

2024

The **Hope Chest**
For Breast Cancer Foundation

**ANNUAL
IMPACT REPORT**





The Hope Chest Mission

The Hope Chest for Breast Cancer Foundation was founded under the idea that no one should go through cancer alone. Our mission is to provide the quickest access to help the most urgent daily needs of Minnesota breast cancer patients and their families. Grants may include support for **housing** (mortgage/rent/hotel stays), **transportation** (gas, repairs, travel services), **utilities**, **food/groceries**, and **adult/childcare**.



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EXECUTIVE DIRECTOR MESSAGE

The Hope Chest for Breast Cancer Foundation is a Minnesota based 501(c)(3) organization and for the past 23 years has been providing hope and help to Minnesota breast cancer patients and their families.

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, groceries, and adult/childcare.

As we reflect on 2024, so much has been accomplished through the continued efforts of our community and its donors. It comes in the way of conducting fundraising events, attending events, volunteering, donating to our cause, shopping at our resale store, and making breast cancer patients aware of our grant process.

THANKS TO YOU, our generous community of donors and community partners, we were able to help even more patients!



Maureen Scallen Failor
Executive Director



Providing “help and hope” to
Minnesota breast cancer patients
and their families.

MESSAGE FROM BOARD OF DIRECTORS

It has been amazing to see how the Hope Chest for Breast Cancer Foundation and the Hope Chest Resale Store have exceeded their goals during 2024. The foundation is providing higher value grants and support to breast cancer patients in Minnesota. The resale store continues to present high-end furniture, trendy clothing, and household goods.

The work continues and efforts to enhance brand awareness has allowed us to be more visible in the community and throughout Minnesota. People and organizations are connecting with us through fundraising events, sponsorships, volunteer opportunities, attending our events, and donating to the organization.

The Board of Directors is excited about the future and our potential to grow our impact and help more patients whose lives are being affected by breast cancer.

DISTRIBUTION OF GRANTS TO PATIENTS

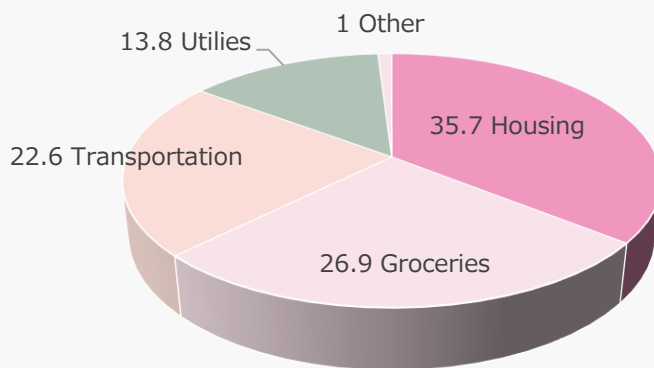


Since 2001, The Hope Chest for Breast Cancer Foundation has distributed over \$2.9 million in financial assistance grants to over 6,000 Minnesota breast cancer patients and their families. In 2024, we provided 16.3% more non-medical grants over the previous year.

Each grant represents hope and relief, two elements that are crucial during the journey to recovery. It gives patients one less thing to worry about during their treatments.

Donations go directly to help patients that need immediate assistance, especially with a mortgage payment, providing grocery gift cards to help with their 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.

Distribution of Grants



■ Housing ■ Groceries ■ Transportation ■ Utilities ■ Adult/Childcare, Other

35.7%

Housing (rent/mortgage/hotel stay)

26.9%

Groceries

22.6%

Transportation (gas, repairs, services)

13.8%

Utilities

1%

Adult/Childcare, Other

"Thank you so very much. I really hope someday I can pay it forward. You are helping more than you'll ever know!" – Michelle

GIVING HOPE TO PATIENTS

Where grants were distributed in 2024

Hope Chest provides aid to
Minnesota breast cancer
patients statewide:

71%

Metro Region

(Anoka, Carver, Chisago, Dakota, Hennepin,
Ramsey, Scott, & Washington)

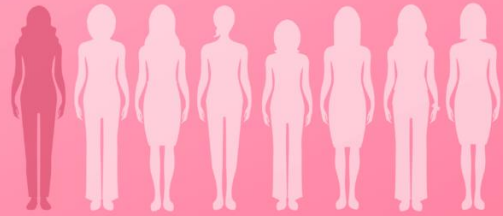
29%

Outstate/Greater MN

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

16.3%

Increase in funds
distributed over 2023



1 IN 8 WOMEN

in the United States will develop
breast cancer in her lifetime.

