

The **Hope Chest**
For Breast Cancer Foundation

ANNUAL
IMPACT
REPORT

2023

WHAT'S INSIDE

Messages from Leadership

Distribution of Patient Grants

Giving Hope to Patients

Who We Help

Successful 2023 Events

Cause Marketing Events

Donor & Business Contributions

Communication

Impact of Hope - Patient Stories

Looking Ahead in 2024

Plan Your 2024

How to Get Involved

Board of Directors

Resources

Contact Us

Thank You



HOPE CHEST FOR BREAST CANCER FOUNDATION - ANNUAL IMPACT REPORT 2023

Message from Executive Director



The Hope Chest for Breast Cancer Foundation is a Minnesota based 501(c)(3) organization and has been a source of hope for local breast cancer patients and their families since 2001.

Our mission is to provide the quickest access to help the most urgent daily needs of Minnesota breast cancer patients and their families, including housing, transportation, utilities, food, car repairs, and adult/childcare.

As we reflect on 2023, we are proud of what has been accomplished through the continued efforts of our community and its donors to The Hope Chest for Breast Cancer Foundation. There is an ongoing need for the patients and families we help.

THANKS TO YOU, our generous community of donors and community partners; we were able to help even more! It is amazing to see how the community has embraced Hope Chest's mission.

Maureen Scallen Failor, Executive Director

Message from 2023 Board Chair



2023 was another successful year for The Hope Chest for Breast Cancer Foundation as we fulfilled our mission to provide financial assistance to people going through breast cancer treatment. It's clear that the need is real, and virtually everyone knows someone whose life has been affected by this horrible disease. The Board of Directors keeps this purpose close at heart as we look for ways to continue to generate funds to make an even bigger impact. We are grateful to you, our generous supporters, donors, and partners, who join us to make a difference in the lives of others.

Callie Briese, 2023 Board Chair

DISTRIBUTION OF GRANTS TO PATIENTS

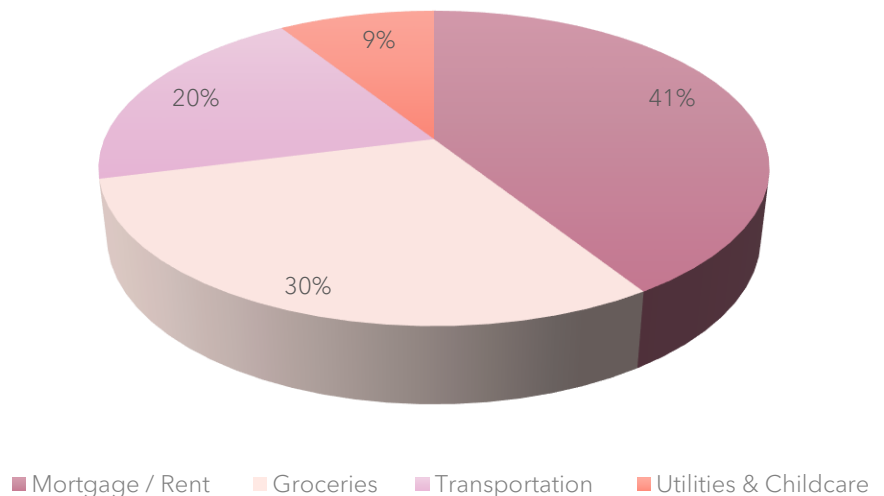


Since 2001, The Hope Chest for Breast Cancer Foundation has distributed over \$2.8 million financial assistance grants to over 6,000 Minnesota breast cancer patients and their families.

Each grant represents hope and relief, two elements that are crucial in the fight against cancer.

Donations go directly to help patients that need immediate assistance, especially with a mortgage payment, providing food gift cards to help with their grocery needs, paying for a vehicle repair so they can safely make their cancer treatment appointments, and in other cases paying for childcare so their children's care goes uninterrupted during a trying time.

Expended Funding



41%

Pay Rent/Mortgage

20%

Transportation

30%

Groceries

9%

Utilities & Adult/Childcare

"Financial gifts during hardships not only offer hope and encouragement but help alleviate some of the pressure of mounting medical bills. This gift was not only a blessing, but a source of inspiration for us to pay it forward in the future too."

- Kristen

GIVING HOPE TO PATIENTS



Where grants were distributed in 2023

Hope Chest provides aid to
Minnesota breast cancer
patients statewide:

Metro region 70%

Outstate 30%

The Hope Chest for Breast Cancer
Foundation distributes funds to patients
through the continued support of our
donors, sponsors, and cause-marketing
partners.

