

Pink
Pearl

Cancer, we get it.
Support for young women.

Annual Report

May 1, 2019 – April 30, 2020

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Letter from our Founder

Dear Pink Pearl Community Members,

I am pleased to present you with Pink Pearl Canada's 2019/2020 Annual Report.

First off, I hope you and your loved ones are keeping well. 2020 has certainly been an interesting year for everyone.

Pink Pearl's key objective for 2020 was to expand our retreats across Canada. Our plans included spring retreats in Calgary and Halifax, followed by fall retreats in Vancouver, Kingston and London, but COVID-19 had other plans for us. Nonetheless, our team has done a phenomenal job pivoting to virtual fundraising and programming, which I will touch on below.

We have been fortunate to have all of our Board Members stay on to help guide the organization through these unprecedented times. Further, Melaina Gasbarrino continues as our Programs & Communications Manager, quickly moving us into the digital space.

On the program side, we have supported over 2,500 women to date. We took our Learning Series online and introduced our Conversation and Movement Series. We also have plans to take our retreat virtual this October. On the bright side, this enabled us to expand our reach even further across Canada to those that otherwise could not join us in one of the major cities we had plans to visit. The intent of our programs is to continue supporting our participants who are immunocompromised and now cannot leave their homes.

Our 2020 Black & White with a Touch of Pink fundraiser looked a lot different this year, but turned out to be a fantastic evening! We cannot thank Courtney McNamara (King Events), Laura Blinkhorn, and the rest of the events team enough for seamlessly bringing our pivotal fundraising event to life and to our screens safely at home. Despite the change in "venue", the evening was a tremendous success, raising over \$33,000 to fuel our programs. This brings our cumulative funds raised from Black & White events to nearly \$600,000 over the past 14 years.

The growth and success of Pink Pearl would not be possible without it's dedicated volunteers. This year, we recognized Sarah Andrews for the hard work and years of dedication she has brought to her role overseeing our scholarship program. We are very fortunate to have her among our extraordinary team of dedicated volunteers.

I am grateful for the year we have had, and look forward to working together to make a difference in the lives of young women with cancer.

Thank you for your continued support of Pink Pearl Canada.

Stay well,
Elise Gasbarrino

Founder & Executive Director Pink Pearl Canada



OUR STORY

Pink Pearl Canada was conceived by ovarian cancer survivor Elise Gasbarrino. While undergoing cancer treatment at 21 years old, Elise felt certain elements were missing from her experience—a way to connect with women her age facing the same issues, and a means for them to conquer their issues together. Her vision transformed into Pink Pearl Canada.

OUR CAUSE

Pink Pearl Canada is a registered charitable organization that provides support, facilitates connections and empowers young women who are courageously overcoming the social and emotional challenges of being diagnosed with cancer across southern Ontario. Pink Pearl has successfully raised more than \$600,000 to date through reputable initiatives, such as *Black & White with a Touch of Pink*, our annual fundraising event, and *One Fine Day*, our fundraising and awareness-raising initiative. Funds raised provide effective and fully-funded programming for young women facing cancer of any type.

OUR MISSION

Pink Pearl Canada is a community-based charitable organization that provides support, facilitates connections and empowers young women facing cancer.

OUR VALUES

Peer support enables us to connect with other young women to face the mental and emotional challenges of cancer together.

Knowledge to empower decision-making throughout the cancer experience.

Taking the time for reflection and self-care.

Everyone has a story, and cancer is only one chapter.



"I have learned that I'm stronger than I could ever imagine and day by day, breath by breath, I'm learning to conquer my fears."

Aliyah, Program Participant

BOARD OF DIRECTORS



Amanda Marshall, Chair of the Board

Amanda Marshall joined Pink Pearl in 2015 to oversee the finance and tax function of the organization. She is a Partner at KPMG LLP where she leads the tax due diligence and structuring elements of transactions. Amanda holds a degree in Business Administration from Wilfrid Laurier University and a CPA, CA designation. She also volunteers with a non-profit organization providing customized experiences to young women facing metastatic cancer.



