



Facts at a Glance

Launch Date: November 2013

Co-Founders: Christina Fulcher and Kianne Farmer

Mission: To provide temporary monetary assistance to women who are experiencing financial distress as a result of breast cancer diagnosis and treatment.

Mailing Address: 850 Woodside Lane, Encinitas, CA 92024

Description: The Shades of Pink Foundation California is a 501(c) (3) California non-profit corporation. The foundation was co-founded by Kappa Kappa Gamma Sorority sisters Christina Fulcher and Kianne Holnagel who invited Sonya Fulcher, Vembra Holnagel and Bridget Garwitz to the original establishing board. Kas Gallucci joined the board in February 2014. Allison Capozzoli is recording secretary. We are an all-volunteer organization.

Media Contact: Vembra Holnagel **Email:** Vholnagel@gmail.com **Cell:** 858-356-4204

Foundation Spokesperson: Kianne Farmer, Board Chairwoman **Email:** Kianne@shadesofpinkfoundationca.org

Foundation Website: www.shadesofpinkfoundationca.org (be sure to add the CA before the .org)

Purpose: National breast cancer organizations focus on research. Our purpose is less global and more about direct personal financial support for local women. We have seen cancer upend the lives of many brave women. Through our patient grants we help ease the financial burdens of women facing breast cancer today so they can concentrate on treatment and healing. Through fundraising events set throughout the year, net proceeds go to directly impact California women, helping them with basic living expenses such as housing, utilities, food, and transportation.

Services: Foundation grant applicants must be referred by their health care professional. If they have not worked with Shades of Pink Foundation California before, contact us at info@shadesofpinkfoundationca.org and we can provide more information about our application process.

Market: Shades of Pink Foundation California grants are reserved for qualifying women in active breast cancer treatment who reside in and are receiving treatment in California and who are experiencing financial distress as a result of their breast cancer diagnosis. Grants typically apply to basic living expenses such as housing, utilities, transportation, food, insurance. Creditors are paid directly.