“Knowledge will bring you the opportunity to make a difference.”

– Claire Fagin

Unite for HER 2011-2012 Annual Report
"The mind is not a vessel to be filled, but a fire to be kindled."

– Plutarch

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Dear Friends of Unite for HER,

The above quote is one that resonates with me personally and our mission at Unite for HER. You will find me saying often to “take one day at a time, and make one healthy upgrade at a time” when counseling patients, for the road ahead is long and hard, and one we wish we did not have to travel. Slowly the path to personal healing reveals itself, changes occur, and as survivors we transform to a “new normal”. Unite for HER strives to come alongside women facing this journey to support, encourage, and provide hope.

Education, a vital part of our mission and outreach, is brought to the forefront in this year’s report, for we feel it is vital to empower women to find strength, healing, and compassionate support while dealing with a disease they have no control over. Knowledge is power and finding that power and confidence again can be a struggle for survivors, but is so important to our emotional and physical health, happiness and quality of life. Over the years, and with your support, Unite for HER has helped hundreds of women affected by breast cancer and their families find their path to healing, educating them one healthy upgrade at a time. We have executed and funded several wellness day events in our community, educating, empowering and restoring over 400 newly diagnosed women through the power of complementary therapies (acupuncture, nutrition, massage, yoga). We also provide a free CSA share — a growing season of fresh organic vegetables from local farmers — advocating for “Let Thy Food Be Thy Medicine and Thy Medicine Be Thy Food” ~ Hippocrates.

This year, I had the pleasure of speaking to over 5,000 women, survivors, students and young girls about being your own health advocate, making educated choices for overall health and wellness. Nutrition is often in the forefront of these conversations, for it is something we do four or more times a day and truly has an effect on who we are and how we feel. These conversations are spirited, fun, and educational and very pleasing to the palate. I have learned that if I feed my audience whole, organic, vegetarian based dishes, it attracts all their senses and the message has a greater impact. You would think I am Italian, but I’m not…just a huge ‘foodie’!

As you page through this report, please remember that YOU are the reason why we have been able to experience such growth in such a short time. Thank you for allowing us to strengthen our mission and outreach this year by adding more wellness outreach programs and grants, getting the funds directly into the hands of the breast cancer patients and their families, as well as the community we serve for a proactive instead of reactive approach to health and wellness. That is something you can count on with Unite for HER, that your funds are being used benefit directly the patients and families we serve.

I so admire Eleanor Roosevelt and the words of wisdom she has shared to inspire and validate our thoughts, deeds and feelings. Here is one more I leave you with as I thank you for allowing Unite for HER be a part of this loving compassionate community.

“We gain strength, and courage, and confidence by each experience in which we really stop to look fear in the face... we must do that which we think we cannot.”
—Eleanor Roosevelt

Grateful,

Sue Weldon
8 year breast cancer survivor — but who’s counting :o)
Wellness Education

To bring about change that is significant and lasting requires education and practical application. Unite for HER (UFH) understands the importance of empowering breast cancer patients, and women and girls of every generation with the tools they need to make better lifestyle choices that, over time, will improve their ability to prevent and fight disease. While most of our programs target those specific audiences, the core truths of the message – eating real food, regular physical activity, lowering stress, and reducing toxin exposure from products and the environment - are relevant to everyone. In the past year, UFH has developed valuable resources to support this aspect of their mission.

A successful advancement was seen with the redesign of the UFH website educate page. The expanded section now provides a solid foundation of information in the areas of nutrition, beauty and household products, wellness, breast cancer resources, and issues relevant to young women. By creating content pages for each, UFH has increased their ability to communicate weekly tips, recipes, and important facts for each topic, called ‘healthy upgrades’. UFH has also incorporated articles from their professional advisors and will continue to add contributors to enhance the website, blog, and social media presence.

UFH was also actively involved in educating the local community. Sue Weldon spoke to dozens of school groups, businesses, hospital physician teams, and at various fundraising events impacting over 5,000 lives. These appearances incorporated UFH wellness materials, product samples, a cooking demonstration and food tasting, and an interactive discussion of how simple changes can greatly improve their health and wellness.

