



ANNUAL REPORT

MAY 1, 2023 - APRIL 31, 2024

LETTER FROM OUR FOUNDER & CHAIR OF THE BOARD

Dear Pink Pearl supporters, partners, and friends,

We are proud to present Pink Pearl Canada's Annual Report for the 2023/24 fiscal year. As we reflect on the past year, we are filled with gratitude for the incredible impact we've made together in supporting young women facing cancer. This year has been a powerful testament to the resilience, compassion, and strength of our community. Your unwavering support has empowered us to keep showing up — raising awareness and offering critical support to young women navigating their cancer journeys.

Here is a glimpse of meaningful milestones we celebrated this year:

- We hosted an Overnight Retreat in Niagara on the Lake—supporting over 35 young women currently undergoing treatment.
- We further developed our Peer Support Training, and trained over 10 peer supporters who offer one on one support from a peer lens.
- We expanded our One-on-One Counselling Program working alongside Everwell to help grow this vital service.
- We proudly awarded our Annual Post-Secondary Scholarship to Elizabeth, who is attending Western University to obtain her Honours Specialization degree in Health Sciences with Biology.
- We mailed over 500 Support Packages to hospitals and wellness centres across the country to reach hundreds of women undergoing treatment.
- We hosted our signature Black & White with a Touch of Pink gala — celebrating our 18th year with an incredible evening raising over \$21,000.
- This year, we're thankful to the Delta Bingo communities in St. Catharines and Niagara Falls. Through their charitable giving programs, we receive essential funding that directly supports programs.
- Our annual Together5K walk inspired participants across the province to run in their own communities, raising over \$3,210 for our cause.
- PAR for Pink Pearl, our annual golf fundraiser, raised \$10,000 to support our programming.

These accomplishments were only made possible by the compassion and dedication of our supporters, volunteers, team, and partners. You have helped us bring light and strength to so many during some of the most challenging moments of their lives. Looking forward, Pink Pearl Canada remains deeply committed to uplifting and empowering young women affected by cancer. We will continue to push boundaries, raise awareness, and build meaningful support networks — striving for a future where no woman faces 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 \$650,000 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



"In October 2023, I was able to attend my first retreat with Pink Pearl along with a very close friend of mine who I met through my cancer experience. As someone who went through a cancer diagnosis and treatment at 28 years old and while pregnant, it has always felt a bit isolating. Being able to connect with so many other young women at the Pink Pearl retreat who have a shared experience of cancer was incredibly meaningful. I felt very supported, heard and validated throughout the whole weekend. Thank you Pink Pearl for all that you do!"

Jenn, Program Participant



"Pink Pearl was an amazing support for me during treatment. I was able to meet with many other young females going through life with the 'the big C'. It gave me so much empowerment, support and love from being surrounded by many amazing women. I didn't feel isolated, and was able to talk the cancer talk with people who understood what it is like."

Program Participant



2023 - 2024 SCHOLARSHIP RECEIPT

We're excited to announce Elizabeth is our scholarship recipient this year! Elizabeth is attending Western University obtaining her Honours Specialization degree in Health Sciences with Biology. Through her studies, she works to understand the external factors that contribute to our health and body functioning because we live in a dynamic and cultural environment with various influences, resources and barriers all around us.

Ultimately, Elizabeth strives to become a neonatologist because of her love for children. Having been a patient at SickKids herself, and through much time spent working with children in various volunteer roles and positions, Elizabeth has discovered how vulnerable and dependent children are on their doctors, often times unable to advocate for themselves. To her, being entrusted with such a role in the lives of the little patients and their families would be both an honour and a privilege.

Congratulations, Elizabeth!

ELIZABETH, CHANGEMAKER

FUNDRAISING INITIATIVES

We have successfully raised more than \$650,000 to date to directly fund our support programs for young women facing cancer through our key annual fundraising initiatives:

Black and White with a Touch of Pink: We held our annual fundraiser BACK in Toronto! With your generosity and support, we raised almost \$21,000 to support the work we do. Thank you to our incredible supporters and creators who made this evening possible.

Together5k + PAR for Pink Pearl: We loved seeing our Together5k participants join us from across Ontario to walk for a good cause and this past summer loved teeing off with all of our PAR for Pink Pearl golfers!



THANK YOU, SUPPORTERS!

Thank you to our long-time supporters Harness the Hope and Anchor Niagara for hosting their own fundraisers to support young women facing cancer. A very special thank to Sephora Canada, Paperscript, Carly's Angels, and MUVE Life for their generous donations to fund the work.

We're especially grateful for the Delta Bingo St. Catharines and Niagara Falls community. Being part of their giving programs means that funds received from each location allows us to fund our Retreats, Support Packages and One-on-One program.

KEY LEARNINGS

Pink Pearl Canada continually supports young women facing cancer. By leveraging strengths and expertise of our small team and by forging strong connections with our partners, we continue to expand the organization to best suit the needs of our unique population, as highlighted in our key learnings below:

Our Programs

This year, we were excited to host our first overnight Retreat following the height of COVID-19. Thirty-three women joined us for a supportive weekend of connecting with young women facing cancer who felt seen, heard and valued. In collaboration with Sephora Canada, we welcomed young women from across Canada to attend the Brave Beauty Classes both virtually and in-person. We mailed out 555 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 Elizabeth, a changemaker in her community. We hosted a Peer Support Training and began our Peer Support Mentorship program, continued to offer our One-on-One counselling program and evolve our programs.

Our Volunteers + Team Members

With the guidance of our dedicated board of directors, and the invaluable support of community members and volunteers, we remain focused on delivering effective, meaningful programs for our participants. Our part-time Executive Director, part-time Programs and Communications Manager, and Social Worker contractors work collaboratively to keep the organization running smoothly and to ensure our programs are responsive to community needs. By staying in close communication with participants, we gain insight into their interests and priorities—allowing us to shape programs that truly reflect and support them.

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

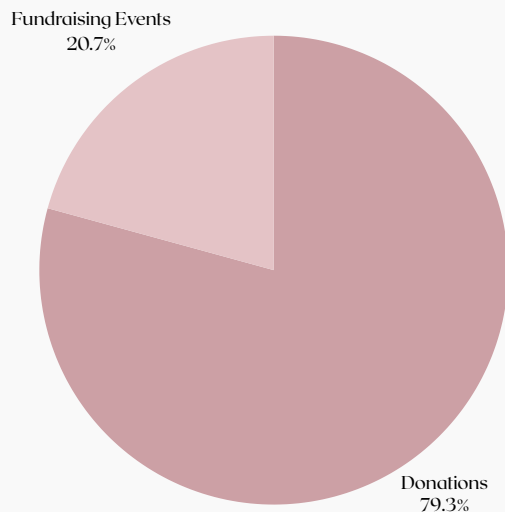
FINANCIALS

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 FY2023-2024. As we continue our fundraising efforts in FY2024-2025, 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, 2024, including the notes to the financial statements and the auditor's report, are available via info@pinkpearlcanada.org.

REVENUE



EXPENSES

