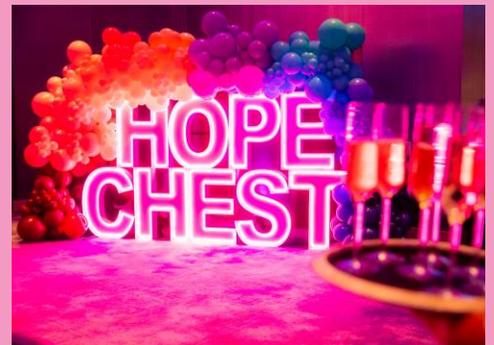


The Hope Chest

For Breast Cancer Foundation

2025 ANNUAL IMPACT REPORT



Hope Chest Mission, Vision & Values

The Hope Chest Board of Directors revamped the mission statement and developed new Vision and Values Statements for the organization.

Mission

Our mission is to ease the financial burden for individuals living in Minnesota with breast cancer, and their families, allowing them to focus on healing. We provide compassionate, direct support for essential needs like housing, transportation, utilities, and food.

Vision

Our vision is to be Minnesota's essential first line of defense against the impacts of a breast cancer diagnosis. Through strategic partnerships and community engagement, we will be the recognized leader in providing financial relief, ensuring a compassionate response is always within reach.

Values

Hope - By easing financial burdens we transform hope from a distant wish into a daily reality for individuals living with breast cancer.

Compassion - We see the value in every person we serve by bringing empathy and care to all our interactions.

Trust - We are accountable to our grant recipients, donors and communities by responsibly using our resources to make the biggest impact.

Community - We see community as a living network of shared purpose through the power of many coming together to fulfill our mission.

Excellence - Driven by purpose, defined by excellence.



Hope Chest for Breast Cancer Foundation is a Minnesota based 501(c)(3) organization and for the past 24 years has been providing hope and help to Minnesota breast cancer patients and their families.

What's Inside



Leadership Messages

Distribution of Grants to Patients

Giving Hope to Patients

Who We Help

2025 Events – Runway for Hope and Wine & Dine for Hope

Community Events

Hope Chest Resale Store

Community Fundraiser/Cause Marketing Events

Communication

Civic Organizations and Grants

Impact of Hope - Patient Messages

2025 in Review

Business Summary

What's Planned for 2026

Plan Your 2026

How to Get Involved

Board of Directors

Sponsors & Partners in 2025

Resources

Contact Us

Thank You



Results quoted throughout the report are year-end unaudited/preliminary numbers.

EXECUTIVE DIRECTOR MESSAGE

The Hope Chest for Breast Cancer Foundation's 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. We are especially proud of how we have exceeded our 2025 goals, providing 386 patients much needed grants.

So much has been accomplished throughout 2025 due to the continued efforts of our community and its donors. They stepped up to conduct successful fundraising/cause marketing events, attended Hope Chest events, secured sponsorships, volunteered their time and talents, donated to our cause, shopped at our Hope Chest Resale Store, and made breast cancer patients aware of our grant opportunities.

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 THE BOARD OF DIRECTORS

The Hope Chest for Breast Cancer Foundation and the Hope Chest Resale Store have exceeded their goals during 2025. It is amazing to see the progress that has been made. The foundation is providing higher value grants and support to breast cancer patients in Minnesota.

The Board of Directors revamped the organization's Mission Statement and developed new Vision and Values Statements to better define what the foundation stands for and what we will deliver.

The Hope Chest Resale Store continues to present high-end furniture, trendy clothing, and household goods, and it received an interior and cosmetic facelift for a refreshing shopping experience.

We are excited about the future and our potential to grow our impact and help more patients whose lives are being affected by breast cancer.