U.S. Breast Cancer Stats

- Breast cancer is the most common cancer in American women, except for skin cancers.
- It is estimated that in 2024, approximately 30% of all new female cancer diagnoses will be breast cancer.
- Approximately 15% of women diagnosed have a family history of breast cancer. Those with a first-degree relative (mother, sister, daughter) with breast cancer are nearly twice as likely to develop breast cancer themselves.
- The chance that a woman will die from breast cancer is 1 in 39, or about 2.5%.
- Women who receive regular screenings for breast cancer have a 26% lower breast cancer death rate than women who do not receive screenings.
- Approximately 13% of the female population in the U.S., will develop breast cancer in their lifetime.

Minnesota Stats

- Breast cancer is the most common cancer in Minnesota women.
- In Minnesota there are about 4,800 new cases of breast cancer diagnosed in women each year.

*Data from National Breast Cancer Foundation, Inc.
and Minnesota Department of Health*

WHO WE HELP

Our breast cancer patients range in age, demographic makeup, financial level, and location within Minnesota. The Foundation provides non-medical grants to all segments.

11% 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

51% of our patients have up to four dependents, these women are single mothers and caregivers

78% of our patients rely on a single income household

6% do not have stable housing

70% have household incomes of less than \$50,000

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

54% of our patients are the primary income earner in the household

3% do not have health insurance

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



Hope Chest Patient Thank You Note

"Dear Hope Chest Foundation,

Thank you so much for your generous gift. It will help a lot! I am sure you have heard (sadly) so many stories of their journey. Mine has always been one of hope and strength and being able to share my cancer journey to help others until I was diagnosed with MDS. Even my doctors are sad because it came from all my treatments. I am still fighting and trying to beat the odds and stay positive and strong, but it is hard. Your support truly helps!"

Sincerely, Maya

By the numbers...

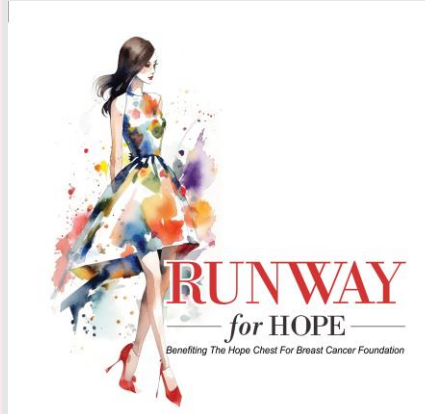
Since 2001, more than **6,000** Minnesota breast cancer patients have received Hope Chest Emergency Assistance Grants, totaling over **\$2.9 million.**



2024 SIGNATURE EVENTS A SUCCESS!

RUNWAY FOR HOPE, April 20

The Runway for Hope event was held at The Westin Edina Galleria featuring an upscale fashion show and private reception with raffle, silent and live auctions, and vendors, 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 6 at The Whim

What an energizing event! Guests enjoyed a multi-course seated dinner and wine pairing event which has become a favorite of our supporters, donors, community partners, and guests. This intimate evening included culinary delights, sophisticated wine pours, silent and live auctions, raffle, a digital photo opportunity, wine and spirits pull, breast cancer patient stories, entertainment by "Daniel the Violinist", the high-energy auctioneer, and more!

MORE EVENTS...

In 2024, we introduced a new event called **Pink Wave**, expanded the **Flock the Yard** promotion, and the **Hope Chest Resale Store** continued to host quarterly evening events.

FLOCK THE YARD October 1-31

Adopt a flamingo and help us raise funds for Minnesota breast cancer patients during October. For each \$10 donation in memory or honor of a breast cancer patient, we put a pink flamingo in our Hope Chest Resale Store yard. Tell a friend and purchase one online.



All proceeds go to Minnesota breast cancer patients.



Events can be found at <https://hopechest.com/events/list/>

COMMUNITY FUNDRAISER EVENTS

Partners & Fundraisers

During 2024, people and businesses around Minnesota partnered with the Hope Chest for Breast Cancer Foundation creating fundraising events to support breast cancer patients while they are in treatment and enduring stressful financial needs. These organizations and partners got creative, they gathered friends, co-workers, and family in fun and engaging ways to support our mission. Their partnership has been so beneficial in helping to provide non-medical grants for our Minnesota breast cancer patients. We thank them!



