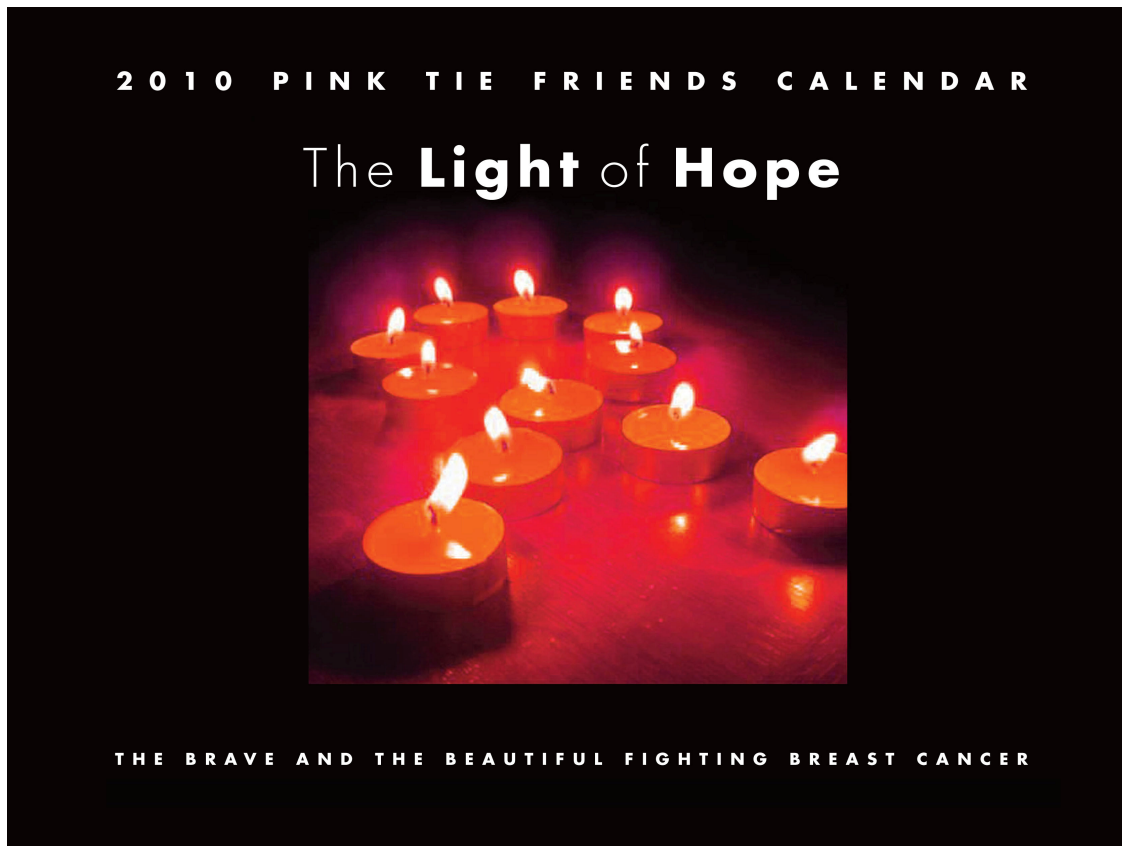


August 2009

NEWSLETTER



2010 Pink Tie Friends Calendar Cover



2010 Calendar Girls & Guy survivors from January to December are: **Anne Schmidt, Gretchen Dewey, Carolyn Mitchell, Robyn Chalmers, Robin Tucker, Linda Flomenhoft, Debra McCaughey, Moira Realmuto, Scott Elder, Cheryl Norman Caldwell, Sarah Stumpf, & Jeanette Mazzella.** Cover photograph by **Avery Merritt**

Pink Tie Calendar - Carolyn Wilsey, Co-chair

Thank You doesn't seem to be enough for my Co-Chair **Caron Kelly**, the photographer **Bob Dobens** and last but not least **Walt Hines**, graphic design artist from IRSC. I started out not knowing anything and I've learned so much. Thanks to **Connie Karol** who left me with a guidebook to follow. I think producing a calendar is a lot like being pregnant and giving birth. You go for months not knowing what to expect or what the outcome will be. Then finally you send it to the printer (hospital) and the next thing you know you've got a calendar (baby). As soon as you have the calendar in your hands, you forget all the pain and agony (giving birth) and you're just so happy to have a calendar (baby). This year we have two new additions to the calendar. We have coupons on the back cover (which will offset the cost) and In Memory/In Honor ads on the pages of the calendar. The cost is only \$10 so get yours now before they sell out.