335

Patients received financial
support in 2023

25%

Increase in patients
served over 2022

Breast Cancer Statistics By Age

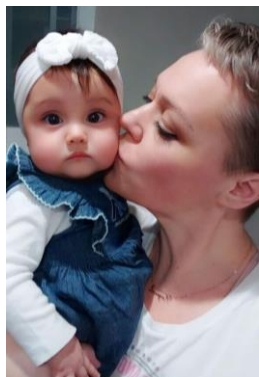
Breast cancer affects people of all ages, with the
likelihood of a cancer diagnosis increasing with
age.

- The average age of U.S. women diagnosed
with breast cancer is **62 years old**.
- **Half of U.S. women** who develop breast
cancer are 62 years of age or younger when
they are diagnosed.
- About 9% of all new breast cancer cases in
the U.S. are diagnosed in **women younger
than 45 years old**.
- Younger people, particularly those **under age
35** at the time of their original breast cancer
diagnosis, face a higher risk of breast cancer
recurrence.

Data from National Breast Cancer Foundation, Inc.

WHO WE HELP

Financial insecurity impacts Minnesota breast cancer patients with their health journey.



By the numbers...

More than **6,000** Minnesota breast cancer patients have received Hope Chest Emergency Assistance Grants since inception, and over **\$2.8 million** in grants dispersed since 2001.



78% are on unpaid leave or unemployed, and are at risk of losing their insurance

1 in 5 lack reliable transportation to get to and from their appointments

53% of our patients have up to four dependents, these women are single mothers and care givers

35% of our patients are the primary income earner in the household

6% do not have stable housing

67% have household incomes of less than \$50,000

40% have household incomes less than \$25,000

SUCCESSFUL 2023 EVENTS!

Because of attendees LIKE YOU, in 2023 we raised \$214,000! That means more breast cancer patients across Minnesota were able to receive support during one of the most challenging times of their lives.



RUNWAY FOR HOPE, May 7

The Runway for Hope event held at the Galleria featured an upscale fashion show and private reception with raffle, silent and live auctions, and giveaways raising funds for Minnesota breast cancer patients. Following the show, attendees enjoyed exclusive shopping experiences and dining at the Galleria shops.



WINE & DINE FOR HOPE, November 8

What a wonderful event! The event was held at The Hutton House where attendees enjoyed a three-course fall tasting menu with three perfectly paired wines, while hearing about the Foundation and listening to patient stories of hope. Attendees bought raffle tickets for a chance to win fabulous trips and jewelry, bid on silent and live auction items, and networked, while raising funds for Hope Chest patients.

CAUSE MARKETING EVENTS!

The Foundation is fortunate to be part of a caring business community. In 2023, our cause marketing partners generated over \$177,000 in donations to The Hope Chest for Breast Cancer Foundation, which is a 30% increase over 2022.



- The Shoppes at Arbor Lakes Girl's Night Out!
- Back Channel Brewing Collective
- The Jason Show
- Burger for Boobs, Northern Taphouse - Plymouth & Lakeville
- Flock the Yard
- Menasha Packaging in Lakeville
- New Brighton Eagles Year-long Fundraiser
- Beckman Coulter 5K Run
- The Madones Minnesota Biker Club
- Shoulak Breastfest: All You Need is Love
- Delta Air Lines fundraiser
- Shop for Hope at J. McLaughlin - Wayzata
- Making Strides Against Breast Cancer
- MINNOCO: Fueling the Fight Against Breast Cancer
- Charlie's on Prior Project Pink Fashion Show
- Bill's Gun Range - Pink Target
- Inver Grove Ford Lincoln
- St. Paul Police Federation, Lino Lakes Public Safety, and Bloomington Police Department - Pink Patch Project
- Kowalski's Excelsior Market
- American Legion - Clarence Clofer Auxiliary Unit 259
- Gustavus' Delta Phi Omega Sorority
- GLOW Holiday Festival
- My Cleats, My Cause - NFL
- Amore & Fede
- Otten Brothers Garden Center & Landscaping
- Apple Autos
- Minnesota Twins
- Spavia Day Spa
- Scentsy for Hope Party
- The Hotspot
- Silly Beaver Comedy Club
- Dell Technologies
- Fraternal Order of the Eagles
- Capitol Beverage Sales L.P.
- District Youth Hockey - Wayzata
- Melaleuca
- Prior Lake Girls Basketball Team
- Wayzata Lions
- David Yurman
- Oak Ridge Country Club
- Nothing Bundt Cakes
- Anderson Trucking
- Cole's Salon
- 328 Grill, LLC
- Western National Insurance
- Chocolat Celeste
- Minnesota Motorcycle Club Coalition
- The Institute of Advanced Aesthetics
- Crew Carwash Wayzata
- Wayzata Rotary



Cause Marketing Events we are aware of for 2023.