Academy of Holy Angels
Amore & Fede Store event
Girls Night Out at The Shoppes Arbor Lakes
Beckman Coulter 5K Run for Hope Chest
BEERGO at Luce Line
Bill's Gun Shop and Range "Pink Targets for Hope"
Bingo for Breast Cancer - Cannon Falls
Blaine Volleyball "Block Out Cancer"
Burgers for Boobs - Northern Taphouse Plymouth, Lakeville and Woodbury
Project Pink Fashion Show - Charlies on Prior
Crew Carwash for Breast Cancer Awareness Month
Delta Phi Omega at Gustavus Adolphus College for Hope Chest
David Yurman for Hope Chest
Dell Technologies for Hope Chest
Excelsior American Legion "Fillies Bags" Corn Hole Tournament
Flock the Yard
Gina B. Designs - Simple Blessings
Glenwoods St. Bank - Jeans Event
Inver Grove Ford - Oil Change for Hope Chest
J. McLaughlin
Kowalski Companies Groceries for Good
The Jason Show - T-shirts for Hope Chest
Kendra Scott (Mall of America) - Hope for Hope
Len Busch Roses "Pink Blooms for Hope"
Mainstream Boutique "Show for a Cause"
Maple Grove Girls Basketball
Minnesota Motorcycle Coalition
Minnesota Women's Soccer League Charity Tournament
Minnetonka High School Volleyball for Hope Chest
Minnoco Fueling "Fuel Minnesota with Hope"
MN Women's Soccer Spring Tournament
Otten Brothers Garden & Landscaping "Give & Grow"
Pink Lash Event - Cole Salon
Pink Patch Police Campaign (Apple Valley, Rosemount, St. Louis Park, St. Paul)
Pink Wave - Back Channel Brewery
Plugz Electric for Hope Chest
Shoulak Breastfest Music Festival
Softball U16 Girls Team
Spavia Day Spa - Spavia Cares Month
The Institute of Advanced Aesthetics "Think Pink"
The Market Malcolm Yards "Cocktail for a Cause"
UCA Volleyball Pink Night - United Christian Academy
Women in Construction WINC - Business for a Cause

Interested in creating and hosting a fundraiser event, contact foundation@hopechest.com for details..

Thank you!

The Community Gives Back to Breast Cancer Patients!

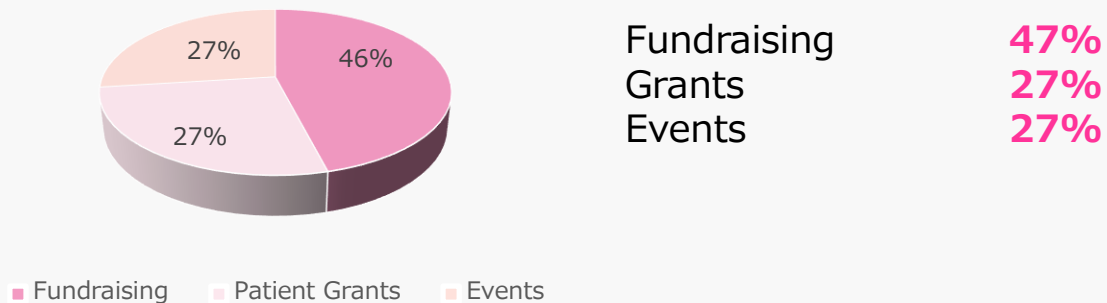




REVENUE SUMMARY

The Hope Chest for Breast Cancer Foundation receives revenue from three main categories including partner fundraising, private and business foundation grants, and Hope Chest events. Over the course of 2024 our revenues trended up over 2023, and we exceeded our budget goals. Revenue areas that significantly impacted the numbers were third-party fundraising partnerships, our two signature events, and sponsorships.

Revenue Contribution



FUNDRAISING CAMPAIGNS

During 2024, we delivered three targeted fundraising campaigns. For each there was an anonymous donor who provided a dollar-for-dollar match, helping the Foundation exceed our goals.

Spring Appeal

This Spring Help Us Spread Sunshine!

Dear Hope Chest Contributor,

You can double your impact by giving now through June 30! This spring there are two generous donors (an anonymous donor and Northwest Tonka Lions Club) who will double your donation up to \$5,000. Give by June 30 and your gift will be matched, providing twice as much support to Minnesota breast cancer patients and their families.

The need continues to grow, and The Hope Chest for Breast Cancer Foundation is seeing an even greater request for grant assistance by patients throughout Minnesota. In 2023 we served 325 patients, and our goal for 2024 is to increase that number by 15%. With your help we can achieve that goal!

This spring we request your continual support for the breast cancer patients and their families so they can focus on healing. You help put food on their tables, keep families in their homes, pay for transportation to and from doctor appointments, help with childcare needs, and pay utility bills.

Will you accept this challenge and double your impact to take the weight of the financial burden from people undergoing treatment for breast cancer treatment? Your gift goes directly to help Minnesota breast cancer patients.

Help bring sunshine to our Minnesota breast cancer patients this spring season.

