



# Little Pink Houses of Hope

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2017 Annual Report

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We promote breast cancer recovery by **offering opportunities** for survivors to **reconnect** and **celebrate life.**

a message from  
our founder



jeanine patten-coble



I spend a lot of time exploring how Little Pink can grow and expand, and what unique gifts we have to serve breast cancer families.

What we do best is cultivate relationships! Our goal is to become the best environment of support for breast cancer families to grow in their love and focus on healing by living. We help tune

out the factors of life that dictate treatment and doctors appointments, and we focus on what our hearts beat for — the love of our families. The result? Cancer survivors and their families are present in each moment. They leave retreats empowered to live with love and direction, and they have a community of supporters to share their journey. Over and over again, I talk to participants, read their notes and the message is always the same.

Cancer can be very isolating and exhausting. Friends and family can be incredibly supportive, but the Little Pink family “gets it.” Participants come to our retreats as strangers and leave as family. Lifelong bonds and relationships are formed in that common ground. Local communities provide meals and services knowing that what they are doing matters in a forever way.

To truly see Little Pink’s impact, you must look beyond the structure of the week. The free housing, meals, activities, and services are all essential, beautiful components of our programming.

But when you dig deeper, you see caregivers feeling loved and unburdened. You see children realizing that joy still exists despite a parent’s diagnosis. You see volunteers leaving their own family for a week to fall in love with another family. You see community businesses and organizations finding new meaning in the ways they use their gifts and talents.

All of us at Little Pink are deeply grateful to everyone who contributed to empowering families to live stronger, laugh harder and love deeper in 2017. We look forward to working with you to create an exciting future for Little Pink. Our Board of Directors has outlined a plan with BOLD goals for the next four years. We will be expanding the number of retreats we offer, establishing a scholarship for participants’ children, and dreaming bigger than I ever imagined.

We have an amazing team of talented people who are open to new ideas, love to play in the Little Pink sandbox that God created, and are rooted in creating meaningful, lasting relationships with every person we meet.

Please come and dream with us! I want you to have a front row seat to the goodness I witness each and every day. I have a seat waiting next to me with your name on it!

With excitement and gratitude,

Founder & President of Little Pink Houses of Hope

## what's at stake

every year over 240,000 women and 3,000 men are diagnosed with breast cancer

This diagnosis affects their entire family in ways they never imagined. A week long vacation typically requires budgeting, pre-planning and saving, which is not possible for most families affected by breast cancer. Providing a complementary and stress-free retreat eliminates the financial burden, allowing breast cancer patients and their support group to focus on reconnecting and gaining strength for the long cancer journey ahead.



the power of Little Pink is hope

## our solution



We provide "once in a lifetime" free week-long vacation retreats for breast cancer patients and their families. We **empower families to live** each day to the fullest.

## our values



hopeful experiences



loving relationships



non-judgemental environment

## impacting lives

"It was the most amazing experience. For an entire week, we didn't think about doctor appointments, surgeries and treatments. All of the survivors shared experiences and got along so well. With that common bond, we were not strangers, but friends, from the beginning of the retreat."

"This was the most stressful year of my life. To have a moment to breathe and not focus on cancer was so needed. I have stage 4 cancer so this stress is not leaving our family any time soon. This retreat gave us a respite and a time to regroup, refocus and reenergize for the future."

"Since going on the Little Pink retreat, I no longer try to hide cancer from myself or others. I feel the emotions and acknowledge the battle I won. The retreat allowed me to see myself as a healing person — I don't always have to carry cancer with me. Seeing other ladies with the same struggles and battles, smiling and enjoying happy times, reminded me that I won't always be fighting this. I will heal."

"We all had one thing in common — breast cancer. And yet for once, cancer wasn't present. I was able to focus on my family, and be ridiculously present for them and with them. That is something we will all always remember — how good we can be together, and how Little Pink brought that out in us."

"This retreat gave me the opportunity to be active, share and listen, be a family without doctor's appointments, and most importantly, see the future. I look forward to living a normal life beyond treatment. Cancer is scary. It changes you. It also brings unexpected people into your life. My world just got bigger."



## creating HOPE

how does a retreat happen?



Volunteer retreat directors and coordinators create a schedule focused on connection, fun, and relaxation!



Our VolunSTARS take off work, leave their own families, and arrive in the retreat location ready to be ridiculously present and love our Little Pink families.



Our extended Little Pink family returns home, rejuvenated and full of hope for the days ahead.

Donors from all over the country provide beautiful accommodations for Little Pink families. Each family enjoys private housing for the week long experience.



The local community comes together and makes plans to provide meals, activities, and gifts for our families.



Our families arrive, anxious and hopeful. They begin to relax as they enjoy a vacation that includes activities like paddle boarding, kayaking, fishing, evenings out, and much more!



