

Pink
Pearl

Cancer, we get it.
Support for young women.

Annual Report

May 1, 2021 – April 30, 2022

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Letter from our Founder

Dear Pink Pearl Community Members,

I am pleased to present you with Pink Pearl Canada's 2021/2022 Annual Report. I hope you and your loved ones are keeping well. 2022 has proven to be another interesting year for us all.

Receiving a cancer diagnosis at a young age is never an easy situation. Add on the challenges of navigating a diagnosis through COVID and our members needed additional support. Seeing this need, Pink Pearl continued to focus on supporting the mental health of our community. Last year we formally welcomed social worker Ashley Mikitzel to our team and this year we added an additional social worker role that Jennifer Bai would fill later in 2022. The addition of Jennifer to our team will allow us to expand our One on One Counseling Program.

Melaina Gasbarrino continues as our Programs & Communications Manager. On the program side, we have supported over 3,500 women to date. We continued to run our Learning Series online and introduced our Local Socials in the same format. Our post secondary scholarship went to Inoli Nissanka, and we handed out over 650 in hospital support packages, a record number.

We partnered once again with Sephora Canada on their Brave Beauty program where makeup techniques, like how to fill in/ draw on eyebrows after hair loss, are taught to our participants.

2022 marked our 16th Annual Black & White with a Touch of Pink fundraiser. Once again we held it virtually, and were supported by the events team Courtney McNamara at King Events and Laura Blinkhorn at Blinkhorn Communications. The evening was a tremendous success, raising over \$28,000 to fuel our programs. This brings our cumulative funds raised from Black & White events to just over \$600,000 over the past 16 years. While our second annual Together5K raised over \$7,500.

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. We are very fortunate to have her among our extraordinary team of dedicated volunteers and supporters. To name a few from this past year, Kristine Dustin with Harness the Hope, Maria Mavridis with Anchor Niagara and Tony DiFruscia with Crane.

Additionally, we have been fortunate to have all of our Board Members stay on to help continue to guide the organization.

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.

Sincerely,
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 self-identifying young women who are courageously overcoming the social and emotional challenges of being diagnosed with cancer across Canada. We have 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 *Together 5k*, our virtual fun run and fundraising 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.

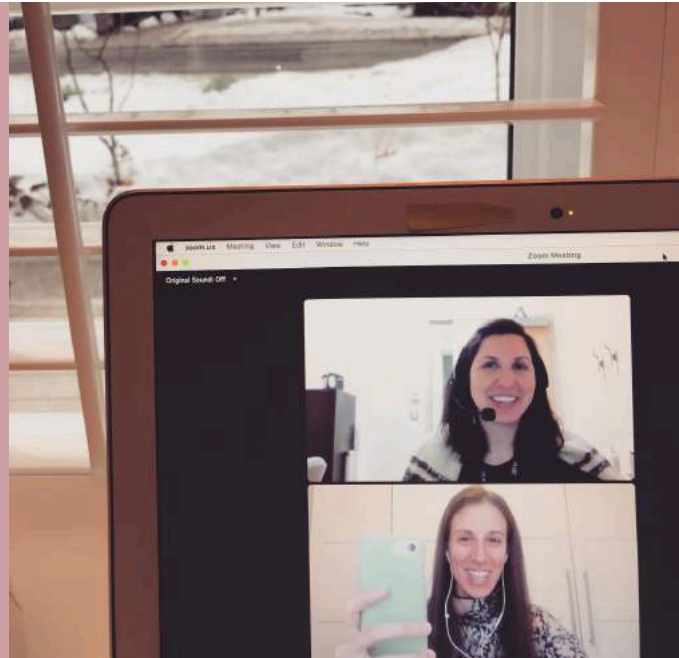
OUR VALUES

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

We can use knowledge to empower decision-making throughout the cancer experience.

Take the time for reflection and self-care.

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



“Everyday I’m trying to put my puzzle together. Some parts still don’t quite fit, and some of the pieces are damaged and scarred, but the continued support through Pink Pearl has given me the strength to continue and an outlet to heal through helping others.”

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 self-identifying young women between 18-40 years, and building effective programming to fulfill those needs, at no cost to the participants. Over the course of the COVID-19 pandemic, we have hosted all programs virtually.