With Gratitude,

Laura Roehl
Laura Roehl, Director of Development & Partnerships
952-300-1734 / lroehl@hopechest.com

www.hopechest.com | foundation@hopechest.com / 952-471-8701
3850 Shoreline Drive, Wayzata MN 55391

"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"

Make a tax-deductible gift to The Hope Chest for Breast Cancer Foundation today by submitting a check in the included envelope OR visit us online to donate. Thank you!

Give to the Max Day

Give to the Max

Give for Good. Give to the Max!

Double Your Impact on Give To The Max Day!
November 21, 2024

"You can help alleviate some of the non-medical burdens to cover Minnesota breast cancer patients' mortgage or rent, pay for a month of groceries or the utility bills, provide transportation help, and alleviate adult/childcare costs. You can help take away some of the worry."

Thanks to a generous supporter, donations made for Give To The Max will be matched up to \$5,000. Your gift will have twice the power to help those who need it most. Get ready to give on November 21, or donate early!

GIVE TO THE MAX

Year-End Appeal

Dear Friends of the Hope Chest Foundation,

As the year nears its end, we wanted to take this opportunity to express our heartfelt gratitude for your unwavering support and generosity towards the Hope Chest for Breast Cancer Foundation, and our mission to provide non-medical grants to MN breast cancer patients.

Each gift combines to provide grants that help our patients concentrate on their treatments and recovery, instead of worrying about everyday living expenses. With your contributions, we have achieved new milestones and positively impacted the lives of breast cancer patients and their families. In the past year, we have provided 276 grants or \$152,000 to date. That is a 21.7% increase over last year's efforts.

The need continues to grow, and we ask for your help to ensure we can be there for more people in our community who need assistance, helping them pay for basic needs like food, housing, utilities, transportation, and adult/childcare. Give Hope and peace of mind to patients and families by making a tax-deductible gift to Hope Chest for Breast Cancer Foundation.

With Gratitude,

Maureen Scallan Falor, Executive Director
Laura Roehl, Director of Development & Partnerships

"The Hope Chest granted me a wish. I wished for less financial stress during this year long journey to recovery. My oncologist said I'd need at least a year to heal considering the advancement of my cancer. I thought who could possibly afford that, let alone a school teacher. But here I am now receiving chemo treatments, being patient and seeing the miraculous ways that God and foundations like yours, bring HOPE and Courage to women who are living with cancer." - Janet

"Thank you so very much. I really hope someday I can pay it forward. You are helping more than you'll ever know!" - Michelle

We are thrilled to share that a generous donor has offered to match every gift made before December 31 up to \$5,000. That means you can DOUBLE your impact for breast cancer patients!

Providing Help & Hope to Minnesota Breast Cancer Patients Since 2001.

Giving is Easy

Visit www.hopechest.com to donate, scan the QR code, or submit a check in the included envelope.

Thank You!

Hope Chest for Breast Cancer Foundation
3850 Shoreline Drive, Wayzata MN 55391
hopechest.com
952-471-8701

2024 GRANT PROGRAM



Community businesses and foundations champion nonprofit organizations by providing grants to support their mission, and the Hope Chest for Breast Cancer Foundation receives grants from the following:

Family Foundations – Private foundation whose funds are derived from members of a single family.

Public Foundations – Include a wide variety of charitable organizations, including hospitals, schools, churches, and organizations that make grants to others.

State Grant Process – Grant seekers can search for grant opportunities by state agency or by subject area.

The Hope Chest Foundation submitted grant requests related to community involvement, health and wellness, social involvement, etc. **It was an extremely successful year with a 327% increase over 2023 from grant contributions.**

Grants are a critical resource of vital funding. Therefore, the grant process is highly competitive. In 2024, telling our mission-driven story and providing current data in new, compelling ways has become increasingly important to judicious funders.

During 2024, requests incorporated the Hope Chest Expansion Plan into grant requests, seeking funds to support new patient cultivation and acquire new technology tools for the organization. Our mission is to deliver equal opportunity consideration to all breast cancer patients that seek a grant with our organization.

Contact foundation@hopechest.com to obtain information.

