

# HERS Breast Cancer Foundation

March 2017 Newsletter

## People With Purpose

### People with Purpose: A Pink Tie Gala

Please plan to join us **April 1, 2017** at Castlewood Country Club in Pleasanton for our **2nd Annual Pink Tie Gala** to celebrate People With Purpose. Invite your friends and family and make it a night to remember!

[Tickets are available online.](#)

Unable to attend this beautiful gala? Consider being a virtual attendee by making a \$40 donation (at ticket link above). If you so desire, a photo of you or a loved one can be shown on display screens during dinner. Send your photo by March 21 to [vera@hersbreastcancerfoundation.org](mailto:vera@hersbreastcancerfoundation.org).



Each year, we honor several People with Purpose – dedicated community leaders who contribute their expertise and resources to support breast cancer survivors.

#### **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.

In this month's special series of newsletters, we will be sharing more about these wonderful organizations and individuals. Please join us at the Pink Tie Gala to celebrate their contributions and the communities they support.

Last year's Gala was a huge success, and a fun night out for all the attendees. Castlewood is a gorgeous venue – the twinkling ballroom looks out over sweeping views of Pleasanton's hills and valleys. Guests will mingle during the cocktail hour, then enjoy dinner and dessert, inspiring speeches from honorees, a fun auction, and dancing. We're even going to have a great DJ this year. Join us to celebrate life, health, and community in style!

[Please see the press release for more details.](#)

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## HOPE Award: Friends of Faith

[Friends of Faith](#), an Oakland-based nonprofit, provides information and financial support to organizations helping low income, underinsured women (and men) undergoing treatment for breast cancer. HERS Breast Cancer Foundation is grateful to be among the many organizations supported by generous grants from Friends of Faith.



Many of the organizations funded by Friends of Faith provide survivors with funds and services to cover needs not addressed by the healthcare system, including emergency cash when patients cannot work and ancillary treatments to help ease the side effects of treatment. This assistance gives patients and survivors hope in the face of daunting personal challenges.



Faith Fancher was a journalist and highly visible Bay Area personality. When she was diagnosed with breast cancer in 1997, she turned her private battle with breast cancer into a public forum to raise awareness about the disease. Fancher worked to raise money for grassroots programs

benefiting low-income women with breast cancer. The Friends of Faith organization is committed to continuing that work and following through on her vision.

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## EMPOWERMENT Award: Denise Estrada

Denise Estrada, Manager of Women's Imaging and Cancer Services at Stanford Health Care ValleyCare, has worked for 25 years to provide Tri-Valley cancer patients with high quality of care, leading multiple successful accreditation efforts for the Cancer Program.



Denise develops local community partnerships with cancer focused support programs and coordinates community outreach events to educate the community on

breast health, latest treatments, and support services. She is a dedicated supporter of HERS Breast Cancer Foundation and was instrumental in establishing the organization's program store in Pleasanton.

Denise is passionate about providing patients with the best in cancer treatment and has been touched by cancer personally in her family. Her commitment to caring for the health of her community is evident in her dedication to ValleyCare.

Denise and her husband, Henry, live in Lodi with their four boys and two dogs. She loves spending time with her family and attending her kids' sporting events. Denise is a longtime advocate for autism awareness and treatment as her oldest son JT was diagnosed at age 2.

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# Lymphedema Project

People with Purpose and other HERS Breast Cancer Foundation events raise funds for our [Charitable Programs](#). These programs enable the foundation to help uninsured and underinsured survivors by providing them with bras, prostheses, wigs, and lymphedema garments at no charge.



One of these charitable programs is the Lymphedema Project. After a woman survives breast cancer, she has won the fight of her life but continues to face overwhelming hurdles. After breast cancer surgeries, many breast cancer survivors also deal with a painful condition known as lymphedema.

Compression garments are used to prevent this condition and can help restrict future growth of established lymphedema. **Medicare does not cover these garments, and all other insurance companies have their own rules, with most insurers declining coverage for these garments.**

Lymphedema of the arm and chest is a side effect of breast cancer surgeries that can begin during or after treatment. It occurs in approximately 30% of cases. It is not a life threatening condition, but it can have a lasting and dramatic effect on a woman's body, including swelling of the soft tissues of the arm, hand or chest. The swelling may be accompanied by numbness, discomfort, and sometimes infection. Some women have mild lymphedema, which is hardly noticeable. Some develop moderate lymphedema that may be noticeable, tends to persist, and gets worse when aggravated. Others have severe lymphedema that is very uncomfortable and even disabling.

## *Program highlights:*

- We served 394 clients for lymphedema in 2016.
- 70% of our clients with a need for these garments are underinsured or uninsured and receive the garments at NO COST.

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## Live Auction Sneak Peek!

Here are a few more great reasons to join us at our Pink Tie Gala on April 1st:

These items, and many more, will be auctioned off to the highest

bidder through silent and live auctions at the gala. All proceeds benefit HERS Breast Cancer Foundation. Keep checking our newsletters for more sneak peeks!

***Auction items include:***

Private dinner for four at your home with Chef Andre Villahermosa.

Private tour of KTVU station with our favorite emcee and local news anchor Heather Holmes.

A condo at Silverado in Napa. Three nights, four guests.

A cabin in Tahoe Donner. Two nights, eight guests.

Steve Young autographed football and #8 jersey plus an autograph in his new book.

Oakland Ballet – Four tickets to the Nutcracker, plus backstage tour and rehearsal invitation.

Dinner for eight at the firehouse in Pleasanton.



***And much, much more!***

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## **We're Ahead of the Pack!**

Registration is OPEN for our annual [Walk/Run](#) on Sept. 30!



[Register here](#). Time to get excited about race season! We can't wait to see you there.

Quarry Lakes Regional Park, Fremont.  
5K Walk, 5K/10K Run. Opening Ceremony, Community Expo, and Lunch.



## HERS Breast Cancer Foundation

### **Program Stores:**

Fremont \* Stanford \* Pleasanton

(510) 790-1911

[hersinfo@hersbreastcancerfoundation.org](mailto:hersinfo@hersbreastcancerfoundation.org)

Click [here](#) to visit our website



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