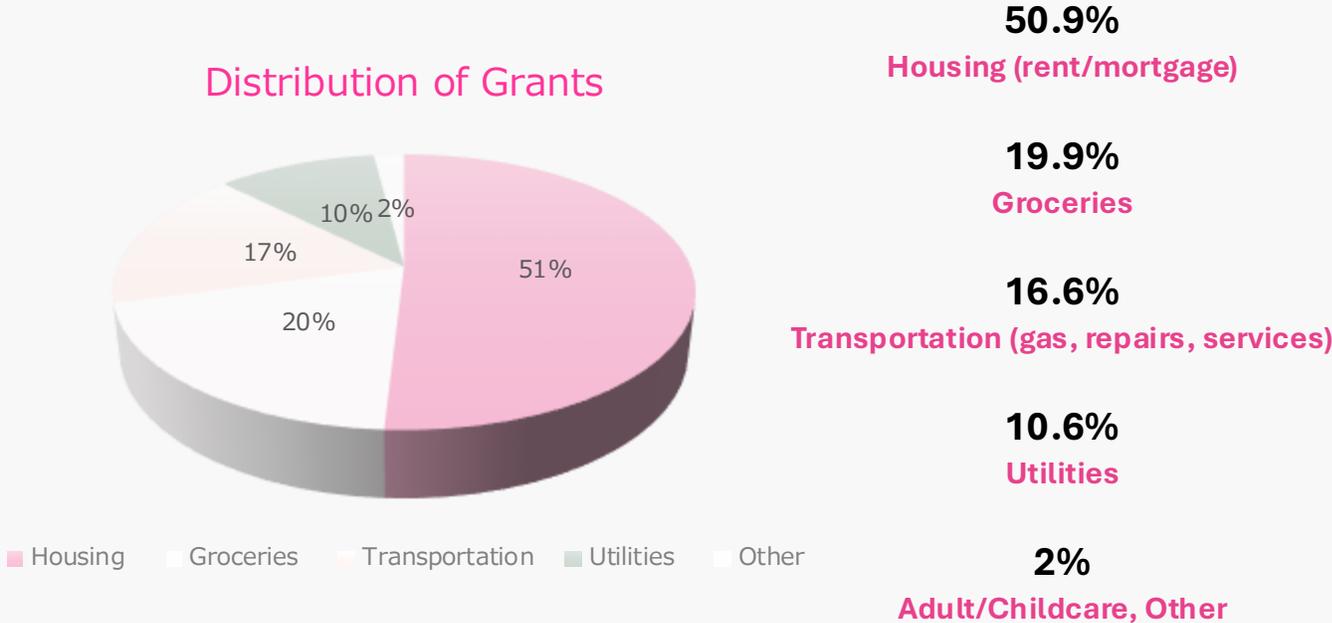


DISTRIBUTION OF GRANTS TO PATIENTS

Since 2001, The Hope Chest for Breast Cancer Foundation has distributed over \$3.5 million in financial assistance grants to over 6,500 Minnesota breast cancer patients and their families. In 2025, we provided **386 patients** with non-medical grants, a **42.5% increase** over 2024.

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 or rent payment, providing grocery gift cards, helping with vehicle repairs or providing gas cards so they can safely make their cancer treatment appointments, paying for utility bills, and in other cases paying for childcare so their children’s care goes uninterrupted during a trying time.



“When doctor bills continue to build, putting food on the table was less stressful, with the help from the Hope Chest’s grant. Thank you for your contribution. When I can, I plan to pay it forward.”
 -Karrie

GIVING HOPE TO PATIENTS



1 in 8
women

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



In 2025, an estimated **316,950 new cases** of invasive breast cancer will be diagnosed in women in the U.S.



Where grants were distributed in 2025

Hope Chest provides aid to Minnesota breast cancer patients statewide:

65%

Metro Region

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

35%

Outstate/Greater MN

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

42.5%

Increase in funds distributed over 2024

U.S. Breast Cancer Stats

- Breast cancer is the most common cancer among American women after nonmelanoma skin cancer.
- There are more than 4 million breast cancer survivors in the United States, including women still being treated and those who have completed treatment.
- In 2025, an estimated 319,750 people will be diagnosed with breast cancer in the U.S.
- In 2025, an estimated 316,950 women will be diagnosed with breast cancer in the U.S., making it the most common cancer in American women. Every two minutes a woman in the U.S. is diagnosed with the disease.
- In 2025, an estimated 2,800 men will be diagnosed with breast cancer in the U.S.
- In the U.S. in 2025, an estimate 42,680 people (42,170 women and 510 men) will die from the disease.
- The overall five-year relative survival rate is 99 percent for localized disease, 86 percent for regional disease, and 30 percent for distant-stage disease.

Source: Breast Cancer Research Foundation

Minnesota Stats

- Breast cancer is the most common invasive cancer diagnosed in women across every racial and ethnic group in Minnesota.
- Breast cancer accounts for over 30% of cancers diagnosed.
- There are about 4,800 new cases of breast cancer diagnosed among women each year in Minnesota.
- 73% of Minnesota women 40+ years have had a mammogram.
- 93% five-year survival rate for Minnesota women diagnosed with breast cancer.

Source: MN Department of Health

WHO HOPE CHEST HELPS

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

42% are on unpaid leave or unemployed, and are at risk of losing their insurance

1 in 10 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 caregivers

76% of our patients rely on a single income household

5% do not have stable housing

76% have household incomes of less than \$50,000

48% have household incomes less than \$25,000

61% of our patients are the primary income earner in the household

2% do not have health insurance

Hope Chest provided grants to patients in **60%** of Minnesota counties and **134** different cities/communities throughout Minnesota.

By the numbers...

Since 2001, more than **6,500** Minnesota breast cancer patients have received Hope Chest Emergency Assistance Grants, totaling over **\$3.5 million**.

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



“Hope Chest was able to remove the fear of not being able to pay my mortgage. Your donations are a great help to people like me.” -Wannie-mae



“It helped us to get to and from Mayo without needing to stress and worry about gas money. It made a significant difference for us.

You are angels. THANK YOU. Words will never be able to express how much of a difference you made in my life.” - Stephani

ANNUAL SIGNATURE EVENT



RUNWAY for HOPE

BENEFITING THE HOPE CHEST FOR BREAST CANCER FOUNDATION

Saturday, April 12, 2025
The Westin Edina Galleria

The Runway for Hope event was held at the The Westin Edina Galleria, featuring an upscale fashion show and private reception with raffle, silent and live auctions, and giveaways raising funds for Minnesota breast cancer patients. The fashion show featured fashion trends by Grant Whittaker Creative, and clothing supplied by Galleria stores. The show was co-emceed by Grant Whittaker and Madaline Nachbar (*Mpls.St. Paul Magazine*). Breast cancer patients walked the runway and shared their story.

Guests arrived for the opening reception and enjoyed appetizers and a glass of sparkling wine, a mimosa or a mocktail while perusing silent auction baskets, doing on-site shopping at the Vendor Showcase, and got their group photo. Attendees raised their number during the exciting live auction hosted by Karen Sorbo, watched the amazing fashion show, and heard from the Hope Chest for Breast Cancer Foundation as we raised funds to support Minnesota breast cancer patients. Post-event, attendees checked out in-store shopping and dining at the Galleria shops and restaurants.

Sponsorship funding increased **44.3%** over 2024, and attendance at the event increased **9.7%** over 2024.



Thank You to Our Sponsors & Partners!