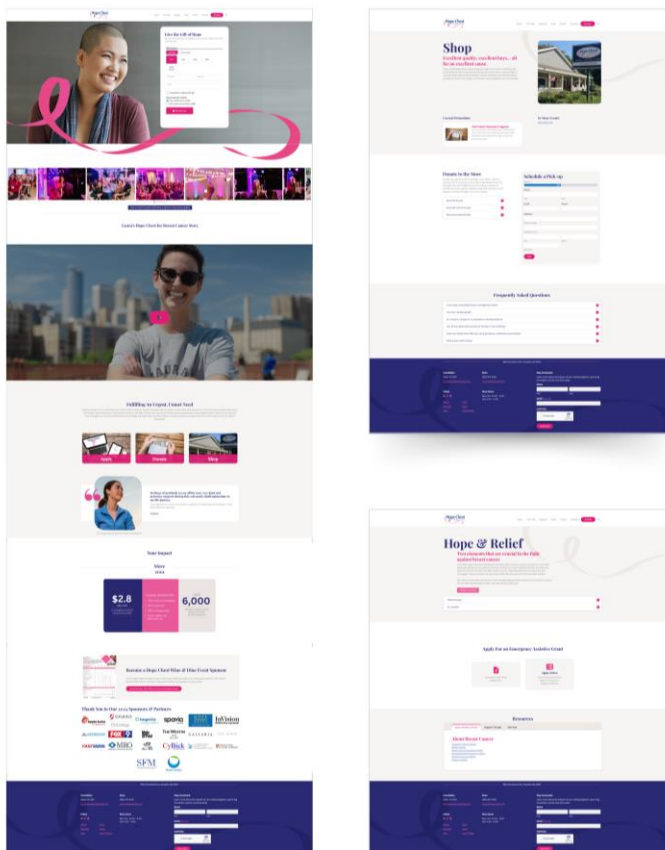
COMMUNICATION

The Hope Chest for Breast Cancer Foundation stayed in touch with donors and the community through social media messages, monthly newsletter updates, appeal mailings, and dedicated mass emails containing event and campaign information. The website was enhanced to include photos from the *Wine & Dine for Hope* and *Runway for Hope* events. Plus, an added a video called "Triangle of Hope" done in partnership with a breast cancer patient and the Hennepin County Medical Center.

**Social Media
Media
Print
Website
Newsletter
Eblasts**

Website

hopechest.com



Print

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



Media

- Partnered with Hubbard 2060 delivering 82,400 emails each month for a four-month campaign
- Appeared on *Twin Cities Live*
- Were on *The Jason Show* for October Breast Cancer Awareness Month
- CeCe Gaines - KARE 11 was *Wine & Dine* emcee
- Madeline Nachbar - *Mpls. St. Paul Magazine* co-emceed with Grant Whittaker for *Runway for Hope*



COMMUNICATION

Eblasts

Donors were sent eblasts related to events, appeals, and foundation updates.

Newsletter

The monthly newsletter provided foundation updates, events, educational statistics, and resale store information. 8,957 subscribers
31% Open Rate



Social Media

Facebook

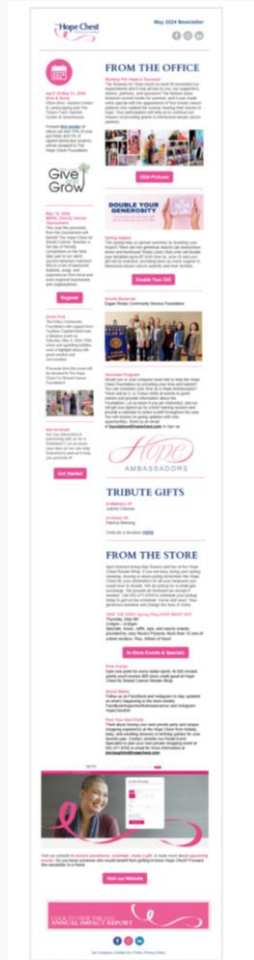
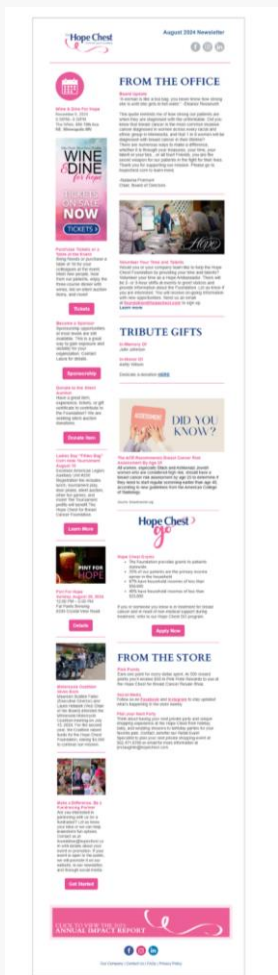
5,791 Page Likes
5,908 Followers

Instagram

2,423 Followers

LinkedIn

372 Followers



hopechest.com

IMPACT OF HOPE

Breast cancer patients share their message of gratitude.



"I'm a breast cancer patient and I checked my mailbox and I see where you guys just sent me a gift card for food. God bless you. I appreciate it. I was trying to work to make ends meet and I appreciate all you have done for me – it really hit my heart so heavy that there are people out there in the world that care."

