celebrating our growth
envisioning our future
Table of Contents

1  President’s Letter
2  A Year in Review
4  Grants
5  Education and Outreach
5  Vision for the Future
6  The Team
7  Financials
8  Donors
Dear Friends of Unite for HER,

We are honored to share with you Unite for HER’s accomplishments and outreach highlights in this 2012/2013 Annual Report. It is hard to believe so much growth has occurred in such a short time, and for that we feel blessed. Every day we are humbled and empowered by the support, compassion, and partnerships that have brought Unite for HER to this place; a position that allows us to serve hundreds of breast cancer patients and their families in the Philadelphia area. We have developed a reputation for being the nonprofit organization that is incredibly “hands-on”, and where funds flow directly to the patients in very tangible, life-changing ways. Our programs are designed so participants can see, feel, and measure the healing benefits as they become fully restored.

We are grateful that our patients, families, physicians, partners, volunteers, sponsors, and donors are extremely confident in the support we provide to the breast cancer community. We highly value the trust we have earned and are committed to ensuring the women we serve receive integrative care that will greatly impact their path to recovery.

As you turn through these pages, you will see a beautiful picture of the work we have done this year and the lives that were changed along the way. We look forward to providing continued healing and education to each and every person that comes into contact with Unite for HER in the years to come.

With much appreciation,

Sue Weldon
A Year in Review

Unite for HER (UFH) experienced significant growth in 2013, and expects that trend to continue given the increased demand for their programs in the Philadelphia area. UFH is leading the change they want to see in the medical community where complementary therapies are embraced and endorsed as a vital part of each patient’s prescribed treatment plan. The mission and vision of the organization compels their efforts to provide financial and emotional support directly to the women and families they serve. This goal is achieved through a variety of outreach opportunities such as grants, wellness day events, speaking engagements, social media and educational materials.

UFH is honored to be working among the best hospitals and medical providers to bring complementary healing to breast cancer patients. When the wellness day program began in 2010 at Paoli Hospital, they welcomed 30 women to experience the event. They are now impacting over 500 women in 10 area hospitals by equipping them with the tools they need to restore themselves in body, mind, and spirit. This is accomplished through a series of small group presentations and interactive discussions that educate patients regarding the healing power of acupuncture, massage, yoga, Reiki, professional counseling, and nutrition. Each attendee also receives vouchers for the therapies they would like to pursue and educational resources that promote a healthy lifestyle, all funded by UFH.

In 2013, UFH expanded their focus on the positive impact of good nutrition. Given the incredible benefits of even small dietary changes, this message was shared at every opportunity and to all audiences. Their commitment to nutrition education also led to the decision to bring real food to wellness day participants through a CSA (community supported agriculture) membership with Lancaster Farm Fresh Cooperative. Each patient received a weekly supply of fresh, organic, locally grown vegetables. The produce, combined with a nutritional consultation led by professional advisor, Katie Cavuto, and other food buying and preparation service options, gave patients and their families the tools they needed to enjoy meals that strengthened and restored. Over 260 women accepted this incredible benefit in the first full year of implementation, and many have reported significant changes to how they view and choose foods now that they have a greater understanding of their healing power.

Hospital and Community Partners

- Lankenau Medical Center
- Paoli Hospital
- Bryn Mawr Hospital
- Riddle Hospital
- Penn Medicine Chester County Hospital
- Chestnut Hill Hospital
- Einstein Medical Center at Montgomery
- Aria Health
- Temple
- Phoenixville Clinic
- Vanguard
- SAP
- Urban

“I have always thought I had a healthy diet, but I now realize how much improvement could be made. I love cooking with ‘new’ vegetables that I would not typically buy.”

– Donna S., patient
Grants

UFH saw a rise in grant applications in 2013. The Path to Healing Grant is currently offered directly from UFH, but is also extended to patients in partner hospitals such as Magee-Womens Hospital and the Dana-Farber Cancer Institute. The Path to Healing Grant offers similar financial support for integrative therapies to those received by wellness day participants. Each recipient is encouraged to use the vouchers to seek treatments from a list of UFH approved providers that specialize in caring for breast cancer patients. In 2013, the number of Path to Healing Grants tripled, and over $36,000 was awarded to women eager to explore the many benefits of complementary therapies. Through our Pink Invitational–Gymnasts Unite event, grants were also awarded on behalf of UFH to Magee-Womens Hospital, St. Francis Hospital, and Hartford Hospital.