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AVAILABLE NOW

**2010 Calendars
FOR PURCHASE &
DISTRIBUTION**

**\$10 each - call Robb
Kunkle 772-529-3445**

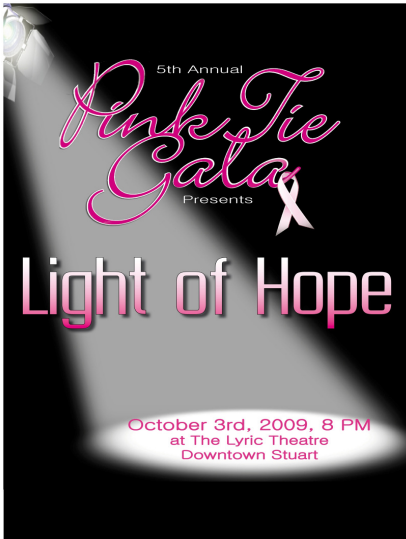
**Pink Tie Gala
Tickets \$50**

**at Lyric Theatre
Box Office**

772-286-7827 or

www.lyrictheatre.com

How "Pink Tie Gala" was born



Nancy O'Neil was diagnosed with breast cancer in the fall of 2004 while under the care of **Dr. Vopal** at the Breast Care Center of the Treasure Coast. Nancy developed a desire to do something to help others. **Barb Warner**, office manager for BCCTC identified under-insured and uninsured patients as an area of critical need. Nancy and her friends **Deb Harwood** and **Anne Schafer** got together to discuss Nancy's idea for a calendar featuring breast cancer patients that could be sold to raise funds. Anne offered the idea of a gala to promote the calendar. And this would introduce the calendar girls and help raise additional funds.



Nancy O'Neil

In March **Debbie Hollister**, **Betty King**, **Gayle Mingledorf** and **Nancy Nichols** joined Nancy, Deb and Anne for a second meeting. A call for calendar girls, volunteers and committees was sent out. The Friends of the Breast Care Center of the Treasure Coast was on its way. The first Calendar Girls Fighting Breast Cancer and the first Pink Tie Gala presented in October 2005 were a huge success!

You're invited to the **5TH ANNUAL PINK TIE GALA**, October 3rd at Lyric Theatre

Biking for Boobies

(almost) 5 miles

To raise \$5000

To celebrate 5 years survival

To celebrate his mother's 5 years as a breast cancer survivor

Adam Karol will be biking (almost) 5 miles...

Stuart to UCF, Orlando → UCF to UF, Gainesville → UF to FSU, Tallahassee

Adam hopes to raise \$5,000 to support breast cancer treatments through Pink Tie Friends, Inc.

Pink Tie Friends is a 501(c)3 not-for-profit charitable organization that helps pay for treatments for underinsured or uninsured breast cancer patients.

Learn more about Pink Tie Friends at www.pinktiefriends.org

If you would like to support Adam's effort, Please make check payable to: Pink Tie Friends, Inc.