Co-Producing Sponsors: **Apple Autos** (It's different here.), **GILEAD Oncology**, **AB For. You.**

Official Sponsor: **MINNESOTA ONCOLOGY** (Caring. Done in a minute!)

Event Sponsor: **U.S. Bank Goff Investment Group**, **FASTSIGNS K.A.H.R FOUNDATION**

Photo Sponsor: **A Couple of Dorks**, **Hennepin Healthcare HealthPartners Cancer Care**

Partners: **CW THE WESTIN GALLERIA**, **FOX 9**, **Mpls St Paul**



ANNUAL SIGNATURE EVENT



Wednesday, November 5, 2025
Four Seasons Hotel Minneapolis

The Foundation once again hosted its signature Wine & Dine for Hope event at the Four Seasons Hotel Minneapolis. This intimate evening included culinary delights, wine pours, silent and live auctions, raffle, a digital photo opportunity, wine and spirits pull, breast cancer patient stories, and more!

Guests were energized by the high-energy auctioneer, Karen Sorbo, and raised their hand to bid on fabulous live auction packages, including getaway excursions, local staycations, trips to Mexico and their pick of a U.S. destination. They purchased raffle tickets to win a David Yurman bracelet or Lincoln "Night on the Town." The night was emceed by CeCe Gaines, Anchor and Reporter for KARE 11.

Sponsorship funding increased **92.1%** over 2024, and attendance at the event increased **33.6%** over 2024.



Thank You Sponsors and Partners!



COMMUNITY EVENTS



FLOCK THE YARD

October 2025 – Hope Chest Resale Store Yard

People who visited the Resale Store or went online adopted a flamingo for \$10 in honor of someone special or someone battling breast cancer. The flamingos were displayed on the Hope Chest Resale Store yard and were an impressive sight as people passed by.



PINK WAVE

Saturday, October 11, 2025

The community enjoyed an afternoon of Pink Fun at Back Channel Brewing, a destination brewery/taproom located on Lake Minnetonka in Spring Park, MN. There were live DJs performing electronic dance music, food trucks, marketplace vendors, fabulous silent auction packages, family-friendly activities, and more!

Proceeds from the event helped fund the Hope Chest for Breast Cancer Foundation.



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. The resale store is a significant funding program for the foundation, providing a percentage of the revenue to benefit the Hope Chest for Breast Cancer Foundation and the non-medical assistance grants that support Minnesota breast cancer patients and their families. During 2025, there were **18,605 shopper transactions**, and **23 local retailers** donated to the store.

Store Remodel - The Hope Chest Resale Store received an interior update that included painted walls, new shelving and lighting, a guest bathroom, dressing rooms with doors, for a refreshing shopping experience. We thank Egan Company, Twin Cities Closet Company, and PMR Contractors for their contributions to the overall project.



Pink Points Loyalty Program – Shoppers earn one point for every dollar spent. At 500 points they receive \$50 store credit good in the Resale Shop. To date, there are **21,786 loyalty shoppers**, and **2,004 new shoppers** signed up in 2025.

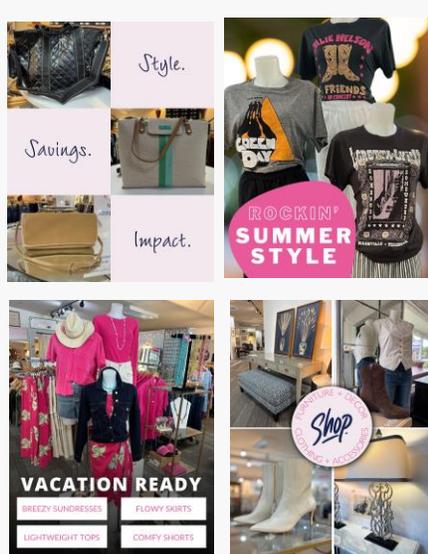
Communication - The resale store communicated with shoppers and loyalty members through social media messages (Facebook, Instagram, LinkedIn), the monthly newsletter, and dedicated emails.

Newsletter
2,662 Subscribers
Open Rate 42%

Emails



Social Media



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

www.hopechest.com/shop/

3850 Shoreline Drive
Wayzata, MN 55391
952-471-8700
Orono@hopechest.com

COMMUNITY CAUSE MARKETING & FUNDRAISING EVENTS

Partners & Fundraisers

Businesses and organizations around Minnesota partnered with the Hope Chest for Breast Cancer Foundation creating fundraising events to support breast cancer patients. 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 a beneficial program providing non-medical grants for our Minnesota breast cancer patients. We thank them!

Third-party cause marketing/fundraising partner funds increased in 2025 over 2024 by **28%**. There were **14 new** organizations and groups conducting events in 2025.



