



**Help give all North Carolina  
breast cancer patients a  
fighting chance!**









## **Our Mission:**

Provide uninsured and under-insured  
breast cancer patients in North Carolina with  
financial assistance for quality, lifesaving  
medical treatment

## What We Do

Pretty In Pink Foundation provides grants to breast cancer patients, our “**Champions**”, to help pay for critical treatment. Our grants help with:

-  Surgeries
-  Chemotherapy Administration
-  Radiation Therapy
-  Insurance Co-payments
-  Deductibles and Premiums
-  COBRA

Our ***Beyond the Ribbon***<sup>TM</sup> program provides resources, bras, prosthetics, wigs, and tote bags full of comfort items.

## How Big Is The Problem

The NC DHHS estimates about 13,200 new cases of breast cancer will be diagnosed in North Carolina this year.

Our **Champions** – mothers, daughters, sisters, and aunts – are typically hourly or self-employed and have some health insurance. They have professions such as bus driver, nurse, cashier, caterer, yoga instructor and hair stylist.

**This year, approximately 3,700 women  
in North Carolina will qualify  
for our services.**

## Why The Urgency

An estimated **98% of breast cancer patients can become survivors** with timely medical treatment.

## Who Are Our Champions

To qualify for a Pretty In Pink grant, a breast cancer patient must be in active treatment, a North Carolina resident, a US citizen, and meet the household income eligibility.

Our average grant is \$2,500 – \$3,500.

## Why Pretty In Pink Is Unique

All monies raised by Pretty In Pink stay in North Carolina to fulfill our mission.

All grants are paid directly to the medical service providers.

**We are the only charity in the state that is focused specifically on providing financial assistance *after* breast cancer diagnosis for medical treatment for the financially disadvantaged.**



## How We Got Started

In 2004, Raleigh surgeon Dr. Lisa Tolnitch discovered some of her patients were not completing their treatment plans after surgery due to the inability to pay for chemotherapy and radiation. To address this need, she founded Pretty In Pink Foundation.



DR. LISA TOLNITCH

Surgical Oncologist

Founder, Pretty In Pink Foundation

**To donate or for information**

**[www.prettyinpinkfoundation.org](http://www.prettyinpinkfoundation.org)**

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