Mail check to: Pink Tie Friend
c/o Connie Karol
4919 SE Pine Ridge Way
Stuart, FL 34997



~~~~~Your support is greatly appreciated!~~~~~



### LOOK FOR -

Luncheon pictures  
& coverage  
in September  
Newsletter

also

**Adam Karol's**  
Biking for Boobies  
results

### LINKS & Resources

- [www.BreastCancer.org](http://www.BreastCancer.org)
- [www.CancerCare.org](http://www.CancerCare.org)
- [www.CancerHopeNetwork.org](http://www.CancerHopeNetwork.org)
- [www.CancerInformationService.com](http://www.CancerInformationService.com)
- [www.GetBCFacts.com](http://www.GetBCFacts.com)
- [www.Komen.org](http://www.Komen.org)
- [www.MartinMemorial.org](http://www.MartinMemorial.org)
- [www.Medicinenet.com/breast](http://www.Medicinenet.com/breast)
- [www.NationalBreastCancer.org](http://www.NationalBreastCancer.org)
- [www.NationalCancerInstitute.org](http://www.NationalCancerInstitute.org)
- [www.TheBreastCareSite.com](http://www.TheBreastCareSite.com)

*PinkTieFriends.org website  
is in the process of  
being re-designed & updated.*

## Keep in Touch - A prayer, a card, or a call to give them support

**Sue Hilton**, 2007 Calendar Girl, caregiver to her Aunt Nancy, a cancer patient.

**Lisa Teetor**, 2007 Calendar Girl, caregiver to her mother, who has been very ill.

**Pat Harrison**, Past President, 2006 Calendar Girl and **Eleanor Proper**, 2008 Calendar Girl, volunteer and Pat's mother, both lost a wonderful friend, dad and husband on August 8, 2009.

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## From The Board - Cheryl Norman Caldwell, Grant Writer

A grant is a way for nonprofit organizations, like Pink Tie Friends, Inc., to receive support, usually monetary, for a cause. Our cause, actually our mission, is to financially help diagnosed breast cancer patients from St. Lucie, Martin and Indian River counties survive. **Woo Hoo. We can get free money to help our patients!**

We all know there is no such thing as “free money” so the person that submits grant requests should have some success in convincing people or organizations to donate money or property to our worthy cause. A grant writer also needs writing skills to request money in the form of proposals and/or letters. **There’s a bunch of active members in Pink Tie Friends, Inc. that know how to do that. Right!?** Great cause. Experienced “Askers”... the money should be flowing like flood waters. **Not so much.**

There are roughly 1.5 million non-profit organizations in the United States according to the Foundation Center, Inc. and nearly 30,000\* of these are dedicated to breast cancer causes. A lot of experienced “Askers” are competing for money from Funders. Funders are those individuals, foundations, businesses and government entities that donate grant money or property. Each Funder, has unique requirements that must be satisfied before a hopeful grantee (recipient of a grant) is considered for a fund award. Requirements vary, are lengthy and described in each Funders’ grant application or request for proposal. A grant writer has to determine which of the approximately 360,000\* national Funders, are willing to give a specific level of support to the cause, our cause. **OK. A little challenging, but that’s what we do - overcome challenges, besides we have a grant writer. Right?**

\* National Ctr for Charitable Statistics, SQL extract:

The grant writer for Pink Tie Friends, Inc. has to maintain a sound understanding of our organization’s financials in order to research appropriate Funders. Staying up to date involves a lot of study and collaboration with our Treasurer. Our grant writer must be able to communicate information candidly, clearly and concisely once the Funder, that relates to our mission, is identified. The grant application is always completed in writing, whether it is accompanied by a presentation or uploaded to a web site. Subtle marketing of our accomplishments, throughout the text, is a must. *MMmm not so easy!*

Effective grant writing dramatically increases funding for our patients. Each grant application takes about a month from identification to the point that the completed document is submitted. Last year several grant requests were identified and submitted on our behalf. 40% of those requests resulted in an award. Notable success for the first year of grant requests on behalf of our patients. **Wow!**