- Amore & Fede Night Out
- Apple Autos Oil Change for Hope
- Bachman's Home & Garden Roundup for Hope Chest
- Baxter "Penny Wars for Hope Chest" *
- Ben & Jerry's Wayzata "Ice Cream for Hope" *
- Bent Creek Golf Club Women's 18-Hole Guest Day
- Bill's Gun Shop & Range "Pink Targets for Hope"
- Candlelight Floral & Gifts "Be Pink for Hope Chest"
- Charlies on Prior "Pink Project"
- Crew Carwash Wayzata "Carwash Weekend for Hope"
- David Yurman - Southdale
- Doran Companies Donation Drive
- Eden Prairie Boys Basketball *
- Excelsior American Legion Auxiliary - Ladies "Filly Bags"
- Flock the Yard at Hope Chest Resale Store
- Girl's Night Out at The Shoppes in Arbor Lakes
- GLOW Holiday Festival Charity Giveback
- Gustavus for Hope Chest
- Harmoni Wellness Hot Flash Bash *
- Hero Home Building Services "Hero Building Hope" *
- Hitman Hodges Pre-Fight Party & Auction *
- Holy Family Catholic Church Girls Volleyball "Pink Out" *
- Inver Grove Ford "Oil Change for Hope Chest"
- Kendra Scott MOA "Shop for Hope"
- Kowalski's Groceries for Good
- LePage & Sons "Pink Garbage Containers for Hope" *
- Mainstream Boutique (Apple Valley and Edina)
- Menasha Packaging Company Lakeville
- Minnesota Motorcycle Club Coalition
- Minnoco "Fuel MN with Hope"
- Minnetonka High School Volleyball "Together We Fight"
- Nine Mile Brewing Co and Bloomington Lions Club - Bingo
- Northern Taphouse "Burgers for Boobs" (Lakeville, Plymouth, Woodbury)
- North Oaks Golf Club
- Otten Brothers Give & Grow
- Pink Wave at Back Channel Brewery
- Pink Patch Police Project: St. Paul Police, Lino Lakes Police, Anoka County Sheriff's & Police, Apple Valley Police, Rosemount Police
- Shoulak BreastFest Music Festival
- SMASH MN Charity Bowling Tournament - Cuningham + Virginia Tile *
- Spavia Day Spa "Pumpkin Spice and Bourbon Bliss for Hope"
- The Dead Cowboys T-shirt for Hope Chest *
- The Jason Show at Bachman's
- The Local Westend Tuesday Charity Giving Program *
- The Market at Malcolm Yards "Cocktail for a Cause"
- Vagabondo Excelsior VIP Preview Night *
- Waconia Dandylions Frozen Fairway *
- Watertown Mayer Middle School *
- Westdale Floral for Hope Chest

* Organizations or groups that were new in 2025.

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

Thank you!

The Community Gives Back to Breast Cancer Patients!



COMMUNICATION

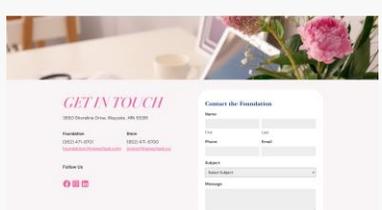
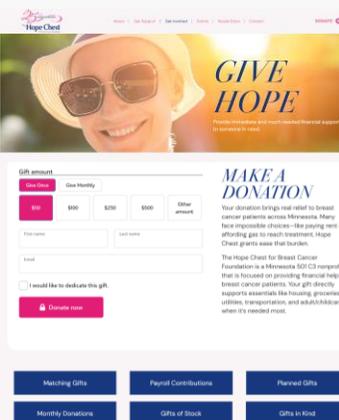
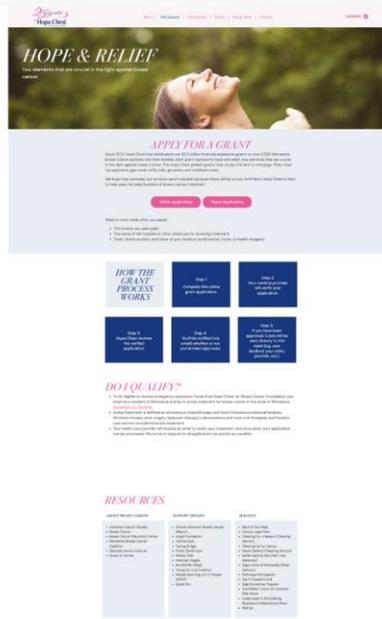
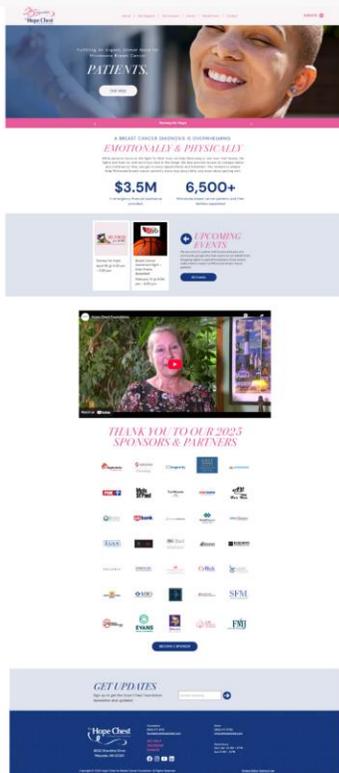
The Hope Chest for Breast Cancer Foundation stayed in touch with donors and the community through social media messages, monthly newsletter updates, appeal mailings, and dedicated mass emails containing event and campaign information.

Exciting news! This year we introduced a new website for the Hope Chest Foundation and Hope Chest Resale Store. The refreshed design makes it easier for people to navigate throughout the website and enables staff to manage content efficiently.

Social Media
Media
Print
Website
Newsletter
Eblasts

Website

hopechest.com



Media

- Partnered with Hubbard Digital 2060 delivering 82,500 emails / month for a four-month campaign
- *The Jason Show* at Bauchman's for October Breast Cancer Awareness Month
- Appearances on: *KSTP Minnesota Live* and *WCCO Mid-Morning Show*
- Partnership with Fox 9 News
- CeCe Gaines - KARE 11 was Wine & Dine emcee
- Madeline Nachbar from *Mpls. St. Paul Magazine* co-emceed with Grant Whittaker at Runway for Hope



This folder is up to date. Cor

COMMUNICATION - continued

Newsletter

The monthly e-newsletter provided foundation updates, events, educational statistics, and resale store information.

