

HERS Breast Cancer Foundation

April 2017 Newsletter

PWP Was a Big Success Thank You!

Each year, HERS Breast Cancer Foundation hosts an event to honor several People with Purpose – dedicated community leaders who contribute their expertise and resources to support breast cancer survivors.

We couldn't be happier with how everything went at our Pink Tie Gala this year. Attendance increased 58% from last year and we raised 27% more money for our programs. It was a beautiful, fun evening and we all left feeling inspired by the honorees and client testimonials. We are so grateful to everyone who helped make it happen by generously donating their money and time.





For the second year, our dedicated supporters gathered at Castlewood Country Club for an elegant Pink Tie Gala to celebrate these honorees.



Castlewood is a charming venue. During cocktail hour, we enjoyed the grand views of Pleasanton's lush hills and valleys from the terrace, admired everyone's pink finery, and mingled with friends old and new. After finding our seats in the glowing ballroom, we enjoyed dinner and heard inspiring stories from clients and honorees.



The live auction was lively, indeed. Everyone really got into the spirit of it—laughter and friendly competition filled the room with heartwarming energy. Finally, the DJ turned up the tunes and the dance floor came alive. It was truly a celebration of life and community. We hope you'll join us next year!



[Photo album](#), many thanks to Ramil Sumalpong of Iconic Lab.

[Video album](#) (including honoree videos), our sincere thanks to Alforde M. Joaquin at Get Sports Focus.

This year's honorees:

HOPE - Friends of Faith

Nonprofit Organization in Oakland

EMPOWERMENT - Denise Estrada

Manager, Women's Imaging and Cancer Services
Stanford Health Care - ValleyCare

RENEWAL - Paul Wotowic, MD

Plastic Surgeon at San Ramon Regional Medical Center

SUPPORT - Janice Florence

Volunteer of HERS Breast Cancer Foundation

The Support Award is now called the Harriet Despeaux Award, in honor of one of our dear friends.

Client Testimonials

Some of the most inspiring and touching moments at the People with Purpose event this year were brought to us by clients sharing their stories. We've included one here, read at the event by Kristine Buckley whose mother, Roseann Bahr, also shared her heartwarming story.

If you would like to share your HERS testimonial, or any story about how a "person with purpose" helped you in your breast cancer journey, please send it in email to vera@hersbreastcancerfoundation.org.

We may share these stories on social media or in this newsletter. We'll be collecting them all year long in preparation for PWP 2018. Please include your name and indicate if you want to share your story

anonymously, using first names only, or with full attribution.



This is Michelle's story:

"My name is Michelle. When Kristine asked me to write a letter of my experience with the HERS Breast Cancer Foundation, I was more than thrilled to do it. Everyone should know how important the Foundation is for women with a breast cancer diagnosis.

I'm 72, retired and on a very limited income. I went through chemo and radiation in 2015, and had a lumpectomy on my left breast. After my surgery, I was going to a lymphedema specialist who told me I had to find a compression bra and to buy it at this special store. When I went to the store, the woman told me they cost \$300. I told her that I didn't have the money for the bra, but she insisted that that is what everyone pays and that I would too. She brought out one low cost compression bra that was going to cost me over \$100, but it didn't look comfortable. I finally walked out of the store and felt embarrassed and frustrated over the whole experience!

A couple of days later, Kristine (my acupuncturist) called to check in. I just happened to mention that I needed a compression bra but was struggling to come up with the funds. She told me about the HERS Breast Cancer Foundation because her mother used their services too. Kristine explained to me what to do, and before I knew it I had my appointment.

I have to tell you that on the day of the appointment, I was nervous! I didn't know what to expect. But the minute I stepped into the store, I was fine. Not only is the store warm and intimate but I was greeted by warm and friendly people who took care of me.

When I entered the store, a woman approached me immediately. She asked what I needed and then I was escorted to the comfortable fitting room. We talked about compression bras, lymphedema, size, material and comfort. As we worked together, I began to share some personal things about my breast cancer diagnosis and my journey through it. It was really nice to connect with her and have her understand what I was

going through.

Back to the bras. I tried on quite a few bras during this process. Honestly they were so comfortable, I thought, I would never wear a regular bra again. They are so nice!

After all the trying on, sharing and laughing, it was time to check out. Here again, the process was easy. I was able to get the compression bra I needed at no cost. It is nothing short of outstanding that these products are made available to us! This experience for me was so positive I took a few flyers to recommend the HERS Breast Cancer Foundation to my cancer support group.

I am so grateful for the help of the Foundation. Thank you for treating me with dignity. Thank you for your compassion and generosity. Thank you for helping me when I really needed help. Thank you for helping to keep my body healthy. Thank you for your kindness and humanity!

Thank you to everyone who supports this Foundation with your time and/or money because you make it possible for women with a breast cancer diagnosis receive the things they need. You are my angels! Thank you!"

Walk/Run 2017: Discounted Registration!

Time to get excited about race season! Our Annual Walk/Run is scheduled for September 30, 2017. We can't wait to see you there.

From now to June 30, you can register two participants for \$80. Full price adult registration is normally \$50. Bring a friend, sign up early, and save some money!

[Register here.](#)



September 30, 2017. Festivities start at 8am. Quarry Lakes Regional

Ruby Award, Soroptimist International: Dr. Vera Packard, Executive Director



Recently, the Soroptimist International of 24-680 in Walnut Creek honored HERS Breast Cancer Foundation's Executive Director, Vera Packard, with the Ruby Award. Vera was nominated by Sandra Ryan, a wonderful HERS volunteer.

Around the world, many women are working to improve the lives of women and girls. Some women work to improve conditions for women and girls through their personal or volunteer efforts; others do so through professional avenues.

The Soroptimist Ruby Award: For Women Helping Women Award is designed to honor these women. The Soroptimist Ruby Award is named after the first Federation President, Ruby Leed Minor.

Vera is grateful for the award and the support of the Soroptimist Club.



HERS Breast Cancer Foundation

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