  
Brinker, Simpson & Company,  
LLC  
Calista Grand Salon & Spa  
Carlo's Bake Shop—Cake Boss  
Caye McLaughlin  
Country Bagel  
Crown Trophy  
Currie Hair, Skin and Nails  
Dunkin Donuts

EMMINENCE FRONT Hair  
Salon and Day Spa  
Exposed Organics  
Giant—East Bradford  
GK Elite Sportswear  
Glaceau  
Greta Stimely—Quilt  
Healthy Bites  
Herr's  
Hillhouse Family  
Ice Butler  
International Gymnastics  
Camp  
Kimberton Whole Foods  
Live, Love, Play  
Living Beyond Breast Cancer  
Longwood Gardens  
LUNA Bar  
Macy's  
On the Border  
Organic Valley  
Panera Bread Company  
Paoli Hospital  
Pepsi  
Phillies Baseball Club  
Sheraton Great Valley  
SportsPlex Medical Team  
Staples  
Starbucks  
The Master's Baker  
United Sports  
Villari, Lentz & Lynam, LLC  
Wawa  
West Goshen Beverage  
Woodward Camp

Due to space constraints, UFH lists only contributors of \$50 or more. However, we wish to acknowledge and thank all our supporters. Each donation is vital to helping us achieve our outreach goals. Our sincerest apologies to anyone we inadvertently omitted or for any spelling errors.

"Thank you for your kindness, generosity and embracing arms that surrounded me...at the Wellness Day at Paoli Hospital. Because of the path you traveled, the hearts you touched and the people you inspired, I was able to participate in this remarkable event." – BARBARA T., WELLNESS DAY ATTENDEE



"You have my heartfelt appreciation for this program. I would never have considered these therapies without the education and financial assistance Unite for HER provided, and I can't express to you how beneficial they were in my road to recovery and how important they continue to be in my overall wellness program and in my overall wellbeing." – KATIE C., WELLNESS DAY ATTENDEE



"I appreciated the care with which you chose each element of the program. It said to me that you respected the women present and wanted to honor them. The energy, commitment and focus you devoted to this program was certainly a thing to behold up close." – KATE O'CONNOR, PAOLI HOSPITAL



"Thank you so much for including me in such a great project. It was an honor to be a part of such a touching and lovely event. When going through treatments patients are very sore from being in bed, stressed for obvious reasons, and trying to get their body back physically, emotional, and spiritually. All of which massage goes perfect with. I look forward to being a part of any future events." – DEENA, MASSAGE THERAPIST





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p | 610-322-9552

Helping to  
Empower &  
Restore