9,486 Subscribers
(+8.9% over 2024)
37% Open Rate
(+19.4% over 2024)

February 2025 Newsletter

February 7
Eden Prairie Boys Basketball Pick Out
Check out the Eden Prairie Boys Basketball game for Pick Out against breast cancer. Eden Prairie will play against Weyzata at 7PM.

February 21-22
Crown Stop in to make a donation to the Hope Chest for Breast Cancer Foundation and get a FREE Ultrasound carwash.

SAVE THE DATE

Runway for HOPE
6th Annual Runway for HOPE Breast Cancer Foundation

FROM THE OFFICE

Erin Neils
Board Secretary

Erin Neils has been elected the 2025 Board Secretary for the Hope Chest Board of Directors. Erin serves as the General Counsel of Egan Company, a specialty subcontractor located in Champlin, Minnesota. Since joining in 2015, Erin has adeptly managed all legal matters for the company, demonstrating exceptional leadership and expertise. Her legal acumen and dedication to excellence earned her the prestigious In-House Counsel Award from Minnesota Lawyer in April 2023, and she was subsequently named to the Construction & Real Estate Law Power 50 List by Minnesota Lawyer in May 2024. Beyond her professional achievements, Erin is deeply committed to community outreach. She has been instrumental in Egan Company's partnership with Lake Street Works, a local community organization, and actively participates in various initiatives to support and uplift the community. Erin is also a prominent figure in the legal community, serving as a member of the Minnesota State Bar Association's Construction Law Section Council.

In addition to her professional accomplishments, Erin has also overcome personal challenges. In 2019, she was diagnosed with breast cancer and underwent successful treatment. She stays busy with her three kids who are active in the Croco sports community and in her free time, enjoys running with her family dog.

TRIBUTE GIFTS

In Honor Of
Tami Petchel
Becky Waage
Linda MacAlester
Sue Malachuk

May 2025 Newsletter

Employee Pricing
You pay what we pay

FROM THE OFFICE

Honor a Mother in Your Life
Mother's Day is Sunday, May 11, and what a wonderful way to honor your mother, grandmother, or a mother you love with breast cancer by donating to the Hope Chest for Breast Cancer Foundation. The foundation has helped over 6,300 patients since 2011, and we are proud of how the Minnesota community has supported the patients with their most essential needs, such as housing, transportation, groceries, utilities, and adult-childcare. Each donation helps even more patients during their recovery journey.

Maureen Scallen Falter
Executive Director

Make A Donation

Runway for HOPE a Success
People mixed and mingled during the 6th Annual Runway for HOPE. Models walked the runway, and attendees spent the evening to add to their wardrobe. Vendors showcased their business, while people stopped and dropped during the reception. Breast cancer patients shared their story as they walked the runway. People were eager to raise their bid number to help raise funds for the Hope Chest Foundation.

March 2025 Newsletter

Upcoming Events

Runway for HOPE
Benefiting the Hope Chest for Breast Cancer Foundation

Event Highlights

Apple Autos
GILEAD

FROM THE OFFICE

Maureen Scallen Falter
Executive Director

TRIBUTE GIFTS

IMPACT REPORT

WHY HOPE CHEST IS HERE

FROM THE STORE

October 2025 Newsletter

BREAST CANCER AWARENESS MONTH

FROM THE OFFICE

TRIBUTE GIFTS

EMPLOYEE OF THE MONTH
ROBEN CHAMBERLAIN

GIVING THAT MATTERS US

FROM THE STORE

Print

Printed campaign letters, envelopes, annual impact report, brochures, programs, postcards, and more.

Dear Friends of the Hope Chest Foundation,

The year is coming to an end, and we would like to express our heartfelt gratitude for your generous support and generosity towards the Hope Chest for Breast Cancer Foundation, allowing us to continue our mission of providing non-medical assistance grants to Minnesota breast cancer patients.

We are happy that an anonymous donor is offering to match every gift up to \$5,000 to this year's Breast Cancer Month. That means your donation will be doubled!

Each gift goes to delivering grants that help our patients concentrate on their treatments and recovery, instead of worrying about everyday living expenses. With your contributions, we continue to achieve new milestones and positively impact even more breast cancer patients and their families. We are projecting to reach the year-to-date goal of \$265,000 to 445 patients throughout Minnesota.

We see the need continuing to grow, and we ask your help to ensure we can be there for even more patients in our community who need assistance. Helping them stay for longer means the groceries, medications, utilities, transportation, and adult-childcare. One hope and piece of mind to patients and families by making a tax-deductible gift to Hope Chest for Breast Cancer Foundation.

With Gratitude,
Maureen Scallen Falter
Executive Director

Laura Ruoff
Director of Development & Partnerships

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!

You make the difference!
Our Minnesota patients & families THANK YOU!

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
3800 Shoreline Drive, Minnetonka, MN 55305
862-471-2700
info@hopechest.com

2024

The Hope Chest
For Breast Cancer Foundation

ANNUAL IMPACT REPORT

WINE & DINE for HOPE

NOVEMBER 6, 2024 | 5:30-8:30 PM
The Whim, 655 19th Avenue NE, Minneapolis

Enjoy a spectacular evening with a multi-course seated dinner and wine pairing to celebrate 23 years of helping Minnesota breast cancer patients.

CULINARY DELIGHTS | SOPHISTICATED WINE PAIRINGS | LIVE MUSIC | SILENT AND LIVE AUCTIONS

Sponsored By
GILEAD
Oncology
Apple Autos
LANEYOUNG ELECTRIC CORPORATION
TWIN CITIES CLOSET COMPANY

Get Tickets

CIVIC ORGANIZATIONS

Minnesota's civic and charitable organizations continue to champion helping breast cancer patients in our community by contributing to the Hope Chest Foundation. Contributions increased by **48.2%** over 2024. Listed are the 2025 civic organizations.