Laura Mitchell, Medical

Laura Mitchell is a Clinical Nurse Specialist in the Adolescent and Young Adult Program at Princess Margaret Cancer Centre and was one of the leaders in the development and launch of the program in 2014. Laura is also an Adjunct Lecturer in the Lawrence S Bloomberg Faculty of Nursing; University of Toronto. Laura is active in AYA initiatives locally, nationally and internationally and has been the co-author of several AYA publications. Laura is looking forward to working more closely with the AYA community partners and is honoured to be a member of the Pink Pearl board.



Nicole Almond, Strategy

Nicole Almond joined Pink Pearl's board in the fall of 2017. Nicole brings her knowledge of the non-profit sector with a decade of experience at Enactus Canada, a national charity focused on youth leadership development, including five years as its President. Nicole has been involved in other charitable causes and organizations, including serving as the Chair of Ovarian Cancer Canada's walk of Hope in Toronto. Nicole holds a Bachelors of Business Administration from Wilfrid Laurier University.



Rena McDonald, Finance

Rena McDonald holds a CPA/CMA accounting designation. She is currently on the Board for the Hotel Dieu Charitable Foundation and served previously as the Treasurer and Board member of the Niagara Community Foundation. Also, Rena was a member of the Hotel Financial & Technology Professionals board of directors, a former member of the Ministry of Tourism Policy Advisory Council and the Financial Advisory Council of Holy Rosary Church in Thorold.

BOARD OF DIRECTORS



George Gasbarrino, People

For over 30 years George has been in Human Resources Management where he led various companies in different sectors (process & assembly manufacturing, services lodging & food services across Northern communities in Canada, Alaska, and the Gulf of Mexico). The most recent of his roles as the Labour Relations Officer with the Police Services Organization. George has been apart of BOD's for various charities; George Jeffery Children Centre, local United Way Chapters and most recently Pink Pearl and has organized employee events for United Way, the Shelter House and Habitat Home builds.



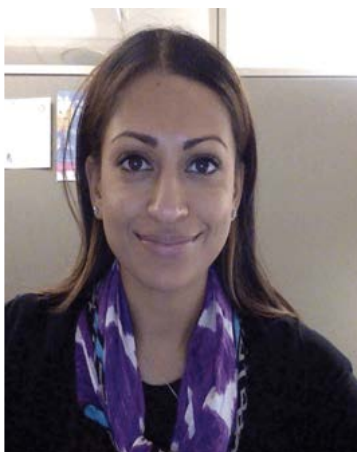
Vittoria Varalli, Strategy

Vittoria has been with Pink Pearl since its inception. Vittoria is the VP of Sustainability at Sobeys. She holds a BBA from Wilfrid Laurier University and a JD from Osgoode Hall Law School. She is a member of the New York State bar.



Nicole Le Dressay, Finance

Nicole is a Senior Manager in the M&A Tax practice at KPMG LLP. Nicole holds a degree in Business Administration from the University of Toronto and a CPA, CA designation. Nicole joined Pink Pearl in 2017 to assist Amanda Marshall with the day-to-day finance and tax function of the organization.



Dr. Punam Rana, Medical

Dr. Punam Rana is a medical oncologist working at Humber River Hospital. She completed her medical oncologist training at University of Toronto and completed a fellowship at McMaster University where she participated in research related to the Adolescent and Young Adult (AYA) population. Punam has a special interest in the AYA population and improving the quality of life of these patients.

OUR PROGRAMS

Our programs are developed using experience-based design, taking into consideration the needs of young women between 18-40 years, and building effective programming to fulfill those needs, at no cost to the participants.

Retreats encourage our program participants to connect, self-reflect, and share experiences in a safe and peer-supported environment

Local Socials provide a relaxed environment for young women with cancer to connect and to learn more about our support-based programs

Learning Series invite young women with cancer to come together to learn about a topic of interest over brunch or dinner

Pink Pearl Support Packages contain helpful resources, guided questions, and a symbolic bracelet of hope for young women newly diagnosed with cancer in participating hospitals and wellness centres across Canada

Post-Secondary Scholarship is awarded to a young woman with cancer who is involved in her community and attending a post-secondary institution

Ambassador Program invites our program participants to facilitate Local Socials and lend a listening ear to young women facing cancer

Private Facebook Group provides an online community of support for young women with cancer to share and learn together

"Being diagnosed with cancer can be extremely isolating. I felt alone, as most of my friends kind of dropped off the map.