DONOR & BUSINESS CONTRIBUTIONS

Year-over-year our donor and business contributors consistently help us meet or exceed our goals. In 2023, we surpassed our combined goal of donor and business contributions by over 15%.

During 2023 we had three targeted fundraising campaigns. Anonymous donors provided a dollar-for-dollar match for the Spring Appeal and Year-end Appeal, helping us to exceed our goals.

FUNDRAISING CAMPAIGNS



Spring Appeal

Give to the Max Day

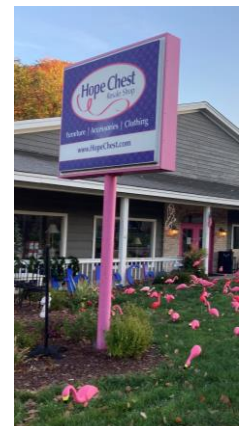


Year-end Appeal
\$10,000 Match

HOPE CHEST STORE EVENTS

The Hope Chest Resale Store invites store patrons and the public to events throughout the year. The evening includes food and beverages, Spin the Wheel, a variety of vendors, great shopping deals, and lots of networking.

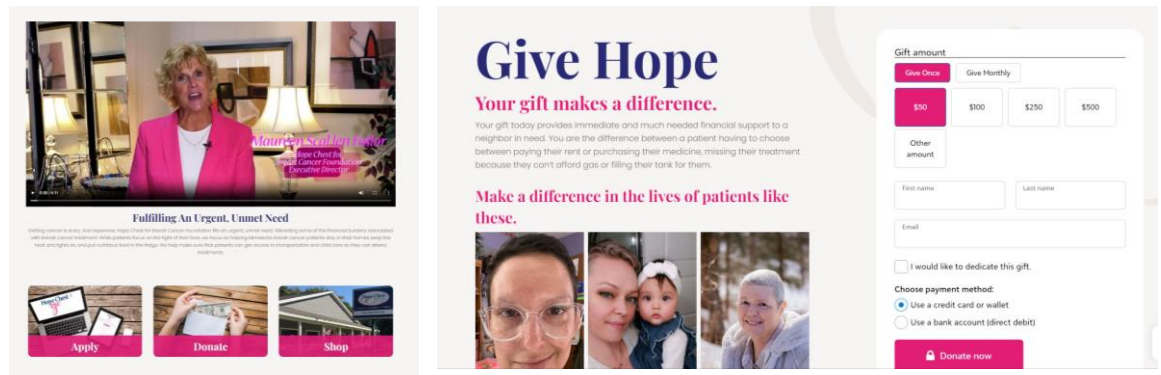
Valentine's Day Girls' Night Out
Spring Fling Hope Night Out
Flamingo Party for Hope
Holiday Hope Night Out



COMMUNICATION

The Foundation stayed in touch with donors and the community through social media messages, monthly newsletter updates, and dedicated eblasts containing event and campaign information. The website was enhanced to include photos from the Wine & Dine for Hope event and a video message from the Executive Director.

Website
hopechest.com



Social Media



Facebook
5,700 Page Likes
5,600 Followers

Instagram
2,248 Followers

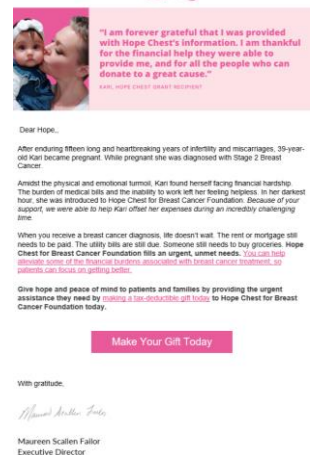
LinkedIn
304 Followers

Newsletter
8,575 Subscribers
35% Open Rate



Print

Printed campaign letters, envelopes, Annual Impact Report, brochures, programs, and more.



IMPACT OF HOPE

Breast cancer patients share their message of gratitude.

Donna H.

"I would have lost my vehicle which is my transportation to and from the doctor. Hope Chest paid my car note for that month, and loads of stress was taken off of me, and I began to feel better just from that part of my stress had been removed because of the help that I received from Hope Chest. I am so grateful!"

Corinne C.