- Bloomington Lions Club
- District #284 Youth Hockey Associate (Wayzata Hockey)
- Eagan Lions Club
- Eagan Rotary Community Service Foundation
- Excelsior Lions Club
- Ham Lake Lions
- Plymouth Lions Club
- Lions Club of Wayzata
- Northwest Tonka Lions
- Rotary Club of Lake Minnetonka/Excelsior
- Waconia Dandylions
- Wayzata Rotary Charitable Foundation
- Westonka Lions Club
- Woodbury Athletic Association



2025 GRANTS



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. For 2025, the grants program revenue came in above budget.

Grants are an important funding area, and the grant process is highly competitive. In 2025, telling our mission-driven story and providing current data in new, compelling ways has become increasingly important to judicious funders.

Contact foundation@hopechest.com to obtain information.

IMPACT OF HOPE

Breast cancer patients share their message of gratitude.



“Hope Chest was able to remove the fear of not bringing able to pay my mortgage. Your donations are a great help to people like me.”
-Wannie-mae



“Hope Chest gave me peace of mind so I could get treatment and not have to worry as much about bills. I used it for my condo payment so that I wouldn't get behind which was very important to me. It took off a lot of stress.” -Lisa

“The grant allowed me to keep paying my bills while I took some days off during my radiation treatment. I had run out of paid leave.

That it makes so much difference when you're stressed about treatment and staying ahead financially when the cost of treatment and lack of paid leave combine.” -Dena



Ring the bell of success!



“Hope Chest helped me to pay my rent in a tricky financial time with many new expenses for my cancer care.

I am so grateful. You are changing lives! The support and comfort of these financial contributions are invaluable. I feel more at ease knowing that some of my needs are covered, and I can keep focused on taking good care of myself.”

-Crystal

“I received food and gas to appointments. It is an amazing gift.”
- Gwendolyn



“The Hope Chest Foundation helped me tremendously. Thank you so much for the support.” - Tanya



“Hope Chest was very helpful with my electrical bill and groceries.” -Cecelia

PATIENT THANK YOUS

“To receive treatment for my stage of cancer I could no longer work and as if the stress of the cancer was not enough the extreme stress from financial strain is suffocating. The grant that Hope Chest gave me provided one of the few rays of light and breath of hope and resilience I’ve had in months. It was a reprieve-enough of one to breathe a little life & motivation back into me



I can't thank you enough for your sacrificing and generosity in order to give people like myself who are struggling and feel like their hands are tied and their options limited - you are nothing short of Earthly Angels.”

-Michelle



“Our family has had an extremely challenging time with my multiple cancer diagnoses and treatment. As it's been financially draining for us, the Cub Foods gift card was a great blessing to us! Although you may never see where your money is going, be assured that it tangibly and profoundly blesses each recipient!! Thank you so much for bringing hope and blessing through your generosity!”
-Casandra

“I was able to prevent eviction after having to take time away from work unpaid to cover my lumpectomy surgery. Thank you so much! You kept my daughter and I in our apartment while I recovered from cancer surgery. I could not have done that without your help.”

-Kim

Filled with thankfulness!

“When doctor bills continue to build, putting food on the table was less stressful, with the help from the Hope Chest grant. Thank you for your contribution. When I can, I plan to pay it forward.”

-Karrie



Thank You!



“We survived another month of our bills. The donations help a lot!”

-Marifel

Male Breast Cancer Patient Grant Request

“The disease was detected in mid-October. Currently I cannot provide economic stability to my family to pay for the house and support, which is frustrating when I am the main breadwinner. I have all my credit cards used to pay for the house plus the food. My wife asked for an increase in hours at her job to help pay for basic things like gas and electricity for our home. I am currently undergoing hormone treatment and physical therapies because I am unable to move my right arm completely. And waiting for chemotherapy treatment. It is somewhat frustrating to see how from one day to the next you are all functional and independent and now you are not.”



“It helped us be at ease which is rare these days. It helped so much. I appreciate every bit of help I can get. Thank you so much.”

-Starrise

2025 WAS A SUCCESS!

We knocked it out of the park!

2025 in Review

The Hope Chest Foundation had an impressive year with positive impacts, providing more funding to our Minnesota breast cancer patients and families, completing a store remodel for the Hope Chest Resale Store, expanding our reach and funding from cause marketing/fundraising partnerships, and presented a new website for easier navigation. We can report notable numbers!

Exceeded patient grants 2025 over 2024 by **75%**

Increased sponsorships in 2025 over 2024 by **57%**

Events revenue up in 2025 over 2024 by **13.5%**

Third-party cause marketing/fundraising partner funds increased in 2025 over 2024 by **28%**

Individual donations came in above budget in 2025 by **17.3%**

The following initiatives contributed to these positive increases.

Communication

- **New Website** - Completed our new Hope Chest website to improve content management, make it easier to add and update information, expand our online presence, easier page navigation for guests, and enhanced the Resale Store section. Website: www.hopechest.com.
- **Mission, Vision & Value Statements** – The Board of Directors revamped the foundation’s mission statement and established new vision and values statements for Hope Chest.
- Continued delivering our event and branding **messages with media partners**, utilizing the data and research results to extend our reach through streaming, mass email campaigns, digital marketing, publication ads, and TV appearance. We dedicated additional dollars through social media, dedicated eblasts, and four months of Hubbard Digital 2020 email campaigns to bring awareness to new and potential donors.
- **Community Connections** – We continued to develop and foster community interactions through our local chamber memberships, civic organization presentations, and other membership meetings/conferences.