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

One on One offers individual counselling sessions for young women to feel supported while navigating a cancer diagnosis

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

Learning Series provides a supportive space for participants to learn from experts about a topic of interest

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

Peer Support Training provides sessions of connection and facilitation that are designed to learn what peer support is and how it helps; setting effective boundaries, and how to share your own story

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

Legacy Program provides an ever-evolving list of resources, tools and experiences to young women to begin exploring their own journey with end of life planning

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

PARTICIPANT PERSPECTIVES



"When I received a support package from Pink Pearl, it put me at ease to know that I am not alone in my journey. I was glad to know that I can reach out to an organization that will support me through my journey. I share my gratitude for the Pink Pearl team and the programs they offer for young women facing cancer and am excited to be an ambassador! I am continuing my healing journey and looking forward to meeting everyone during future events."

Susan

- Ambassador + Program Recipient

"The scholarship has been a tremendous help to me this semester. It covers a substantial portion of my fees this semester, which reduces some of the financial burden that comes along with school. I've been putting that energy into school instead and into getting ready for my semester abroad next term!"

Inoli

- Scholarship Recipient + Program Participant



PARTICIPANT PERSPECTIVES



"After recovering from 2 major surgeries in 3 months, wearing sweats and focusing on healing, I was ready to feel my best every day. I started wearing nice clothes and doing my makeup. The Brave Beauty Class helped give me more refined skills in making myself look my best. I believe if you feel great on the outside you can move forward and lift yourself out of the slump of just being a cancer patient.

Thank you Pink Pearl and Sephora!"

Tessa

- Program Participant

"Participating in the Virtual Retreat in October gave me an opportunity to connect with other young women that are facing impacts to their career, relationships, physical appearance and functioning from cancer; it helped validate my personal experience and hear about helpful strategies and recommended products that I have not been able to find on any other platform.

Pink Pearl's ongoing peer support, and opportunities to attend various programs specifically for young women facing cancer are invaluable."

Becky

- Program Participant



We took a moment to catch-up with last year's scholarship recipient, Olivia Wallace, here's what she had to say about what she's been up to and how the scholarship impacted her life:

"I am currently in my final year of the Master of Teaching program at OISE, U of T and it has been an incredible experience so far! There have been many highlights and the one that stands out most is the placement I had with a grade 8 class this past spring. It was a pleasant surprise to see how engaged the students were despite being in a virtual classroom. Teaching alongside my associate teacher was a really enlightening and fun experience that has made me even more excited about teaching.

I've also been inspired by my professors to demonstrate my learning in a variety of ways. This has led me to back to my artistic practice that I began during my undergraduate years. I now create collages on a regular basis and share my work online.

Receiving the Pink Pearl Scholarship has been a blessing. It helped reduce my concern about the costs associated with pursuing my master's degree and the well wishes from Pink Pearl have meant a lot. I am so grateful. Thank you again Pink Pearl Canada for supporting me in my educational and health journey!"

- *Olivia Wallace*
2021-2022 Scholarship Recipient



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 our third VIRTUAL EVENT to raise funds, awareness and spirits from the comfort of our own homes. On February 3, friends and supporters tuned into the live event, raising over \$28,000 to support our programs. A special thank you to all of our sponsors, hosts and supporters. We greatly appreciate your support!



Together 5k + Third-Party Events

Thank you to our supporters for joining us in our virtual Together5k fun run, folks from across Canada ran or walked in their neighbourhoods to raise awareness about our work - the fundraiser raised over \$7,500! Many of our supporters have also hosted their own virtual events and donated funds back to us, which we are continually grateful for.



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 suit the needs of our unique population. Our key learnings are highlighted below:

Our Programs

This year, we continued to connect virtually with our population. On a monthly basis, we held our Virtual Learning Series and Local Socials. Over the course of the year, we expanded our One-on-One counselling program to offer more virtual sessions for program participants, and next year will continue to expand this program by bringing more social workers to join us to provide psychosocial support for our participants. This year, we hosted our second Peer Support Training to education our population on how best to share their experience with others and to be of support to family and friends. We continue to commemorate those who have passed away, through our yearly, 'A Time to Remember' session. In October, we hosted our second Virtual Retreat where we focused on the theme of resiliency and truly connected with young women from across Canada. We were excited to continue our partnership with Sephora Canada again this year, hosting virtual Brave Beauty Classes to learn how we navigate a cancer diagnosis while feeling good in our skin. This upcoming year, we will continue to rethink how to best approach our programs and connect with young women facing cancer across Canada. We continue to connect with hospitals and wellness centres across Canada to further support our unique population.