- Henrietta W.



"Thank you from the bottom of our hearts. Your kindness and selflessness helped us tremendously."

- Danielle



"Thank you for arranging payment of our mortgage. This will be a great help since I haven't been able to work since my lumpectomy in May."

- Beth K.

"As a single Latina woman living in Minnesota while my family is in Florida and Venezuela, I experienced firsthand how Hope Chest provided the help and resources I desperately needed during my vulnerable moments. Your donations not only fund vital services but also create a community of hope and strength for those facing similar struggles."

- Vanessa

"Thank you for the gas gift cards! They are so appreciated, especially in view of the many upcoming trips for treatments in Grand Forks. The generosity is staggering. Thank you again."

- Becky and Jeff H.



"Hope Crest granted me a wish. I wished for less financial stress during this year long journey to recovery. My oncologist said I'd need at least a year to heal considering the advancement of my cancer. I thought, who could possibly afford that; let alone a schoolteacher. But here I am now, receiving chemo treatments, being patient and seeing the miraculous ways that God and foundations like yours, bring HOPE and Courage to women who are living with cancer."

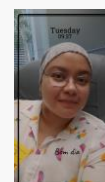
- Jewel



"It helped me from being delinquent on a payment for the very first time ever." - Karen O.

"Thank you so very much for the gifts of groceries and gas! My gratitude flows to Hope Chest and all those like myself that you help. It means the world. XOXO"

- Margaret



"Thank you!" – Ana M

GRANTING HELP AND HOPE

"When I was diagnosed with breast cancer, I was so scared. I didn't know how our family would make it without my income. My husband and I have jobs that don't provide sick time or PTO. I also have a business as a photographer and had to close down due to treatment. I chose to go to Mayo clinic to participate in a trial drug for my kind of breast cancer. We are fortunate enough to only be two hours away from the clinic each way. The Hope Chest grant was detrimental in my care and fighting cancer and eventually, beating it. They provided me the financial assistance to pay for trips to and from appointments which were weekly, sometimes multiple times a week. They took away the burden of how we would manage our financial life with along with breast cancer. I am happy to say the trial worked and I do not have a cancer cell left. I am currently here receiving radiation treatments. Nobody tells you how difficult a breast cancer diagnosis is. There are so many things about it that drastically alter your way of life. It changes everything. The Hope Chest grant and their generosity changed our lives and allowed us to focus on getting me better. Me, my husband, my children and all the friends and family who surrounded me during this time, thank you."

- Kristine D.

"Thank you for your donations. I greatly appreciate your blessing. Giving is a blessing." – Shayla M.



"I am a new cancer survivor, and during my treatment last year your program helped my family out with a grant! It meant so much to my family! This past October, our close friends company designed a hat to sell during breast cancer awareness that I modeled, and they asked me what program I wanted the proceeds to go towards. Your company was the one I picked. I am a 35-year-old mother of three beautiful children and now I can add survivor to my title!"

- Corinne



"Hope Chest was able to offer gas cards, which made a huge impact financially, especially during radiation when I had to get to multiple medical appointments each week. It helped not only relieve a financial stressor but helped me feel supported and less alone on this journey. You are making a lasting difference in the lives you touch. Thank you!" - Sarah R.



"You recently helped my daughter, Livvy with financial support and a gift basket. You also helped me almost three years ago. Liv gave me permission to share her ringing the bell after her last chemo and a picture of the basket you gave her. She starts radiation next week. You have continued to bless our family. Thank you." - Kelly & Livvy G.



"Thank you so very much. I really hope someday I can pay it forward. You are helping more than you'll ever know!"
- Michelle

EXCEEDED OUR 2024 PLANS!



2024 in Review

We are proud to report the positive impact we accomplished throughout 2024. We concentrated our efforts on bringing more awareness of the foundation's grants, while providing more funding to our patients and their families throughout Minnesota, and the numbers say it all!

Exceeded patient grants 2024 over 2023 by **16.3%**

Increased sponsorships 2024 over 2023 by **40%**

Events revenue up in 2024 over 2023 by **15.2%**

3rd party cause marketing/fundraising partner funds increased in 2024 over 2023 by **9.5%**

The following initiatives contributed to these positive increases.

- Grew 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.
- Extended our community outreach to local civic organizations and rotary and veterans' clubs.
- Increased our presence in the private and public sectors, by approaching them with sponsorship and cause marketing opportunities.
- Tapped into more medical clinics and public health departments statewide as a two-fold approach of bringing awareness to the Hope Chest for Breast Cancer Foundation, while gaining attention for the Hope Chest GO grant program to help patients.
- Developed the Hope Ambassadors volunteer program where interested people helped at cause marketing events and Foundation events.
- Introduced a new event called the Pink Wave in conjunction with Back Channel Brewery that attracted a few hundred attendees and raised funds for the Foundation.
- Worked with TV partners creating more awareness and broader reach.