My first Pink Pearl retreat was an amazing experience. Just to be in a room with women experiencing the same thing as me was therapeutic. I've gained new friends through Pink Pearl which has changed my cancer experience for the better."

Ashley, Program Participant



PARTICIPANT PERSPECTIVES

"I always feel a sense of comfort and peace in the fact that I can truly express how I feel with women who 'understand'. The planning and execution of the retreat is so greatly appreciated that 'thank you' are not strong enough words. I am truly grateful for this experience."
- Niagara Retreat Participant



"During my first Pink Pearl retreat I was amazed by how easy it was for everyone to be so open. It was great to be with a group of women who all had similar 'elephants in the room'. I've gained some lifelong friends with Pink Pearl."
- Carolyn, Program Participant

PARTICIPANT PERSPECTIVES



"So happy to have met relatable women - coming together to bring in more knowledge was so lovely."
- Learning Series Participant

"Like I have been in a years worth of therapy in one weekend.
Thank you for the opportunity again!"
- Retreat Participant



OUR FUNDRAISING EVENTS & INITIATIVES

We have successfully raised more than \$600,000 to date to directly fund our support programs for young women facing cancer through our key annual fundraising initiatives.

Black & White with a Touch of Pink

Black & White with a Touch of Pink is our annual springtime fundraising event generating donations for our suite of support-based programming. This year, we hosted a VIRTUAL EVENT to raise funds, awareness and spirits from the comfort of our own homes. On April 30, over 500 people tuned into the live event, raising over \$33,000 to support our programs. A special thank you to all of our sponsors, hosts and supporters.



One Fine Day + Third Party Events

One Fine Day is our year-round fundraising and awareness-raising initiative that encourages our supporters to celebrate life through their own unique fundraisers. Many of our supporters have also hosted their own events and donated funds back to us, together raising over \$35,000.



KEY LEARNINGS

Pink Pearl Canada is continually supporting young women facing cancer. By working alongside our team and in connecting with our partners, we are expanding the organization to best suite the needs of our unique population. Our key learnings are highlighted below:

Our Programs

Our program participants see the value of our programs through the friendships they make, and the knowledge they gain. This past year, we hosted our first Retreat in Kingston, expanded our Local Socials to new locations in southern Ontario, held our Start your Own Business Series with Enactus, partnered with Sephora for their Brave Beauty Classes and paused our in-person retreat expansion plan due to COVID-19. We quickly pivoted our programs to an online platform – and in the future will continue to offer our Learning Series virtually to support even more young women. This upcoming year, we will be offering a Virtual Retreat, are partnering with Sephora to host Virtual Brave Beauty Classes and will look at continuing our expansion plan when the time is right. We will continue to expand our network by providing Support Packages to hospitals and wellness centres across Canada.

Our Volunteers + Team Members

With the guidance of our board of directors, and the work our volunteers we are continuing to reach more young women facing cancer. This year, we appointed a part-time Executive Director to maintain steady growth within the organization. Our volunteer team continues to work closely with our part-time Programs and Communications Manager to ensure all aspects of the organization are running smoothly on a day-to-day basis.

Our Fundraising

Pink Pearl's revenue is generated through various streams – third party fundraising events, generous donations by our supporters and our annual *Black & White with a Touch of Pink* event. In light of COVID, we pivoted the B&W to a virtual event and was overwhelmed with the support from our sponsors and community. We continue to minimize expenses and partner with likeminded organizations to support our programs.

"I was nervous attending my first retreat, but in the end, it ended up being the most relaxing and informative weekend. I felt safe to share without judgement. The genuine giving and caring from this close-knit community truly fed my needs.