115  
HOPE

breast cancer survivors loved



441



family members cared for



13,262



volunteer hours served on retreats

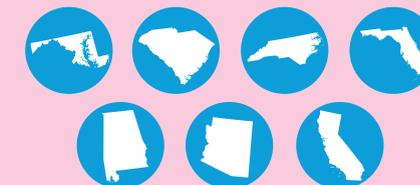


2017  
at a glance

## Retreats

Carolina Beach, NC	April 23-29
St John, USVI*	April 23-29
Scottsdale, AZ	May 13-20
Hatteras Island, NC	May 14-20
Ocean City, MD	June 4-June 10
Key West, FL	June 18-24
Emerald Isle, NC	August 20-26
Orange Beach, AL	August 20-26
Lake Tahoe, CA	September 17-23
Oak Island, NC	October 15-21
Myrtle Beach, SC	October 15-21
New Smyrna, FL	November 5-11

\* Couples only retreat



7 states and the US Virginia Islands

## the power of Little Pink is *families*

Hi, I'm Janet, a single mother of three boys, ages 17, 22 and 25. For over a decade, I have dreamed about a family vacation, fantasizing about a beachfront property and the chance to relax and have fun together. I knew this would never happen since I couldn't even afford for us to go on an overnight trip let alone stay at the beach and do a lot of fun activities.

Our week long retreat to Oak Island was the best vacation we have ever been on. We played on the beach, paddle boarded, fished, golfed, kayaked, rode on a pontoon boat and a ferry, visited an aquarium, and ate the best food — and we didn't have to cook! I was relaxed from the moment we arrived.

### **For the first time in a long time, I felt taken care of.**

I watched my boys get closer that week. I laughed, formed lasting friendships, and made memories with families walking a similar path. I was accepted as a single mom. My boys — quirky personalities and all — were welcomed with open arms. Leaving the island was hard not because of the house or the beach, because of our new extended family.

Cancer takes over your life. It is exhausting. To live "normal" for one week means the world when you are going through cancer.

From the bottom of my heart, thank you Little Pink Houses of Hope. You gave my family our dream vacation, an experience we will laugh and smile about for a lifetime. More importantly, you gave me hope for our future.

With love,  
Janet Grubbs

## our story



"Before the retreat, I didn't spend much time with my family, a combination of being busy and being selfish. At the retreat, I got to spend quality time with my mother and brothers. Hearing my youngest brother say his best part was 'spending time with his brothers' meant the most to me. It was amazing to see how happy my mother was to see us together. I've never seen so much joy in her. It was a week I will NEVER forget."

— Josh Grubbs





AKG of America, Inc.

## the power of Little Pink is community

Little Pink is deeply grateful for generous financial support from our corporate partners. We love to hear the powerful stories of employees coming together to make an impact.

This year, we spotlight AKG of America, Inc., headquartered in Mebane, NC. On October 21, 2017, AKG employees gathered at Eastern Alamance High School for a 5K Fun Run/Walk. Participants made donations and purchased specially designed pink gear to support families going through breast cancer. They got creative, even hosting a hot pepper eating contest to generate funds toward their \$5,000 goal. AKG even collected donations from several of its suppliers, and its Turkey and Germany plant workers joined in the action for a company-wide Pink Day.

An anonymous donor DOUBLED the impact, matching the \$5,000 contribution in an effort to sponsor an entire Little Pink retreat in 2017. Thank you for being part of our Little Pink family!



children of hope  
scholarship

41% of women surveyed reported skipping medication or treatment to save money\*

It is no secret that the breast cancer journey can be financially exhausting. In an effort to alleviate some of that financial stress, Little Pink will begin awarding college scholarships to graduating high school seniors in 2018. We want to be able to help students reach their goals and achieve their dreams.

\* survey courtesy of The Pink Fund

In 2017, Little Pink announced the Children of Hope College Scholarship Fund, an important new initiative that is part of a broader vision set forth by the Board of Directors. The scholarship is available for children of parents or guardians who have attended any Little Pink Houses of Hope retreat and will be selected based on several criteria, including a personal essay, resume, and high school GPA.

The one-year scholarship is for use at accredited two or four-year colleges and universities based in the United States or Canada. In 2018, a minimum of \$5,000 will be awarded in scholarship funds and split among multiple recipients.



## leadership

### board of directors

Jeanine Patten-Coble, Founder & President  
Dr. Tim Beshel, Board Chair  
Kenny Martin, Vice Chair  
Brandy Marchisello, Secretary  
Melody Wrenn, Treasurer  
Lisha Akers  
Robert Johnson  
Paula Lowe  
Chris Sconzo  
Greg Westcott  
David Wyatt

### staff

Jeanine Patten-Coble, Founder & President  
Kathy Gates, Retreat Relations Director  
LeKeshia Franklin, Director of Development  
Leslie Shoffner, Finance and Systems Director

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## 2017 Financials



### Total Expenses

\$ 553,038



### Programs & Services

\$ 425,550



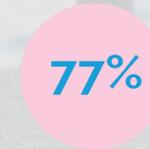
### Management & Administrative

\$ 48,588



### Fundraising Expenses

\$ 78,899



### spent on Programs & Services

77%



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