Patient Thank You

"Your hard work and dedication is much appreciated during my unexpected diagnoses. I rang the bell Friday, June 21, 2024. God bless you all."

Love Cindy



"Thank you for your VERY generous gift. I was able to cover almost two car payments because of your help – so grateful for your organization. The financial relief helps me focus on my healing instead of worrying."
- Jolene G.

LOOKING AHEAD IN 2025

“Launching Us Forward”

The Hope Chest for Breast Cancer Foundation has exciting plans for 2025 by *Launching Us Forward* in the areas of communication, fundraising initiatives, community outreach, and strategic planning to enhance our combined efforts related to the foundation and the Hope Chest Resale Store. Our plans include:



Strategic Planning

- The Foundation will **secure a professional consulting firm** to facilitate a streamlined plan of action to ensure we are aligned and ready to move forward with a 3-year plan, helping us navigate transition and change, provide staff and Board of Directors with support, skills, and resources to proactively achieve our foundation’s mission.
- The Foundation has secured funding from State, Local, and family foundations. There are **opportunities to obtain National Grants**, and we will be allocating additional efforts to apply for federal government grants available to nonprofits.

Communication

- **New Website** – The website is the go-to location for information about the Hope Chest Foundation. We will implement a new Foundation website with the goal of an improved content management system, making it easier to add and update information, an expand online presence, including page navigation for guests, enhance the Resale Store section, add more Hope Chest GO patient information and language-translated materials, etc.
- Our continued goal will be to deliver our event and branding **messages with media partners** through mass email campaigns, digital marketing, publication ads, and TV appearances.
- The Foundation provides grants to breast cancer patients of all ages and ethnicities. We will help **eliminate some communication barriers** by producing an informational brochure that is posted as an online resource, translating brochures to Spanish, Hmong, and Somali.

Looking ahead in 2025 continued:

Fundraising Initiatives

- **Events** – Our two signature events will continue, *Runway for Hope* and *Wine & Dine for Hope*. The event fundraising efforts include silent and live auctions, raffle, and Fund-for Hope efforts to raise funds for breast cancer patients.
- **Fundraising Partners** – Businesses, organizations, and families dedicate time and energy to create fun and interactive ways to raise money for the Foundation, especially as it relates to October Breast Cancer Awareness Month. Donations increased for 2024 by 9.5% over 2023, and our goal is to increase it by 10% in 2025. We will dedicate additional dollars through social media, dedicated eblasts, and Hubbard 2060 email campaigns to bring awareness and invite people to create and champion fundraising events.

Outreach Messaging

We made great strides with our outreach efforts in 2024, and our goal is to enhance our efforts in 2025.

- Expand our brand message throughout the 10-county metro area, plus expand our messaging to greater Minnesota with our Phase 2 campaign, bringing awareness of the Hope Chest Foundation and our Hope Chest Go program for patients.
- Continue to extend our community outreach to civic organizations.
- Continue to increase our presence in the private and public sectors.
- Develop more contacts and relationships with clinics and stakeholders specializing in oncology and the medical community.
- Bring awareness to the medical community and doctors of our programs and events to encourage participation by donating to the foundation and/or attending and supporting our events.
- Target oncologists and medical teams that focus in the sphere of breast cancer, as well as pharmaceutical, radiology, and mammalogy organizations to bring awareness of our brand and opportunities (sponsorship and event attendance) as it relates to Minnesota breast cancer patients.
- Plan to utilize our media partners' data and research tools to extend our reach through streaming, digital, and email platforms.



Launching Us Forward in 2025

PLAN YOUR 2025

Mark your calendars and join us as we raise funds for Minnesota breast cancer patients and their families.

2025: SAVE THE DATE

RUNWAY FOR HOPE

April 12, 2025 – The Westin Edina Galleria
Spring fashion show with sparkling wine and light brunch, raffle, silent and live auctions, shopping deals, and more!

FLOCK THE YARD

October 1-31, 2025
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 5, 2025 – Location to be announced Spring 2025
Plated dinner paired with complimentary wines, patient speakers, silent and live auctions, lively auctioneer, wine and spirits pull, photo booth, and entertainment.

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

2025: DOUBLE YOUR IMPACT

GIVE TO THE MAX DAY

Thursday, November 20, 2025
Show your support and when you donate there will be a match to double your impact.

YEAR-END APPEAL

November – December 2025
It's a great time of the year to commemorate those battling breast cancer by providing a gift of hope to each of them.