“I was so short financially because I couldn't work. And your foundation helped me with my rent. Thank you for being there for me. Having cancer is hard. Not being able to be the person you were before cancer is so hard.”

-Robin



Patient Thank You

“I am writing to express my sincere gratitude for the grant money. It really means a lot to receive this gift while managing my breast cancer diagnosis. It isn’t always the easiest to worry about rent and finances while doing everything else. So, thank you for all your amazing charity.”

– Sincerely, Alyssa



HOPE & RELIEF

Two elements that are crucial in the fight against breast cancer.

GIVE HOPE

Provide immediate and much needed financial support to someone in need.

Fulfilling An Urgent, Unmet Need for Minnesota Breast Cancer

PATIENTS.

Get Help

2025 in Review – *continued*

Community Outreach

- Expanded our reach throughout Minnesota, bringing awareness to 132 additional clinics and hospitals about our grant program for their patients.
- Forwarded information to 153 faith-based organizations throughout Minnesota informing them about our Hope GO program providing grants to patients, requesting them to get the word out to the community.
- Implemented broader training and utilization of our CRM system to connect with donors and organizations throughout the year.

Fundraising Initiatives

- **Events** – Delivered two signature events exceeding budget projections. The **Runway for Hope** event in April and the **Wine & Dine for Hope** event in November included silent and live auctions, raffle, patient stories, popular local emcees and auctioneer, and Fund-for Hope efforts to raise funds for breast cancer patients.
- **Fundraising /Cause Marketing Partners** – This was an exceptional year where Hope Chest greatly exceeded its goal from funds and donations generated by cause marketing/fundraising events. Businesses, organizations, and families dedicated 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 2025 by **28%** over 2024.

Hope Chest Resale Store Remodel

The Resale Store is a program for the foundation and welcomes thousands of shoppers each year. This summer we did a remodel within the store, providing a refreshing upscale look to the store. The walls were painted, new shelving and lighting was added, the addition of dressing rooms with doors, a guest restroom, and electrical upgrades. Shoppers are commenting positively on the remodel.

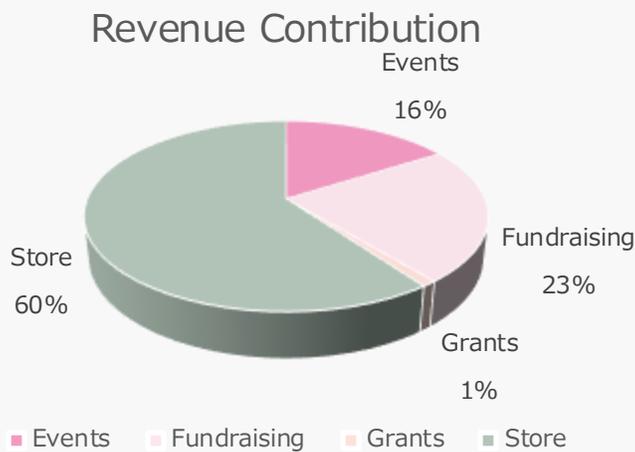
There were **18,605 shopper transactions** in 2025. During 2025, **23 local retailers** donated to the store.

“I am filled with such gratitude for all you do. What a tremendous gift you are giving to so many through the work you are doing! You have given me a boost, and not just financially, but also emotionally. Lucky me.” -Holly



REVENUE SUMMARY

The Hope Chest for Breast Cancer Foundation receives revenue from four main categories including partner fundraising, private and business foundation grants, Hope Chest Resale Store, and Hope Chest events, which supports our mission to help Minnesota breast cancer patients and their families during their most trying times. Over the course of 2025 our revenues trended up over 2024, and we exceeded our budget goals. Revenue areas that significantly impacted the numbers were third-party fundraising partnerships, our two signature events, sponsorships, and the Hope Chest Resale Store .



Events 16%
Fundraising 23%
Grants 1%
Store 60%

FOUNDATION CAMPAIGNS

During 2025, we delivered two targeted fundraising campaigns. For each campaign there was an anonymous donor who provided a dollar-for-dollar match. Give to the Max received a \$10,000 match and the Year-End Appeal received a \$5,000 match. Both helped the foundation exceed our goals.

Give to the Max

Thursday, November 20, 2025
Early Giving Starts November 1, 2025
Generous anonymous donor match of \$10,000

Year-End Appeal

November 10 – December 31, 2025
Donor match of \$5,000

The 2025 results were consistent to 2024.

There was a 103% increase 2025 over 2024.

WHAT'S PLANNED FOR 2026

Celebrating “A Legacy of Hope: 25 Years of Impact & Inspiration”

It is going to be an exciting year for the Hope Chest for Breast Cancer Foundation. As we begin our 25-year silver jubilee as a foundation, we will be noting milestones throughout the year and incorporating anniversary festivities into our signature events – the *Runway for Hope* on April 25, and the *25th Anniversary Celebration* on November 5. We thank our donors and community fundraiser organizations and groups for ensuring breast cancer patients in Minnesota continue to receive grants helping them with essential needs. We invite you to join us throughout the year at the many events and programs being planned.

