

HERS Breast Cancer Foundation

December 2016 Newsletter

Happy Holidays!

The end of the year is a great time for reflecting as well as looking ahead to a fresh start. This has been a wonderful year for us at HERS, thanks to our generous and compassionate community of volunteers, sponsors, staff, and clients. As we look ahead to 2017, we renew our commitment to serving breast cancer survivors by offering Hope, Empowerment, Renewal and Support.



Executive Director Vera Packard and her family.

This year was full of great memories and accomplishments for our organization, the highlight being our People With Purpose event, now a gala evening affair!!! The event was a beautiful night of inspiration, with guests honoring the Pink Tie Gala theme and dressing the part. Our four honorees gave us motivation to continue our mission and clients made the evening special by sharing their stories. Of course, the success of the evening was also reflected in the funds raised, doubling the amount raised during the previous year's luncheon event.

Serving over 1,700 clients each year in 3 locations is a big challenge and we are fortunate to have a talented and compassionate staff. We are a family and we work together to fulfill the needs of our clients with expertise and love. We are, as an organization, "a soft place to

fall" and we work hard to be compliant with all the complexities of the medical industry, but still provide the caring human touch that every client deserves.

The year ahead will bring more challenges and opportunities. Our store at Stanford will be relocated. We have been blessed with a beautiful space there for almost three years, but now we have to be flexible and adjust to Stanford's plans. We will provide more details soon. We are happy to announce that we have three amazing people joining our board of directors; more information will be posted on the web site soon. In early 2017, we will kick off strategic planning to guide us over the next five years. The plan we adopted in 2011 stated that we would be serving clients in two medical facilities in addition to Washington Hospital by 2016. I'm proud to say we achieved this goal by opening our store at Stanford in February 2014 and at Stanford Health Care-ValleyCare in Pleasanton in April of last year.

Taking care of women that have battled and survived breast cancer always gives us perspective on our blessings and how fragile our lives can be. Memories of clients and supporters that touched our lives and are no longer here with us continue to be in our minds and hearts. We miss them and never forget that we are here to serve one another, to make this a better place while we live on this planet.

From our family to your family, we wish you all a happy and healthy holiday season. May the New Year bring joy, peace and harmony to all.

Cheers,
Vera

Gift Ideas: Shop at HERS!

Nothing feels better than a gift that gives twice: something nice for the recipient that also benefits an organization they care about. Well, we can help you with that! Visit our program stores in Fremont to browse our collection of jewelry, scarves and hats.

Not sure what your loved one would like, or what sizes they need? We offer gift certificates, and the friendly ladies in the store would be happy to answer your questions.

[Check here for hours and locations](#), and feel free to call ahead!



Shopping for someone who doesn't need a thing? Consider making a donation to HERS in their name. What a great way to spread the love! Simply click on the "Donate" button at the bottom of this newsletter or on our [home page](#).

People with Purpose: Pink Tie Gala Tickets!

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.

Tickets are available online.

Now through December 31, you can purchase tickets at a discounted price (\$100 instead of \$125). Invite your friends and family and make it a special night.



Last year's Gala was a night to remember. Castlewood sets a beautiful scene – the gorgeous, glowing ballroom looks out over sweeping views of the valley. Guests mingle, enjoying cocktails and conversation, a silent auction, and a delicious dinner.

Each year, we honor several People with Purpose–dedicated community leaders who contribute their expertise and resources to support breast cancer survivors. During dinner, our honorees inspire us with their stories. A lively auction raises funds to continue our work, and then we hit the dance floor to celebrate! Please join us for an elegant and uplifting evening.

Brian Hughes: Sponsor Spotlight



Brian Hughes is a vice president at Fremont Bank overseeing the Nonprofit Group. The group is responsible for the growth and development of the nonprofit client banking, corporate giving programs, and community reinvestment act (CRA). He also serves as the Executive Director of the Fremont Bank Foundation, a philanthropic entity established in 1995 by Brian's grandparents, Morris and Alvirda Hyman, the founders of Fremont Bank. He

leverages his longstanding reputation in the local community to strengthen the partnership of the community with Fremont Bank and its Foundation.

Brian has been with the bank for over 25 years, serving in various management roles within the areas of information technology, commercial lending, branch operations, and nonprofits business development.

Fremont Bank established the Nonprofit Group in 2008 to strengthen its relationship with the nonprofit sector. Since its inception, this group has grown to over 360 nonprofit agencies with deposits totals over \$160 million. The group caters to all nonprofits representing education and youth, social and human care, arts and culture, and health and wellness.

Brian currently serves on the boards of the Fremont Bank Foundation, St. Rose Hospital Foundation, and Kidango. He lives in Fremont with his wife and youngest daughter. He has an older daughter and two grandchildren. In his free time, he simply just enjoys life.

HERS is deeply grateful to Brian and the Fremont Bank Foundation for their ongoing support. Brian was kind enough to talk to us about working with nonprofits:

What's the most interesting thing you've learned in your years working with area nonprofits? It's the people. I have met so many fascinating and wonderful people in the nonprofit sector. Everyone is passionate about the cause and trying to make our world a better place.

What's your favorite thing about community building and working with nonprofits? Learning...I have learned so much from the nonprofits. Each agency has their own story on how and why they got started. Learning about challenges they face and the success they have had. Some agencies are battling a long fight (cancer research), where others just need to make one person's life a little bit easier (a quilt for a sick child).

What are some of the special financial challenges nonprofits face? The biggest financial challenges are within the agency themselves. Agencies need to view themselves as a business. They need to make money. Without a profit how can you grow and expand your services? Costs normally don't go down. Some of the most successful nonprofits run like a business: earnings and expenses are evaluated, budgets are made, and five year plans are established.

How long has Fremont Bank Foundation been working with HERS? Our first grant to HERS was in 2000 for the Keep Abreast Walk. Through 2016, we have given HERS \$298,947. I personally know that every person we have sent to HERS has come back to me and said "Thank you!" HERS has helped so many women going through a sensitive and challenging time. The respect and compassion HERS provides to their clients has been so positive it is hard to overlook.

Please share one of your personal inspirations:

If I had the opportunity to sit and have a conversation with someone, that person would be Walt Disney. I am a huge fan of Walt Disney, the business man. His life is very compelling – rising to worldwide acclaim from early childhood conflicts with family, failed businesses, and the loss of his first hit character Oswald. Walt is the ultimate role model for never giving up on your dreams.

Don't Forget to Smile!

Everyone shops on Amazon, right? Did you know you could raise money for HERS while you shop? Start at smile.amazon.com, and select HERS Breast Cancer Foundation as your Amazon Smile beneficiary. Each time you shop at Amazon, simply start at smile.amazon.com. Every little bit helps. Thank you!



HERS Breast Cancer Foundation

Program Stores:

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