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.

HOW TO GET INVOLVED

Make a Gift

Make an online gift at hopechest.com.

We welcome monthly contributions and annual donations.

Donate

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

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.



Refer a Patient

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

Set Up Your Own Event

Host a fundraiser event to give back to the Foundation.



Volunteer Your Time

Join as a Hope Ambassador and help at one of the signature events or at a fundraising event, manning a table or checking in attendees.

Attend an Event

Attend a Hope Chest event to help raise funds. We host two signature events, support fundraiser events, and partner with community supporters.

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.

Tax Savvy Ways

- Donate Appreciated Stocks
- IRA Charitable Rollover
- Donor Advised Funds

"Thank you so very much for the gifts of groceries and gas! My gratitude flows to Hope Chest for all you do for those like myself that you help. It means the world. XOXO"

- Margaret



"I am a new cancer survivor, and during my treatment last year your program helped my family out with a grant! It meant so much to my family!"

- Corinne

Providing help and hope!

HOPE CHEST RESALE STORE

The Hope Chest Resale Store features donated, high-end women's clothing and accessories as well as upscale furnishings and home décor. A percentage of the revenue benefits the Hope Chest for Breast Cancer Foundation, and the non-medical assistance grants that support Minnesota breast cancer patients and their families.

Pink Points Reward Program - Earn one point for every dollar spent. At 500 points you'll receive \$50 store credit good in the Resale Shop.

Donate to the Store - Donate your gently loved furnishings, home décor, women's clothing, and accessories to the Hope Chest Resale Shop and feel good about the difference you're making.

Attend an Event - Throughout the year the store will host an evening event that includes drawings, vendors, special deals, complimentary food and beverages. In 2024, the store hosted the following events:

Valentines Hope Night Out	February 8
Spring Hope Night Out	May 9
Holiday Hope Night Out	December 14

Follow Us

Facebook

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

Instagram

<https://www.instagram.com/hopechestmn/>

LinkedIn

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



3850 Shoreline Drive

Wayzata, MN 55391

952-471-8700

orono@hopechest.com



www.hopechest.com/shop/

BOARD OF DIRECTORS

2025 BOARD CHAIR



Greetings,

Our mission in 2025 continues with a focus on reaching more people than ever before who need help and support as they experience the challenges that come with a breast cancer diagnosis. The need is real, and timing is critical! Last year, requests for support came from across the state and in growing numbers. We increased the amount of donations by 16.3% for 2024, and our goal is to exceed that amount by 10% in 2025. With your continued partnership, the Hope Chest for Breast Cancer Foundation is ready to answer that need. Our goal is to make help quick and easy. Meeting basic needs like gas to get to treatment, rent, and food are vital for women and families during cancer treatment. Breast cancer is challenging enough, together we can relieve stress during the most difficult time for patients and their families.

We look forward to continuing work across the state, building on and creating new partnerships, and furthering our goal to help as many women and families in need as possible.

With much appreciation,

Laura Holasek
Board Chair 2025



2025 Board Members



Callie Briese



Dr. Stuart Bloom



**Cheryl Butz,
Board Treasurer**



Lindsey Hagen



Barbara Hensley



Alesha Hodorff



Kara Johnson



Michelle Jourdan



**Andrea Larson Kerrison,
Vice Chair**



Shannon McDonough



**Erin Neils,
Board Secretary**



Sara Soli



Carmen Wamre



Leah Wong

BREAST CANCER RESOURCES

Hope Chest 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/>

Additional resources listed on our website at www.hopechest.com

Patient Thank You

"WOW! You are amazing for investing your time, energy, and finances that help breast cancer patients get through dark days. Without you and your generosity, there are patients that can now pay for their gas to get to their appointments, pay for childcare, and keep their lights on all because of you."

Respectfully and gratefully, Breast Cancer Patient.



CONTACT US

Give the gift of hope and be the reason a Minnesota breast cancer patient receives non-medical support, including groceries, transportation, 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

We have accomplished so much in 2024, and I'm looking forward connecting with our donors and business partners throughout the community in 2025. Thank you for all your support!

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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





WE APPRECIATE YOU!

We extend our appreciation to all those that ensure the Hope Chest for Breast Cancer Foundation continues to provide “help and hope” to many breast cancer patients each year.

- The Foundation Staff

THANK YOU for helping us exceed our 2024 goals. We could not have done it without everyone who has had a part in helping the Hope Chest for Breast Cancer Foundation provide grants to our patients, including the nurse navigators, clinics/hospitals, sponsors, fundraising partners, community organizations, staff, board members, volunteers, and so many more!



THANK YOU!