Our focus initiatives are to enhance our community fundraising and cause marketing initiatives, continue community outreach and initiatives to enhance our combined efforts related to the foundation and the Hope Chest Resale Store. Our plans include:

Strategic Planning

- **Celebrating 25 Years** – All messaging, marketing and advertising materials, and conversations will center around Hope Chest achieving 25 years of success, in providing even more grants to Minnesota breast cancer patients and their families.
- Create a **Hope Chest logo** incorporating the “25th Anniversary” in its design to be used on all materials, website, newsletter, and advertising throughout 2026.
- Continue our efforts to secure **grant funding** from state, local, and family foundations. Will be utilizing our CRM system for tracking purposes and seeking advice from an outside advisor.
- **New initiatives to be explored** by the development department in the areas of 1) roundup campaigns by retailers, 2) pull tab groups that donate to nonprofits, 3) donor advisor funds that would contribute to the Hope Chest Foundation.



Looking Ahead in 2026 - *continued*:

Fundraising Initiatives

- **Events** – We will again have our annual **Runway for Hope** event to be held April 25, that centers around a fun runway fashion show and vendor showcase. To celebrate our 25 years as a nonprofit organization, we will replace the Wine & Dine for Hope event with the exciting **25th Anniversary Celebration** to again be held on November 5 at the Four Seasons Hotel Minneapolis. The events' fundraising efforts include silent and live auctions, raffle, local celebrity emcees, and a Fund-for Hope to raise funds for breast cancer patients.
- **Committees** – We will be building our committee members for both signature events to tap into the creative input from community members. Will expand responsibilities to deliver more silent auction items and packages, plus help prospect for quality vendors in the Runway Vendor Showcase.
- **Fundraising Partners** – We experienced exceptional results in 2025 with the fundraising/cause marketing events, and additional efforts will be done in 2026 to increase this segment of business by 15% over 2025. We will dedicate additional dollars through social media, dedicated eblasts, and Hubbard 2060 email campaigns, TV appearances, and board support to bring awareness and invite people to create and champion even more fundraising events.

Celebrating 25 Years of Hope



PLAN YOUR 2026

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



SAVE THE DATE

RUNWAY FOR HOPE

April 25, 2026 – The Westin Edina Galleria spring fashion show with appetizers, Vendor Showcase, raffle, silent and live auctions, shopping deals, special patient stories, and more!



FLOCK THE YARD

October 1-31, 2026
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.



25TH ANNIVERSARY CELEBRATION “LEGACY OF HOPE”

November 5, 2026 – Four Seasons Hotel Minneapolis
Plated dinner, patient speakers, silent and live auctions, energizing auctioneer, wine and spirits pull, interactive photo booth, and music. Special acknowledgements and speakers celebrating our 25-year jubilee.

Visit hopechest.com/events for event listing.

DOUBLE YOUR IMPACT



GIVE TO THE MAX DAY

Thursday, November 19, 2026
Show your support and when you donate there will be a match to double your impact. Early giving starts November 1.



YEAR-END APPEAL

Mid-November – December 31, 2026
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 25th Anniversary Celebration 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 Hope Chest 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

"Dear Hope Chest,

I wanted to write and say thank you. We've been going through a lot lately and can use all the support we can get. Your gift has helped us tremendously. We appreciate your foundation and how many people like us it helps. IT makes a big difference. Thank you for everything you do."

-Savino.



"I was able to prevent eviction after having to take time away from work unpaid to cover my lumpectomy surgery. Thank you so much! You kept my daughter and I in our apartment while I recovered from cancer surgery. I could not have done that without your help."

-Kim

True happiness is helping others.

Meet the 2026 Bord Members



Erica Bergman



Laura Holasek



Dr. Stuart Bloom



Kara Johnson



Cheryl Butz, Board Treasurer



Michelle Jourdan



Theresa El Hage



Stephanie Kowalik



Ce Ce Gaines



Amy O'Donnell



Amy Gallagher



Erin Neils, Board Secretary



Cindy Haas



Sara Soli



Barbara Hensley



Carmen Wamre



Alesha Hodorff



Leah Wong

2026 BOARD OF DIRECTORS



In 2026, the Hope Chest for Breast Cancer Foundation will celebrate its 25th anniversary as a foundation, and the board of directors will be instrumental in assisting in delivering this message, supporting events and initiatives related to our programs, and helping during the community fundraising events.

The board members are strong supporters of the Hope Chest Foundation, contributing their time, talents, and financial resources to benefit the foundation.

Visit www.hopechest.com/board/ for each members' bio.



THANK YOU TO OUR 2025 SPONSORS & PARTNERS!

Community businesses and organizations continued to support the Hope Chest foundation with their financial or in-kind contributions.

A Couple of Gurus

Advance Insurance Agency, Inc.

Bernicke Wealth Management

CMIT Solutions

Fafinski Mark & Johnson P.A.

Goff Investment Group

Great Southern Bank – Maple Grove

HealthPartners Cancer Care

Hennepin Healthcare

Insperty

Minneapolis Radiation Oncology

Preferred Properties, Inc.

Sears Imported Autos Mercedes-Benz

U.S. Bank

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

"Thank you for all the work you do to bless women with breast cancer. I am truly grateful for the grant you gave me. This stage 4 diagnosis/recurrence has been so challenging on our whole family, but we are so thankful for people like you who bring hope and encouragement in this journey. Please know every small act you do is felt with great love to women like me in huge ways."

-Britta



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.

2025 was filled with many successes. Thank you for all your support!

I'm looking forward to connecting with our donors and business partners throughout the community in 2026.

*lroehl@hopechest.com
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Laura Roehl
Director of
Development &
Partnerships



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



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



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



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

**Hope Chest for Breast
Cancer Foundation**
3850 Shoreline Drive
Wayzata, MN 55391





WE APPRECIATE YOUR SUPPORT!

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

- The Foundation Staff

THANK YOU for helping us exceed our 2025 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, donors, fundraising partners, community organizations, staff, board members, volunteers, and so many more!



THANK YOU!