The original grant program created for gymnasts, coaches, and judges will see some exciting changes next year. UFH awarded $22,000 to families in the gymnastics community in 2013, and is in the planning stages of making significant improvements to the grant process to move towards rolling applications throughout the year so families can receive the support they need in a timely manner. The Pink Invitational continues to be their largest fundraising and outreach event, providing incredible opportunities to share educational messages with thousands of young athletes and event attendees. UFH is thrilled to give back to such a generous, loyal, and compassionate group.
Education and Outreach

Education is the cornerstone of UFH outreach efforts. Empowering women through wellness education is essential to finding strength, healing, and control when battling and overcoming a disease. This year, UFH founder, Sue Weldon, had the pleasure of speaking to over 5,000 women, survivors, students, and young athletes about the importance of being your own health advocate and making educated choices for overall health and wellness. UFH was invited to present at various local business, community, school, and healthcare events to inquisitive audiences who were hungry for knowledge and information.

One such outreach that continues to thrive and spread to surrounding schools is the Students Unite for HER program. This fundraising and breast cancer awareness initiative was founded in several local high schools, but has grown to include 18 schools, private athletic teams, and colleges. Each group that hosts a ‘pink’ event to benefit UFH receives educational resources, a guest speaker presentation, and the opportunity to earn a breast cancer grant for one of their fellow students, team members, teachers or staff. This year, six grants were awarded for a total of $10,000. UFH anticipates this movement will continue to explode in the coming year and is thrilled to empower younger generations to effect change and give back to their communities.

Vision for the Future

The staff and board of UFH are determined to see the organization succeed by limiting the growth rate and ensuring the high standard of programming is maintained. While the desire is for every hospital in the Philadelphia area to offer the wellness day program to their patients, that must be tempered with the balance of available resources and time. UFH is intentional about building relationships and exploring opportunities that will maximize impact and bring needed resources to women with breast cancer without sacrificing quality. UFH hopes to add several new hospital partnerships in the coming year, and extend the wellness day and grant programs in areas where the financial need is the greatest. UFH is steadfast in their ambition to keep a personal touch and hands-on approach to delivering their unique message. This philosophy of controlled growth also applies to other areas of outreach such as speaking engagements, Students Unite for HER, and fundraising events.

UFH welcomes volunteers with all types of skills and interests, and appreciates the sacrifice of time and talent given by so many in the past year. They are grateful for those who completed simple, time-consuming tasks such as organizing event materials to those hosting fundraising events on behalf of UFH. Every minute and every dollar given to UFH counts towards changing the life of someone affected by breast cancer. If you would like to find out more about how you can get involved and help UFH fulfill its mission in the breast cancer and wellness communities, please contact UFH at uniteforher@yahoo.com.

“I am immensely impressed by the extent of personalized services provided.”
– Lee R., patient
Board of Directors/Advisors

**Board of Directors:**
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
Secretary
Robert Fried, MD, FACS
Vice President of Medical Affairs and
Chief of Surgery at Paoli Hospital
Kate O’Connor, LSW
Neighborhood Health
Louise Pancott
Owner, AJS Pancott Gymnastics
National Training Center
David Singer, MD
Plastic/Reconstructive Surgeon,
Surgical Specialist, P.C.
Douglas Smith
Vice President, State Government
Relations, Verizon
Chip Weldon
Vice President of Internet Strategies,
T. Rowe Price

**Advisors:**
Katie Cavuto, MS, RD
Thomas Burgoon, MD
Thomas A. Lynam III
Danielle Messina
Steve Pancott

The Team

The expansion of UFH programs would not be possible without their dedicated team of volunteers, staff, board members, and expert advisors. Each source of passionate and caring workers has grown in the past year. The volunteer base has increased in overall numbers and now includes UFH Ambassadors, former wellness day participants who share their experiences and faith in the program as they encourage new patients to embrace complementary therapies as a source of healing and comfort. This new group is UFH’s most powerful voice as they speak from a place that is deeply and profoundly personal, giving hope to others with a similar diagnosis.