"I would love to give a big thank you to all involved and to let them know their generosity has not gone unnoticed and I will be forever grateful for all involved."



Cory

"Your money helps ease financial tension across the entire family. During this time all I want to do is to focus on getting and feeling better so that I can help my family and friends again. The feeling I felt from getting the \$250 gas card was something special. You helped build up my self esteem."

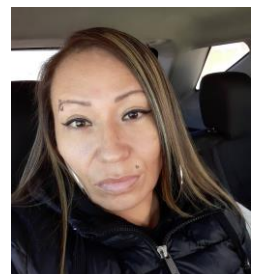
Rebecca

Hope Chest "helped out tremendously with one of my utility bills and received a beautiful gift basket."...Donors "make a major difference for those fighting cancer."



Michelle S.

"Hope Chest assisted me and my family with keeping our home."



LOOKING AHEAD IN 2024

Plans to Expand, Engage, and Exceed in 2024!

The Hope Chest for Breast Cancer Foundation has plans to expand, engage, and exceed expectations as we move forward in 2024! We will concentrate our efforts on bringing more awareness of the Foundation's brand, while serving more patients and their families throughout Minnesota.

EXPAND the Foundation's message:

- Grow our message with a new Hope Chest GO resource kit throughout greater Minnesota cities such as St. Cloud, Duluth, Rochester, Willmar, Bemidji, Grand Forks, Mankato, etc.
- Extending our community outreach to civic organizations such as rotary and veterans' clubs, fire and rescue groups, and local civic leagues.
- Increase our presence in the private and public sectors, by approaching them with sponsorship and cause marketing opportunities.
- Tap into medical clinics and public health departments statewide as a two-fold approach of bringing awareness of The Hope Chest for Breast Cancer Foundation, while bringing attention to the Hope Chest GO grant program to help patients.



ENGAGE with donors, volunteers, and community:

- Develop a volunteer program where interested people can help at cause marketing events and Foundation events.
- Bring more awareness to the Flock the Yard event that has been gaining momentum in the past few years.
- Revamp the Foundation's website, which will encourage more public participation and provide in-depth information about our mission.
- Securing TV partners that will create a broader reach of awareness.
- Collaborate with other cancer organizations to strengthen our combined efforts for breast cancer patients.

EXCEED the numbers:

- Increase donations to our breast cancer patients by 12% over 2023.
- Increase event attendees by leveraging media partnerships, corporate donors, and word-of-mouth messages.
- Research ways to increase our presence and reach by utilizing data analytics and digital communication initiatives.



PLAN YOUR 2024

2024: SAVE THE DATE

RUNWAY FOR HOPE

April 20, 2024

Spring fashion show with sparkling wine and light brunch, raffle, silent and live auctions, shopping deals, and more!

FLOCK THE YARD

October 1-31, 2024

Adopt a flamingo for \$10 in honor for someone lost or battling breast cancer and it will decorate the yards of local businesses and the Hope Chest Resale Store.

WINE & DINE FOR HOPE

November 6, 2024

Three-course tasting menu featuring perfectly paired wines, speakers, silent and live auctions, wine and spirits pull, and photo booth.

Visit hopechest.com for a complete listing of our events.

2024: DOUBLE YOUR IMPACT

SPRING APPEAL

April 23 – June 20, 2024

Show your support and when you donate there will be a match to double your impact.

YEAR-END APPEAL AND GIVE TO THE MAX DAY

November – December 2024

It's a great time of the year to commemorate those battling breast cancer in conjunction with Breast Cancer Awareness Month and Give to the Max Day.

MONTHLY GIVING

Our monthly donors are a compassionate and dedicated group of supporters on a mission to give hope to local breast cancer patients. Simply select "become a monthly donor" when you make a donation on our website. You can change the amount or cancel at any time.

Go online to donate at hopechest.com.

“

Thank you so much! Cancer is beyond a scary thing to go through. The support allows cancer patients a chance to enjoy a few extra hours with their family or not worry about taking time off work for treatment.
– Amanda R.

”

HOW TO GET INVOLVED

Make a Gift

Make an online gift at hopechest.com.

Donate an annual donation or monthly contributions.

Donate

Donate items for the event silent auctions that can include gift cards, experiences, hotel stays, weekend getaways, airline ticket miles, sporting event tickets and memorabilia, etc.

Set Up Your Own Event

Host a cause marketing event to give back to The Hope Chest for Breast Cancer Foundation.

Attend an Event

Attend a Hope Chest event to help raise funds. We host two signature events and many local cause marketing events to attend and support.