Our Volunteers + Team Members

With the guidance of our board of directors, the support of community members and our volunteers, we continually focus on how best to provide effective programs for our participants. Our part-time Executive Director, part-time Programs and Communications Manager and Social Worker contractor continue to work closely together to ensure all aspects of the organization are running smoothly and that we are developing programs that speak to the needs of our community. Through regular communication with our program participants, we are able to understand their needs, and create programs based on their interests.

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. We once again hosted both the B&W and Together 5k virtually. Our focus has and will always be to minimize our expenses to effectively provide free programs for young women facing cancer across Canada.

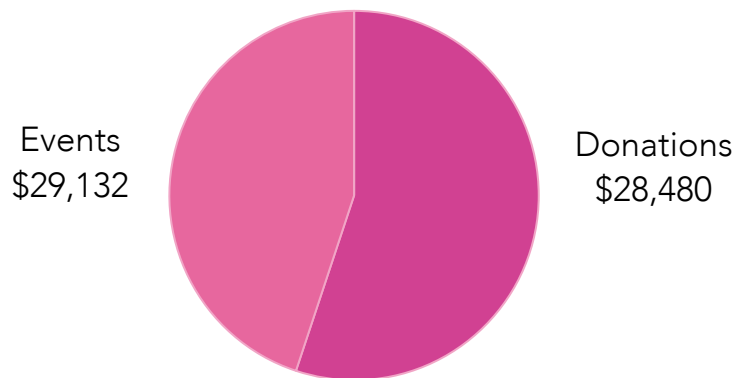
FINANCIALS

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.

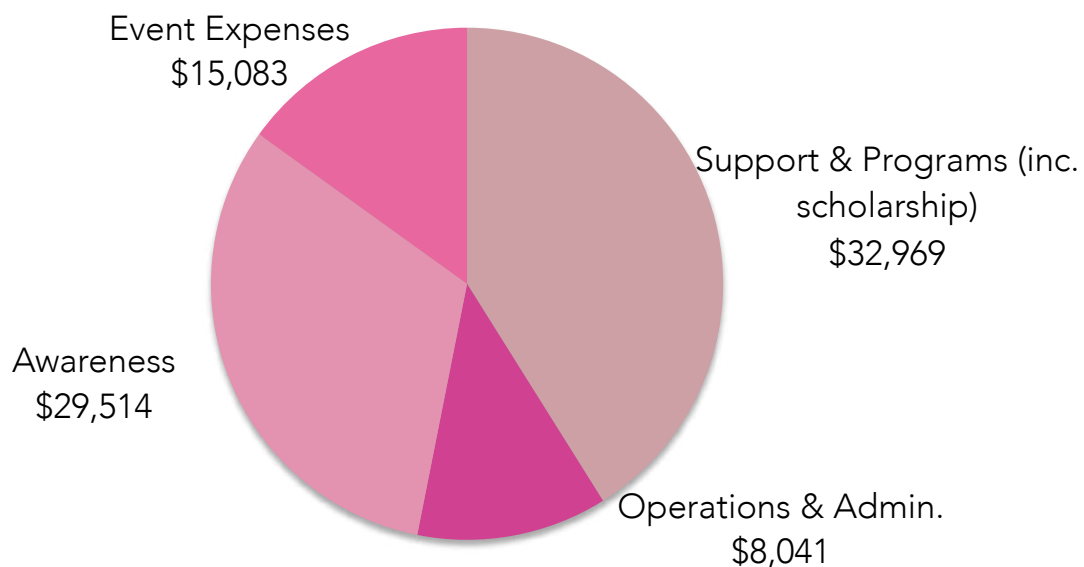
Below is a breakdown of our revenue sources and expenses in FY2021-2022. As we continue our fundraising efforts in FY2022-2023, we continue to shift our focus to increasing personal and corporate donations, while reducing event-related expenses.

The audited financial statements for the fiscal year ending April 30, 2022, 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 3,500 young women with cancer

Hosted 15 Retreats both in-person and virtually

Supported hundreds of women at our Local Socials and Learning Series

Provided over 3,000 Support Packages to young women recently diagnosed with cancer

Awarded thirteen \$1,000 Post-Secondary Scholarships