UFH is fortunate to have incredible partners in this vision of education. In the last year, relationships were established with many companies that support, develop and sell organic products. Their generosity allowed UFH to provide beauty and household product samples to thousands of people through their education events, allowing participants to experience the benefits for themselves. UFH continues to explore opportunities to extend their reach and impact in the area of wellness education, both in the local community and through website visitors.

“When you know better you do better.”
– Maya Angelou

Product Donors:
Exposed Organics
Coastal Classic Creations
Egyptian Magic
Good For You Girls
Smith and Truslow
Weleda
Salubritas
Thayer’s
Dr. Bronners
Breast Cancer Resources

The foundation of UFH’s outreach to women with breast cancer is the wellness day program. These events are held in partnership with area hospitals to provide patients with complementary therapy education, resources, and hands-on experiences in the areas of acupuncture, massage, yoga/meditation, and nutrition. By educating the attendees about the benefits of these therapies, UFH empowers them to create an individual path to healing that will see them through treatment and recovery. However, developing a plan is not enough, so UFH also covers the cost of three therapies they choose to pursue over a one-year time period. This approach removes the financial burden barrier and creates opportunities for hope and healing.

This year, the wellness day program expanded from two events at two hospitals, to four wellness days in partnership with three hospitals, and the number of lives that were changed grew from 100 the previous year to 200 in 2011/2012. UFH also improved the wellness day package by adding two new nutrition components. Each participant now receives a free nutritional consultation with registered dietician and chef, Katie Cavuto Boyle, and a CSA half-share.

By combining the information and ideas received through the consultation with the local, organically grown produce, UFH is educating and empowering women to live healthier and heal their bodies with the foods they eat. Hospitals in the suburban Philadelphia area are embracing UFH’s concept of restoring the patient beyond the standard of care provided by physicians, and UFH expects this innovative outreach — integrative healing for the whole woman — to continue to spread within the medical community.

UFH also enhanced the Breast Cancer Resources page of their website to include ideas and suggestions specific to the breast cancer patient. This section will see further development in 2012/13, as well. In addition, UFH president, Sue Weldon, continues to be a source of encouragement and wisdom to the women she meets. Always willing to take the time to speak with someone, Sue freely shares her personal story of recovery and restoration and inspires them to learn and live each day with faith, education and determination.

“Educating the mind without educating the heart is no education at all.”
– Aristotle
UFH strives to change the lives of those living in the local community by developing wellness education initiatives for people of all ages. A fairly new and rapidly growing movement is the Students Unite for HER (SUFH) program. In 2011/12, the number of participating schools more than doubled. The SUFH outreach includes area high schools, middle schools, athletic clubs, and West Chester University. Student-led teams, groups or clubs plan fundraising events in support of UFH and to promote breast cancer awareness. Through the SUFH relationships, UFH pursues opportunities to provide wellness education to the student organization, event attendees, and community families. This is achieved by providing printed education materials, product samples, and in many instances, a presentation to the students by Sue Weldon. Her engagement and interaction with the students enables them to ask personal questions and receive real, compassionate, practical answers to their concerns.

In the past year, UFH was invited to provide educational programs and information to a variety of other audiences, as well. This includes area businesses, organizations and events such as Paoli Hospital, Lankenau Medical Center, Aria Health, Vanguard Wellness Fairs, Young Survival Coalition Tour de Pink, NAWBO Conference, WCHE Talk Radio, Girl Scout groups, TCA Girls Volleyball, hospital survivorship dinners, Rotary groups, Malvern Business and Professional Association, West Chester University yoga classes, McDonnell & Associates, and many local schools and gymnastics teams.

“Education is the most powerful weapon which you can use to change the world.”
– Nelson Mandela
Pink Invitational

The Pink Invitational three-day gymnastics competition continues to be the single largest fundraising and outreach event of UFH. Due to the incredible success of the Pink Invitational in the first three years, the demand for an increase in entries and space became a welcome challenge for event organizers. To address those issues and allow additional teams to participate, the 2012 Pink Invitational was moved to the Pennsylvania Convention Center in Philadelphia. This change in venue enabled UFH to grow the meet by nearly 50%, therefore creating an opportunity for them to educate over 2,000 gymnasts and their families about the importance of making better lifestyle choices to improve their health and wellness.

