

OUTREACH DIRECTOR UPDATE

Survivors Most Welcome!

In 2019, the Breast Cancer Coalition had a presence at over 80 workplaces, health fairs, festivals, Lunch-n-Learns and other educational events throughout the Rochester area. In addition, a Coalition representative made an appearance at 28 Community-based fundraisers to accept donations and express our gratitude for their support. We personally delivered a couple thousand *Voices of the Ribbon* each quarter to dozens of area facilities; and we produced three major fundraising events of our own utilizing the people power of a couple hundred volunteers.



Lori Meath

WOW!

It takes a BIG village, and there is no doubt that the voice of a survivor- one who has used and been helped by our services- carries an especially powerful message!

Do YOU, who have benefitted so much from what the Coalition has provided, have the time and the heart to “pay it forward”? Can you spend a few hours with other volunteers at the Lilac festival, listening to the stories of the people who stop by our booth to purchase a ribbon pin or pick up our newsletter? Are you someone who can accept a generous check on our behalf, expressing the gratitude of our Coalition and perhaps sharing a bit of your own story? Can you share the story of the camaraderie you found at Brown Bag, Yoga, or in a support group? Can you articulate what it means to be involved with our advocacy or research committees?

We need you. The community needs you. Can you help?

LEARN MORE ABOUT OUTREACH

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FASHIONABLY CHARITABLE

Our favorite places to shop just happen to be woman-owned and have become dear friends!

Deb DiShaw-Smith runs **Deborah Jean and Company** with shops on West Ridge and Park Ave. Her annual Fight Night Fundraiser is a celebration of beautiful, affordable fashion and the fighting spirit of women facing breast cancer. This year’s event was held at her newly opened Park Ave. location and featured two of the Coalition’s survivor staffers, Miriam and Ali. A delightful evening of camaraderie resulted in raising \$2,017 for the Coalition.



Pittsford neighbor **SJ’s Boutique** hosted an October trunk show and month-long promotions for our benefit. In addition to the latest Fall and Winter fashions modeled by loyal customers and breast cancer survivors, attendees enjoyed refreshments and many bargains. Owner Shirley Joseph revels in welcoming new and old friends into her beloved shop, and enjoyed the event as much as the shoppers! Thanks to SJs for raising \$2,100.

Chandelier’s of Pittsford hosted a 20% evening in honor of breast cancer awareness month and succeeded in raising a \$222 donation.

CARING CAR DEALERS AND SHOPS

Tradition Automotive brothers/owners Dario and Makis Hodge have a strong commitment to the Newark and Geneva communities in which they do business. They support many area charities and we are grateful for their October effort that raised \$2,091!



Relative newcomers to Rochester’s business community are the great young entrepreneurs of **Balkan Motors**, Dino and wife Selma Ramusovic. They are doing business in East Rochester and are anxious to invest in the good works of the community. Thanks to Balkan for their gift of \$1,100.

We were thrilled by a visit from **West Herr BMW** bringing their check for \$838.41. What a terrific unexpected pleasure! We really enjoy the chance to show our donors where their donation dollars go.



The local franchise of **Auction Direct USA** likewise surprised us with a generous donation of \$1,800!

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YOUNG ATHLETES, BIG IMPACT

Fairport Little League

has thrived and grown under the guidance of long-time coach and mentor

Lou Bianco for nearly a generation. Honoring his late wife, and daughter Rosemarie Morrison's mother, the League has involved payers and families to raise much-needed funds for the Breast Cancer Coalition for the last several years. There were tears and grateful smiles and they recently presented us with a check for \$1,000. What a lovely way to honor a great woman!



The **Chili Fusion Girls Soccer** community hosts a variety of fundraising endeavors for the Coalition leading into October, culminating with a daylong tournament at Davis Park in Chili. These hard working, hard playing young ladies and their parents and coaches raised an astounding \$3,000 this year for us. WOW.



Spencerport Swim and Dive teams once again held their Pink in the Pool event. Accepting donations in memory and honor of those who have faced breast cancer, they raised \$875. We appreciate your ongoing support, Spencerport.

And over the net it goes at **North Rose-Wolcott School!** Their Varsity and JV girls' teams garnered the

enthusiasm and support of their school community and donated \$589.75 to us.

SCHOOLS WITH HEART

Irondequoit High School staff raised \$121 with the ever-popular Jeans Week.

We received \$600.08 from the **Honeoye Falls PTA**. In recent years, they have gathered donations to honor a beloved teacher and other parents and staff who were diagnosed with breast cancer.

The **Caledonia-Mumford Teachers Association** generously donated \$205.

FIT AS A FIDDLE

The **Warrior Factory in Henrietta** is a Ninja-style training facility that is essentially a gigantic indoor playground of challenges for adults and young people. The efforts and enthusiasm displayed as the athletics climb, swing, jump, maneuver and race is matched only by their generosity. This year's evening October Evening Gym raised \$1,000 to support our programs and services.



