



ANNUAL REPORT

MAY 1, 2022 - APRIL 31, 2023

LETTER FROM OUR FOUNDER & CHAIR OF THE BOARD

Dear Pink Pearl Supporters, Partners, and Friends,

We are honored to present the Annual Report for the 2022/2023 fiscal year on behalf of Pink Pearl Canada. As we reflect on the past year, we are reminded of the tremendous impact we've made together in supporting young women with cancer.

This year has been a testament to the resilience and strength of our community. Despite the challenges posed by the ongoing global health crisis, your unwavering support has allowed Pink Pearl Canada to continue its vital work in raising awareness and providing support for young women in our community.

We are thrilled to share some of the key achievements and milestones we accomplished together this year:

- Returned to in-person programming with day long retreats in Burlington + London Ontario. We supported over 40 women currently undergoing treatment.
- We were thrilled to also bring back our Family Support Day to an outdoor picnic format in Niagara on the Lake. The team enjoyed a beautiful day with our participants and their families as we reconnected.
- We expanded our One on One Counselling Programs and brought on board Jennifer Bai, RSW to support this expansion.
- We awarded our Annual Post Secondary Scholarship to Nikita who is enrolled in her Masters in Counselling Psychology at City University in British Columbia.
- Our Spring + Winter deliveries of our Hospital Support packages went to hundreds of women currently undergoing treatment across Canada.
- Brought our 17th Annual Black + White with a Touch of Pink fundraiser back in person to the Niagara Region. The evening was a tremendous success, raising over \$12,000 to fuel our programs.
- We also held our third annual Together 5K Fun Run where we raised over \$2,000 to support our programs. Participants took part by organizing runs in their own towns.
- We held our first annual Golf Tournament, PAR for Pink Pearl raising just over \$8,000 to support our programs.
- We hosted our second Fashion Show in partnership with Saks Fifth Avenue in Calgary. Supporters gathered to see the new seasons fashion + support our cause with their purchases.

None of these accomplishments would have been possible without the dedication and generosity of our supporters, volunteers, team, and partners. Your commitment to our cause has made a real and lasting difference in the lives of countless women and their families.

As we look ahead, Pink Pearl Canada remains committed to making a lasting impact on the lives of women affected by cancer. We will continue to advocate for increased awareness, support, and resources, pushing the boundaries to create a future where no woman has to face cancer alone.

Sincerely,

Elise Gasbarrino

Founder & Executive Director Pink Pearl Canada

Nicole Almond

Chair of the Board, Pink Pearl Canada

OUR MISSION

Pink Pearl Canada is a community-oriented 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.



OUR STORY & CAUSE

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.

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 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.

BOARD OF DIRECTORS



Chair of the Board
Nicole Almond



Medical
Laura Mitchell



Finance
Rena McDonald



People
George Gasbarrino



Strategy
Vittoria Varalli



Nicole LeDressay
Finance



Medical
Dr. Punam Rana



Strategy
Amanda Marshall

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.

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 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

SUPPORT
YOUNG
WOMEN

PARTICIPANT PERSPECTIVES



"I had such an amazing experience with this class. I feel like I learned so much, especially related to makeup that makes me feel confident when I feel drained and like I look sick. I really liked being walked through a huge assortment of products and how to apply them and then having the chance to work with a knowledgeable team to practice on myself, get colour matched, and meet my goals was fantastic. I have never felt like I really knew what I was doing with makeup and ever since my diagnosis I have felt even worse about how "bleh" I look. This class counteracted my concerns and issues so perfectly. Thank you so much!"

Leigh, Sephora Brave Beauty Class Participant



"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 all their programs is so greatly appreciated that 'thank you' are not strong enough words. I am truly grateful for each experience with Pink Pearl."

- Program Participant



2022 - 2023 SCHOLARSHIP RECEIPT

Nakita is enrolled in a Master's in Counselling Psychology at City University in British Columbia. Her lifelong dream is to become a Registered Clinical Counsellor, and to one day open her own space to provide therapeutic arts based counselling practices for all.

She continually provides an empathetic ear to all those looking for support. One of the ways she provides support was being apart of a small non-profit where she took it upon herself to ensure that students' needs were met; whether it be through creating a vibrant food security program, or overseeing the operations of the society, she continually enriched the lives of many.

Nakita is a changemaker, and continually meets any challenge with a bright smile and open heart.

NAKITA, CHANGEMAKER

FUNDRAISING 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

This year, for our annual fundraising event, we gathered in-person at Ironwood Cider House to celebrate our 17th annual Black & White with a Touch of Pink fundraiser and raised \$12,400 to support young women facing cancer! These funds will go towards providing positive peer support programs for young women across Canada.



Together 5k, PAR for Pink Pearl & Third-Party Events

Thank you to our supporters for joining us in our virtual Together5k fun run, and our first annual PAR for Pink Pearl golf tournament! We also want to extend our thanks to those who hosted their own fundraisers this year. From Harness the Hope to Anchor Niagara and Yoga in the Park, funds donated from these incredible events continually support the work we do.

KEY LEARNINGS

Pink Pearl Canada continually supports 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 offered virtual and in-person programs to support our participants. We hosted two intimate Day-Long Retreats, in London and Burlington. In collaboration with Sephora Canada, we welcomed 40 young women from across Canada to attend the Brave Beauty Classes both virtually and in-person. We mailed out 500+ support packages to women newly diagnosed with cancer in participating hospitals and wellness centres across Canada and awarded our \$1,000 post-secondary scholarship to Nakita, a changemaker in her community. We also continued to expand our One-on-One counselling program and continue to evolve our programs as the needs and wishes of our population grow.

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 contractors 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. Our focus has and will always be to minimize our expenses to effectively provide free programs for young women facing cancer across Canada.

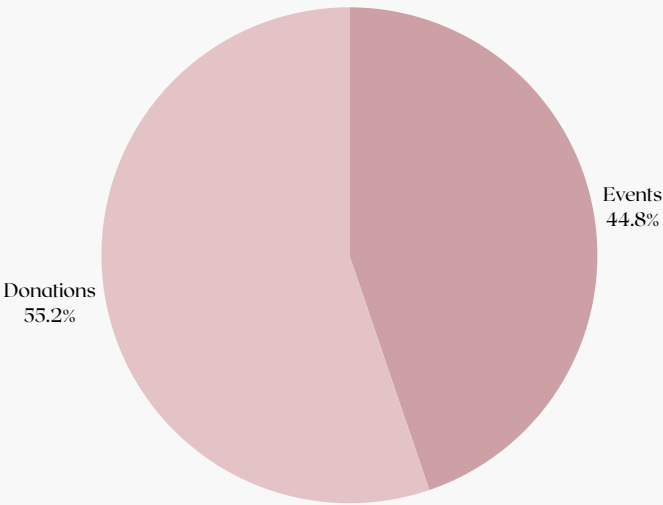
FINANCIALS

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 FY2022-2023. As we continue our fundraising efforts in FY2023-2024, 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, 2023, including the notes to the financial statements and the auditor's report, are available via info@pinkpearlcanada.org.

REVENUE



EXPENSES