In January, UFH hired a full-time Special Events Manager, Cameron Cavuto, to plan and execute new fundraising and wellness events, bringing in additional revenue to fund outreach initiatives. In addition, the board of directors and advisors welcomed returning and new members who each brought a wealth of wisdom and experience to strategic planning and vision implementation for the organization. President, Sue Weldon, is proud of the diligence displayed by each member throughout the year as they supervised the good stewardship of the generous contributions and donations UFH received. Sue believes this quote by John Quincy Adams accurately describes the UFH team, “If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”
2012/2013 Fiscal Year

Statements of Financial Position for the Years Ended June 30, 2013 and 2012

**ASSETS**

**Current Assets:**
- Cash and Cash Equivalents: $119,911, $234,389
- Prepaid Expenses: 55,438, 17,400
  **Total Current Assets:** 175,349, 251,789

**Total Assets:** $175,349, $251,789

**LIABILITIES AND NET ASSETS**

**Current Liabilities:**
- Accrued Expenses: $134,359, $118,300
  **Total Current Liabilities:** 134,359, 118,300

**Net Assets:**
- Temporarily restricted: –, 15,000
- Unrestricted: 40,990, 118,489
  **Total Net Assets:** 40,990, 133,489

**Revenue and Support:**
- Fundraising – Event, Net: $288,724, $255,972
- Sponsorship and Donations: 132,225, 67,878
- Grants: –, 11,241
- Interest Income: 723, 692
  **Total Revenue and Support:** $421,672, $335,783

**Expenses:**
- Fundraising: $41,930, $5,173
- Program Service: 414,736, 234,881
- Management and General: 57,505, 52,224
  **Total Expenses:** $514,171, $292,278

**Change in Net Assets:** (92,499), 43,505
**Net Assets at Beginning of Year:** 133,489, 89,984
**Net Assets at End of Year:** $40,990, $133,489

See accompanying note and independent auditor’s report
Donors

$20,000 and up
AJS Pancott National Training Center

$15,000 and up
Verizon
Weldon Family, T. Rowe Price Program for Charitable Giving

$10,000 and up
Acure
GK Elite Sportswear
Gymnastics Express
Hillhouse Family, Vanguard Charitable Endowment
Mancino Manufacturing
Northwest Designs Ink, Inc.

$7,000 and up
Gym Dandys Gymnastics
Gymnastics Training Center at Simsbury, CT
Marriott Downtown Philadelphia
Unionville High School

$5,000 and up
4 Star Gymnastics
Avon Grove High School
Bayard Rustin High School
Bishop Shanahan High School
Donna Moore
Gymnastics at Brentwood Commons
Main Line Health
Peirce Middle School
Thriving Yoga
Upper Merion Dance & Gym
Villari, Lentz & Lynam, LLC
X-Cel Gymnastics Parent Organization

$3,000 and up
Bay Aerials Gymnastics
Berks East Gymnastics
DiBiaggio Family, SAP Matching Gift Program
GoMacro
Henderson High School
Hilton Garden Inn
KB Gymnastics
Kind
Luna Bar
### $2,000 and up
- Bright Stars Gymnastics
- Cartwheels and More
- Exelon Generation
- Fugett Middle School
- Independence Wealth Strategies, A Division of Metlife
- International Gymnastics Camp
- Kinetic Physical Therapy
- Sean McHale & Karin Risi
- Smith Family, Verizon Match
- Sparkle Hearts
- The Chester County Hospital
- uFinancial Group
- Ultimate Gymnastics
- Woodward Camp