Coordinating a multitude of events at both the Pittsford and Greece locations of the **Rochester Athletic Club for Women** kept Brooke Reed VERY busy in October! Brooke and her hardworking staffs held a variety of classes in a "fitness crawl" format to raise money for our Coalition. They were most certainly successful, raising \$2,208.55.

ROC & Soul Fitness is a new, high energy fitness center run by Malena and Joey Guadagnino in Webster. With the help of family and friends, they hosted a drop in fitness class fundraiser and raised \$180.

The lovely yogis at Chili's **Yoga and Wellness by Betsy and Jodi** donated \$50 in honor of breast cancer awareness month.

HAP HAP HAPPY AT THE ARCHIVE



One of Rochester's most eclectic and fun stores has once again hosted **Happy Hour at the Record Archive** for our benefit. Thank you to this spirited and unique staff and their customers for raising \$400 in October.

STEAKS FOR ALL!

Our longtime supporters the **Duke Company** once again hosted what has to be the most generous client appreciation event ever when they welcomed nearly 1100 area contractors and municipalities for a steak lunch with all of the trimmings. Welcomed by CO-owner David Terry, guests feasted on charcoal-grilled steaks and enjoyed nearly a dozen accompaniments. They were also invited to purchase high end work clothing at bargain basement prices, with ALL proceeds benefitting the Coalition. This festive winter afternoon resulted in our receiving a gift of \$1,406 from Duke's customers and friends.



FAMILY BUSINESS, SUPER SUPPORT



Triano's Meat Market is the kind of old-fashioned neighborhood market where the service is exceptional and butcher knows just what you want for dinner. A family-run market, they are an integral part of a caring

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community. When one of their own was recently diagnosed with breast cancer, they invited their customers to show support by making a donation to the Coalition. They ran a variety of specials and raffles and accepted direct contributions, raising \$1,067 which will support our regional research initiative. We wish good health and healing to owner Linda.

WORKPLACE GIVING

Fundraising efforts in area workplaces result in vital funds for our work in the Rochester region.

We thank **Fairport Savings Bank** for a gift of \$75.

Kudos to **Wester Regional Off-track Betting** for your \$300 donation.

Worldwide Electric Company had a great time with Blue Jeans Friday in October and sent us \$525.

Our friends at **Kittleberger's** ran a "cluster of pink roses" special for October and was pleased to give us \$420.

Local IT company **BioOptronics'** employees donated \$237.

The Rochester branch of worldwide **TraceLink** honored breast cancer awareness month by donating \$1,000.

The **Gates Fire District** raised \$648 for us; THANKS!

The "workplace" of the over 500 professional firefighters of the **Rochester Fire Department** is spread over 18 neighborhoods in Rochester.

All the same, they are a tight-knit group whose lives are dedicated to making Rochester a safer, healthier place to live. Together they created a special T shirt for October and managed to raise an incredible \$2,065 for the Breast Cancer Coalition.



ART WITH HEART



The considerable talent of **Rochester artist Cindy Cowley Folkins** was on display at Hector Handmade throughout October where portion of October's sales benefitted our Coalition. Linda, we are deeply appreciative of your kind donation of \$1000 from those sales!

NOSHING IN THE NEIGHBORHOOD

Continuing to gift us with a donation from the sale of each "Pollo Loco" signature dish, our neighbors at **Nosh** wrapped up 2019 with their last-quarter gift of \$963.



LAUGHTER- GREAT MEDICINE!

Finding the (irreverent) humor in just about every situation is the talent of **Cindy Arena** and her merry friends. Cindy once again gathered Rochester's best comedians for an evening of side splitting laughter at Flaherty's in Webster. She also gathered donations of fun raffle items, and **Jokes for Jugs** managed to raise \$718. Now that's no joke!



LET'S STRIKE OUT BREAST CANCER!

The Breast Cancer Coalition has been blessed to be on the receiving end of the proceeds of not one, but two large bowling tournaments each year. The last issue of Voices of the Ribbon highlighted the indomitable Kathy O'Neill, who has coordinated her Pink Bowl for nearly 18 years and given us over \$150,000 in that time.

Like Kathy, Doug Phelps is the single driving force behind his annual **Doug Phelps Breast Bowl**. On October 19,



Doug and a steady group of close friends wrapped up their 9th effort on our behalf. Hosted in recent years by Bowl a Roll Lanes on Jefferson Rd., the effort caps a full year of preparation spent gathering the over-200 silent auction items that have enabled Doug's cumulative donation to exceed \$62,000!

This year, Doug "bested" his own best once again. Because of his hard work, big heart and endless energy, **Doug Phelps' 2019 Breast Bowl** raised \$15,015. Thanks seems pretty inadequate, Doug, but

THANKS!

Planning a fundraiser?
For guidelines and assistance contact
Lori at (585) 473-8177 x 304 or
Lori@BreastCancerCoalition.org.