Fortunately, Pink Tie Friends, Inc. has an incredible Return on Investment, too. A former IT Manager, who, as a hobby, successfully convinced competing High Tech corporations to work cooperatively for under privileged young people, writes our grants. That means every dollar awarded to Pink Tie Friends, Inc. appears to be “free money” but involves a lot of hard work. **Double Wow!** I am a Calendar Girl and Board Member of Pink Tie Friends, Inc. **It is an honor to be our Grant Writer.**

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## My Story - Robyn Chalmers, 2010 Calendar Girl

Filed for divorce November 06, diagnosed with breast cancer April 07, mastectomy June 07, chemotherapy August 07 thru November 07. Reconstruction surgery December 07. Radiation started January 08, February 08 implant removed due to infection and continuation of radiation thru March 08. Still considering reconstruction thru a DIEP. The last 2 year have been challenging. I had to face divorce and cancer at the same time. I am blessed to have had so many supporters that have helped me face these challenges. **WHEW !!!**

**NOW ON TO THE GOOD STUFF!!!**

Recently moved to Hutchinson Island after the sale of my home of 20 years in Jensen beach. Loved it!!! Great place to start over. I feel like I am on vacation every time I go over the bridges!

I have been blessed with 3 boys, 20, 17, 10. **William** (10) lives with me and **Jonathan** (17), lives with his father in Jensen Beach. **Michael** (20) attends University of South Florida in Jacksonville. After being home for 10 years raising my children, I am now employed by Sciele Pharma, Inc. as a Pharmaceutical Representative. I have always been an active person, involved in sports, enjoying cooking, love music, dancing and being with friends. Here is something most people don’t know about me. I was once a Miami Dolphin Cheerleader!



I love this phrase....”Burn the candles, use the nice sheets. Don’t save it for a special occasion. Today is special !! “

# Upcoming Events - come out and support Pink Tie

## August 26th, Wednesday

Volunteer Meeting at 5:30 p.m., 2nd floor of Cancer Center

## September 9th, Wednesday

Volunteer Meeting at 5:30 p.m., 2nd floor of Cancer Center

## September 23rd, Wednesday

Volunteer Meeting at 5:30 p.m., 2nd floor of Cancer Center

## October 1, Thursday

Crystal Lake School Breakfast, to support Pink Tie, 7:30 a.m.

## October 3rd, Saturday

5th Annual Pink Tie Friends Gala, "Light of Hope" Lyric

Theatre \$50 each, tickets available NOW at Box Office

772-286-7827 or www.lyrictheatre.com. Additional information contact Nancy Sailer 772-287-6692



**Carolyn Wilsey**, Pink Tie Friends Vice-President and Co-Chair of Calendar Committee and **Debbie Hollister**, President and Co-Chair of Pink Tie Gala

### EXECUTIVE OFFICERS:

President - Debbie Hollister

Vice President - Carolyn Wilsey

Secretary - Nancy Sailer

Treasurer - Valerie Collins

Pat Harrison, Past President

### DIRECTORS:

Cheryl Caldwell

Judy Schilder

Robb Kunkle

Sherry Walker

**BOARD  
OF  
DIRECTORS  
2009**

## You can sponsor an ad

### to give "Hope" to Cancer Patients

#### **Pink Tie Friends "Light of Hope" Gala Program ad rates:**

Full Page..... 5x8" ..... \$200

1/2 Page..... 5x4" ..... \$100

1/4 Page..... 5x2" ..... \$ 50

**For additional information or questions, please contact Nancy Sailer at 772-287-6692. Deadline for ads September 1st.**

*Thanks to ad sponsors for supporting Pink Tie*



P.O. Box 209  
Stuart, FL 34995  
772-785-8730

[www.PinkTieFriends.org](http://www.PinkTieFriends.org)

- Newsletter -

Contact **Nancy Sailer** with articles of interest - 287-6692

[jancy11@aol.com](mailto:jancy11@aol.com)

**Pink Tie Friends, Inc.** is a not-for-profit 501(c)3 public charity formed by a dynamic group of breast cancer patients, survivors, friends and loyal supporters who joined together to make a difference.

**Our Mission** is to provide financial support to individuals newly diagnosed with breast cancer who are under-insured or uninsured.

**Our Vision** is to grow in strength so no one has to go without treatment for breast cancer.

### **Volunteers - Contact Us!**

What can you do to help -

Opportunities for volunteers to work on committees, membership, sponsorships, marketing, and fund raising.