Sponsor an Event

Become an event sponsor for Runway for Hope and Wine & Dine for Hope events. Gain visibility for your organization while supporting the Foundation.

Volunteer Your Time

Volunteer and help at one of the signature events or at a cause marketing event manning a table or checking in attendees.

Refer a Patient

Refer Minnesota breast cancer patients to hopechest.com/get-help/ to apply for an Emergency Assistance Grant. It is an easy process with a quick response.



Employer Give Back

- Consult your employer about a community support fund or an Employer Matching Fund opportunity.
- Name the Foundation as a contingent beneficiary.
- Sign up for volunteer hours through your employer's incentive plans.



"The gift of support from Hope Chest during a very difficult time of my life was a financial blessing. It gave us encouragement and hope and helped offset some of the heavy feelings associated with many big medical bills all coming in around the same time." - Kirsten C.



BOARD OF DIRECTORS



Natasha Freimark

2024 BOARD CHAIR

Greetings!

On behalf of The Hope Chest for Breast Cancer Board of Directors, thank you for your immense support. Our mission is simple - to provide the quickest access to the most urgent daily needs of Minnesota breast cancer patients and their families. In 2023, we served close to 335 patients in 37 counties throughout the state. With rising operational costs and expenses for those we serve, 2024 will be a year of growth. Our goal is to connect with our communities in new ways and to create new programs and partnerships with audiences within the healthcare, business, and community sectors.

We have been helping people on their breast cancer journey since 2001, and there is always more to do. Thank you for being alongside us.

2024 Executive Board Members



Board Vice Chair:
Laura Holasek



Past Chair:
Callie Briesse



Board Treasurer:
Karen Larson



Board Secretary:
Shannon McDonough

2024 Board Members



Dr. Stuart Bloom



Lindsey Hagen



Alesha Hodorff



Michelle Jourdan



Andrea Larson Kerrison



Sara Soli



Shelly Stever



Carmen Wamre

Barbara Hensley - Founder Visionary

BREAST CANCER RESOURCES

We recommend the following resources to our grant recipients for additional support.



The Firefly Sisterhood fosters one-to-one connections between women who are impacted by a breast cancer diagnosis and inspirational survivors.
<https://www.fireflysisterhood.org/>



Their mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.
<https://www.komen.org/>



They provide the emotional and social support that is proven to improve overall health outcomes.
<https://gildasclubmn.org/>



Providing assistance to families with a critically ill or seriously injured family member, relieving the stress, anxiety and financial burdens.
<https://sparekey.org/>



Their mission is to help people make sense of the complex medical and personal information about breast health and breast cancer.
<https://www.breastcancer.org/>



A leading cancer-fighting organization with a vision to end cancer for everyone through advocacy, research, and patient support.
<https://www.cancer.org/>



Their mission is to educate the community by providing support and information about breast cancer detection, diagnosis, treatment and survivorship.
<https://breastcancereducation.org/>



MNBCC is dedicated to ending breast cancer by advocating for increased research funding and access for all to evidence-based screening and treatment.
<https://www.mnbcc.org/>



NCI is the nation's trusted source for cancer information about causes and risk factors, symptoms, how cancer is diagnosed, and treatment options.
<https://www.cancer.gov/>

CONTACT US

Give the gift of hope and be the reason a Minnesota breast cancer patient receives non-medical help, including groceries, gas, rent/mortgage, utilities, or adult//childcare help.

Visit our website to receive assistance, volunteer, make a gift, sponsor an event, or sign up to attend an event.



Laura Roehl
Director of Development & Partnerships

I'm looking forward to connecting with our donors and business partners throughout the community. Your support has been so important for our breast cancer patients.

lroehl@hopechest.com

952-300-1734



Phone
952-471-8701



Email
foundation@hopechest.com



Website
[hopechest.com](https://www.hopechest.com)



Instagram
[@hopechestmn](https://www.instagram.com/hopechestmn/)
<https://www.instagram.com/hopechestmn/>



Facebook
<https://www.facebook.com/HopeChestforBreastCancer>



LinkedIn
<https://www.linkedin.com/company/hope-chest-for-breast-cancer>

The Hope Chest for Breast Cancer
Foundation

3850 Shoreline Drive
Wayzata, MN 55391



THANK YOU!



We appreciate all those that share, hope, and donate to The Hope Chest for Breast Cancer Foundation!

- The Foundation Staff



THANK YOU to everyone who helped make 2023 a success! Our great work could not have been done without the nurse navigators, clinics, sponsors, cause marketing participants, community organizations, staff, board members, volunteers, and so many more!