The commitment and generosity of all the teams attending the Pink Invitational has been an inspiration to the gymnastics community. Their compassionate spirit and dedication to helping women with breast cancer has proven contagious and spurred gyms across the country to hold ‘pink meets’ on behalf of UFH. This year, six private club and collegiate teams worked to create a special experience for their gymnasts while honoring loved ones affected by the disease.

UFH proudly supported the events by providing educational materials and giveaway items to the participants and attendees, widening the net in their ongoing efforts to encourage lasting change and a healthier future for young athletes.

"Intelligence plus character—that is the goal of true education."
– Martin Luther King, Jr.
Grants

In accordance with their mission, UFH continues to explore and develop grant opportunities designed to provide encouragement and financial support for those affected by breast cancer. The first grant they offered, the Gymnasts Unite Grant, has led to the creation of additional grants for the gymnastics community. In 2011, UFH added grants for USA Gymnastics member coaches and judges, as well. At the close of the grant season in early 2012, UFH awarded $23,000 in grants to qualifying applicants who courageously shared their personal stories of how breast cancer has impacted their lives.

UFH also incorporates a grant opportunity in their SUFH initiative. By participating in this program, each school, organization or club has the opportunity to earn a grant for a student or a staff member with a personal breast cancer diagnosis or an immediate family member affected by the disease. Last year, UFH awarded four grants to West Chester area schools, doubling the outreach in just 12 months.

The Path to Healing Grant is the newest grant to be offered by UFH. This grant mirrors the wellness day experience and benefits, providing up to $2,000 of integrative therapy treatments and educational materials. Applicants are encouraged to explore nutrition, yoga/meditation, acupuncture, and massage therapy in order to advance their comfort and healing. To launch the program, UFH provided $6,000 in grants to patients with breast cancer at Dana-Farber Cancer Institute. The grant program will triple in scope and reach next year, and UFH is proud to fulfill their mission by empowering women who are eager to discover the many restorative benefits of complementary therapies.

“Instruction does much, but encouragement everything.”
– Johann Wolfgang von Goethe
“Often, it’s not about becoming a new person, but becoming the person you were meant to be, and already are, but don’t know how to be.”

– Heath L. Buckmaster

Board/Advisors

Board:
Susan Weldon — President and Founder
Kimberly DiBiaggio — Vice President
Julie Hillhouse — Communications Director
Robert Griesemer — Treasurer CLU, ChFC, Director/Partner, The Financial House
Jan Nowell (not pictured) — Secretary
Louise Pancott — Owner, AJS Pancott Gymnastics National Training Center
David Singer, MD (not pictured) — Plastic/Reconstructive Surgeon, Surgical Specialist, P.C.
Douglas Smith — Vice President of External Affairs, Verizon
Chip Weldon — Vice President of Internet Strategies, T. Rowe Price

Advisors:
Katie Cavuto Boyle, MS, RD
Thomas Burgoon, MD
Robert Fried, MD, FACS
Thomas A. Lynam III
Danielle Messina
Steve Pancott
2011/2012 Fiscal Year

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<td>$89,984</td>
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*$15,000 of this amount is temporarily restricted (Verizon)
Auditors: Brinker, Simpson & Company, LLC
Donors

$15,000 and up
Verizon

$10,000 and up
GE Hillhouse Charitable Trust

$5,000 and up
AJS Pancott Youth Board
Bay Aerials Gymnastics
Capital City Gymnastics
Mancino Manufacturing
Unite for HER Youth Board
Villari, Lentz & Lynam, LLC

$2,500 and up
Action Gymnastics
Bay Aerials Gymnastics
Exelon Nuclear
Great Guys Group
Gymnastic Training Center of Simbury
Hilton Garden Inn Hotel—Phila.
Independent Wealth Strategies, an office of Met Life
Lehigh Valley Gymnastics
Marriott Hotel and Suites—Phila.
Northwest Designs Ink, Inc.
PA State Board
Parkettes Gymnastics
Paoli Hospital
Silvia’s Gymnastics
Team Photo—John Cheng
USA Gymnastics
Wegmans Food Markets