Lilian Yip
Ambassador + Program Participant



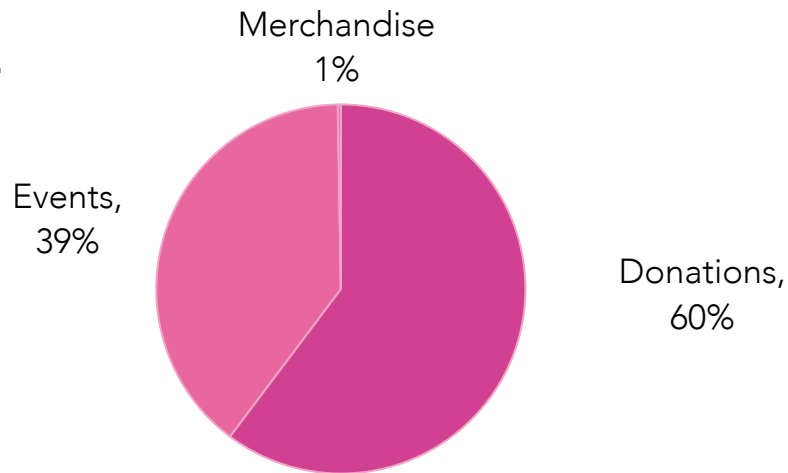
FINANCIALS

Pink Pearl Canada relies on the financial support of our community through net funds raised at our fundraising events, with third-party fundraisers and donations from our supporters. Donors provide the funds to fuel our program expansion as our team continue to support young women facing cancer across Canada.

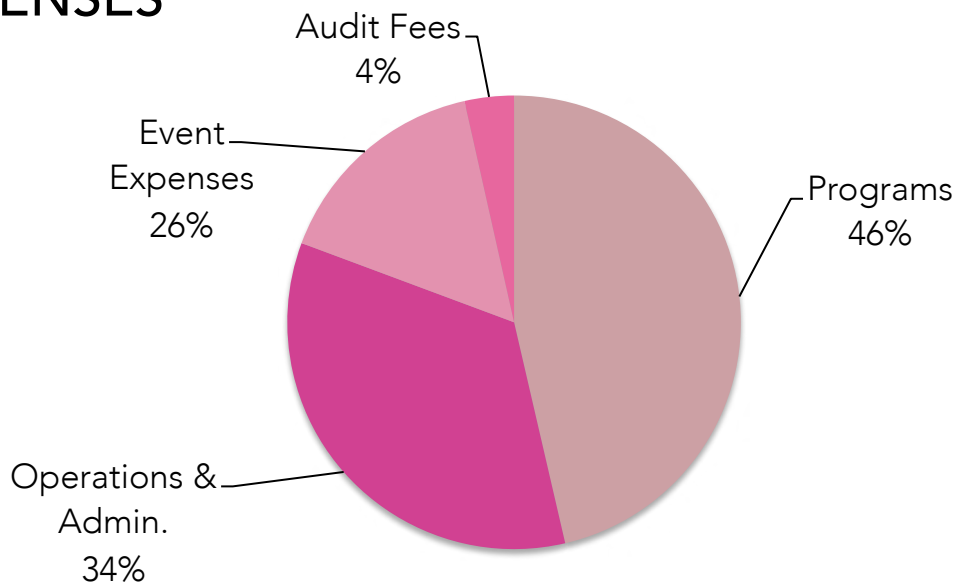
Below is a breakdown of our revenue sources and expenses in FY2019-2020. As we continue our fundraising efforts in FY2020-2021, we continue to shift our focus to increasing personal and corporate donations, while reducing event-related expenses.

The audited financial statements for the fiscal year ending April 30, 2020, including the notes to the financial statements and the auditor's report, are available via info@pinkpearlcanada.org.

REVENUE



EXPENSES



SUCCESSES

To date, Pink Pearl Canada has supported over
2,500 young women with cancer

Hosted 14 Retreats in Niagara, Toronto and Kingston

Supported hundreds of women at our
Local Socials and Learning Series

Provided over 2,000 Support Packages to young women
recently diagnosed with cancer in hospitals + wellness centres

Awarded ten \$1,000 Post-Secondary Scholarships



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