### $1,000 and up
- Altius Gymnastics Academy
- APEX Gymnastics
- AQUA
- Baltimore County Gymnastics
- John & Jennifer Brown
- Care Fund at USU
- Coastal Classic Creations
- CVS
- Dr. Bronners
- Maggie Ebets
- EGCPC
- Emergen C
- Fidelity Charitable Gift Fund
- Frey Boutique
- Dr. Robert Fried
- Hayek Family Foundation
- Robert & Carol Griesemer
- Herrs
- High Performance
- Honest Tea
- K&S Holders
- Keep A Breast
- Ltd. Academy
- Montgomery Gymnastics
- Northeast Gymnastic Academy
- Owen J. Roberts School District
- Priscilla Palmer
- Philadelphia Sixers Camp
- Siemens
- St. Norberts
- Sandra Thielz
- TNT Gymnastics
- Turnberry Solutions, Inc.
- Wawa
- Weleda
- White Clay Soccer
- Will-Moor Gymnastics
- Win-Win Gymnastics
- Zulily, Inc.

### $750 and up
- ASAP Gymnastics
- Delaware Orthopaedic Specialists, P.A.
- Egyptian Magic
- Chris Erickson
- GymOlympic Sports Academy
- Lakettes Gymnastics
- Michael & Carole McCabe
- Courtney McDonnell
- Molly’s Suds
- Salubritas
- Skyline Gymnastics
- Thayer’s
- USA Gymnastics Region 7
- Whole Foods

### $500 and up
- Arianna’s Cafe
- Thomas & Toni Marie Barbine
- John & Nancy Boscarelli
- Butler Hy-Flyers
- Carogue Family Foundation
- Carroll Gymnastics
- ChesCo Gymnastics
- Flips Gymnastics LLC
- Food Should Taste Good
- Gould Financial Services
- Wojciech & Felicjta Grzemski
- Jevity
- Janet Johnston
- Kendrick Gymnastics
- Kennett Gymnastics
- Kimberton Award & Trophy, Inc.
- Kiss My Face

### $250 and up
- 2Design, Denise Kandravi-Smedley
- A. Key Image
- Marcy Blitz
- Blink
- Parker & Mary Carroll
- Jane Caruso
- Cameron Cavuto
- Ciao Bella
- Nancy Clear
- Barb Cutillo
- D’Ascenzo’s Gelato
- Myra Ellenbein
- Shelly Fisher
- Grant Abstract, LLC
- Jengunity
- Joseph Anthony Salon Retreat & Spa
- Jeffrey & Meredith Kenny
- Kesher Israel
- Sharon Matas
- Kristina Olson-Berryman
- Penn London Elementary School
- Marilyn Schnaars
- Southern Utah University
- The Light Within Yoga
- Tish Boutique
- Maia & Chris Tolsdorf

### $100 and up
- A.H. Davis & Son, Inc.
- ACAC
- Susan Adamiczcy
- Adventure Aquarium
- Agilent Technologies
- All Pro Gymnastics
- Gina Amrich
- Anchorage Marina, Inc.
- Artifact
- Benari Jewelers
- Bensley Family
- Bubble & Bee
- Celtic Complexion
- Carla Ceralde
- William & Brenda Collins
- Jill Corbett
- Cuddle My Kids
- Currie Day Spa
- Michael Dabrow
- Definitely Dance, Inc.
- Eminence Front Salon
- Exposed Organics
- Susan Falcone
- Robert & Allison Fanelli
- Henry C. Fila, Jr.
- Christopher & Deborah Ford
- GC2
- Gladwyne School, Caring and Sharing Program
- GlaxoSmithKline Foundation
- Theresa Goodwin
- Lawrence & Gail Harrington
- Jeffrey & Angelee Harvey
- Healthy Bites To Go
- Leon & Beverly Henry
- Hotel Warner
- John & Susan Huber
- Clyde Jacobs
- Maureen Johnson
- John & Barbara Jordan
- Hui Kang

### Donation amounts also include in-kind goods and services.
“Yoga has taught me forgiveness, grace, peace, and a love for myself. It has taught me to appreciate where I have been and what I have been through. It gives me a sense of awareness and guides me through all aspects of my healing. I have felt better mentally and physically in the last few months than I have since the diagnosis of my disease five years ago!”

– Lynn S., patient