$1,000 and up
APEX Gymnastics
ASAP Girls Gymnastics
Baltimore County
Carroll Gymnastics
Cartwheels and more
Chester County Night School
CVS
DiBiaggio
Maggie Eberts
EGCPA/Team Lightning
Elite Sportswear
Floors for the Cure
Foundation
Robert & Carol Griesemer
High Performance

$300 and up
Allius Gymnastic Academy
Kris Berryman
John & Nancy Boscarelli
Copper Penny
Barb Cutillo
Myra Elfenbein
Chris Erickson
Jean Noecker
Mary Ann Olson
Kaipana Patankar MD
Marilyn Schnaars
Concetta Schultz
Patty Vitale
Barbara Wallace

$100 and up
Kristin Abrahams
Susan Adamczyk
Bensley Law Offices, LLC
Marcy Blitz
Denise Carfargo
Parker & Mary Carroll
Jane Caruso
Centre Elite Gymnastic Inc.
Carla Ceralde
Nancy Cleaver
John & Patti Connolly
Conrad’s Gymnastics Academy
Cuddle My Kids
Donna’s Pandora Style Jewelry
Ers, Inc.
Fox & Roach Charities
Lewlinsky Goldfinger
Brian Habas
Dr. Susan Huber
Hui Kang
KAYZ
KBZ Communications, Inc.
Kesher Israel
Jeannie Kim
Roger & Cindy Klein
David & Cathy Kwarta
Mark & Gerry Langley
Gregg & Andrea Marzano
Terry McGirk
Medical Acupuncture of Chester County
Carla Morgan
Janice Morrow
Lisa & Paul Moss
Margie Myers
Drs. Robert & Bonnie Nye
Timothy & Meredith O’Leary
Steve & Louise Pancott
Radiology Associates of the Main Line
Randa Holdings Inc.
Mr. & Mrs. Matthew Scullin
Samuel & Veronica Storti
Eric & Amy Taylor
Sue Truitt
Uzelac
Kim Wallace
Patti Walters
Mark Welch
Wellspring Physician Acupuncture

$50 and up
Gina Amrich
Missy Bryan
Jeanne Bullard
Paul & Stephanie Callaro
Bruce Costenbader
Robert & Kathryn Criswell
Randy & Carole DiBaggio
Major Fred & Betty Doyle
Richard & Lisa Gillard
Theresa Goodwin
Dana & Thomas Halkowski
Hart Appliance Service
Patricia Horan
Dennis & Jill Johnson
Tamara Lomanovitch
LTD Bookkeeping
LTD Gymnastics
James & Claire Madden
Lawrence & Judith Mann
Steve & Ann McFalls
David & Denise Myers
Philip & Kerstin Norton
Prudential Fox
Lee & Audrey Schweyer
Joyce Shaffer
Leah Sheppard
Michael & Bonnie Snyder
Babbe Solomon
Angeline Stoltzfus
Julie Swarts
Linda Theisen
Tuttle Marketing Services
Lisa Weiland
Donald & Kay Weldon

In Kind Donations
2Design
AJS Pancott Gymnastics NTC
AquaFina Water
Arianna’s Cafe
Bagel Bistro
Breastcancer.org
Coastal Classic Creations
Crown Trophy
Emergen C
Exposed Organics
Foods Should Taste Good
Giant Food—West Chester
GK Elite Sportswear
Herr’s
Hillhouse Family
International Gymnastics Camp
Keep a Breast
Kiss My Face
Living Beyond Breast Cancer
Luna Bar
Mancino Mats
McDermott Family
Evelyn Primo & Nicole Davies—Northern Elite
Northwest Designs Ink, Inc.
Organic Valley
Pancott Family
Paoli Hospital
Pepperidge Farm
Pepsi—West Chester
Smith and Truslow
Sovana Bistro
Target
Tastefully Simple
Thirty Something Fashion
Villari, Lentz & Lynam, LLC
Wawa
Wegmans
Woodward Camp
“Education is our passport to the future, for tomorrow belongs to the people who prepare for it today.”

– Malcolm X