



CHECK FOR A LUMP



Education | Mammograms | Wigs | Support
checkforalump.org



2022 ANNUAL REPORT

VISION

To make a difference in the fight against breast cancer.

MISSION

To provide free breast health education, mammograms, testing, and direct assistance to breast cancer patients with wigs, support, and resources in Arizona.



Wig Client Nubia B.

LEADERSHIP



At our Wig Out gala Holly Rose, founder and CEO, made the announcement that she was going to begin her new chapter at the beach and retire as CEO. She passed her Executive torch to Ashley Plum, who has stepped up to be our new Executive Director.

MESSAGE FROM EXECUTIVE DIRECTOR

Throughout the year, we have diligently worked towards our mission of providing education, mammograms, diagnostic testing, wigs, and support to Arizona residents. Thanks to the unwavering support of our donors, volunteers, and dedicated team, we have exceeded our goals for 2022.



Our outreach programs have expanded! By hosting awareness events, collaborating with healthcare professionals, and leveraging social media platforms, we have successfully delivered life-saving information to communities across Arizona. We have also expanded our mammogram program to reach more women in under-served communities, giving them access to care where they live, work, and shop.

In addition to our awareness efforts, we have continued to provide support to breast cancer patients and survivors. Through our wig program and Super Survivors Unite group we have created a strong network of individuals who find solace, strength, and guidance in our organization.

None of this would have been possible without your continuous support. Whether you have contributed financially, volunteered your time, or spread the word about our cause, your dedication has propelled us forward. On behalf of the entire organization, I extend my heartfelt gratitude to each and every one of you.

Looking ahead, we are filled with optimism and determination. We aim to strengthen our presence in Arizona and expand our reach to support more individuals affected by breast cancer. We will continue to explore new avenues for collaboration, forge partnerships with like-minded organizations, and bring resources to Arizonans.

Together, we will make a difference in the fight against breast cancer!

With gratitude,

A handwritten signature in pink ink, appearing to read 'Ashley Plum'.

Ashley Plum, Executive Director

TEAM, BOARD & SPONSORS

TEAM

Ashley Plum · Executive Director
Laura Pentsa · Director of Programs
Jessica Cadby · Director of Development
Nikki Zuba · Outreach Coordinator
Sulien Bruceta · Bilingual Community Coordinator

BOARD

Tiffany House · Board President
Holly Rose · Founder/Treasurer
Jen Umscheid · Secretary
Kate Kunberger JD · Co-Founder
Shelly Sakala · Co-Founder
Tania Cortas, MD · Member
David Grandon · Member
Linda Greer, MD · Member
Sommer Gunia, MD · Member
Teresa Yost · Member

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ANNUAL SPONSORS

Our sponsors help make serving our local breast cancer community possible.

OUR GRATITUDE TO OUR ANNUAL SPONSORS!

BIG WIG SPONSORS



BEE HIVE SPONSORS



BOUFFANT SPONSORS



FINANCIAL REPORT

For the fiscal year ending December 31, 2022

REVENUE 2022-2021	2022	2021
Contributions, Grants & Bequests	\$563,879	\$435,209
Special Events	\$81,445	\$48,914
Other Income	\$33,512	\$8,355
Total Revenue	\$678,836	\$492,478

EXPENDITURES	2022	2021
Programs & Services	\$440,792	\$175,942
General & Administrative	\$42,554	\$26,937
Fundraising	\$113,403	\$51,453
Total Expenditures	\$596,749	\$254,332
Change in Net Assets	\$82,087	\$238,146

WHERE THE FUNDS GO:



COMMUNITY IMPACT

Since our inception in 2009, Check for a Lump has helped many women in our community!



EDUCATION

ALL TIME OVER 700,000

IN 2022 OVER 45,000

2023 GOAL OVER 65,000



MAMMOGRAMS & DIAGNOSTIC TESTING

ALL TIME 1,312

IN 2022 750

2023 GOAL 1,000+



WIGS

ALL TIME 2162

IN 2022 250

2023 GOAL 275



SUPPORT

ALL TIME 982

IN 2022 368

2023 GOAL 425



With your help, we can hit our goals for 2023 and expand our reach to our local breast cancer community!

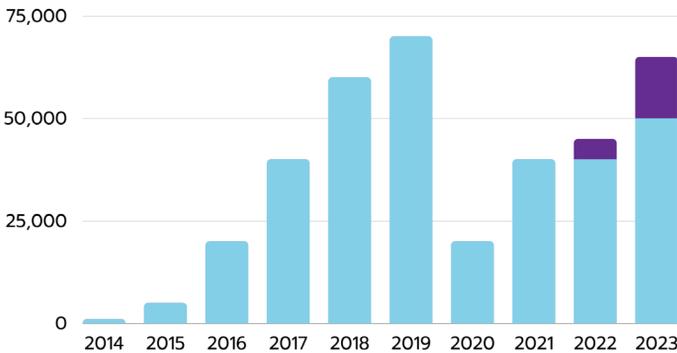
SERVICES PROVIDED

EDUCATION PROGRAM

Empowering women in Arizona and beyond with invaluable breast health facts and preventive information. Distribution through annual magazine publication, social media, website, podcast, and other media outlets.

MAGAZINE DISTRIBUTION

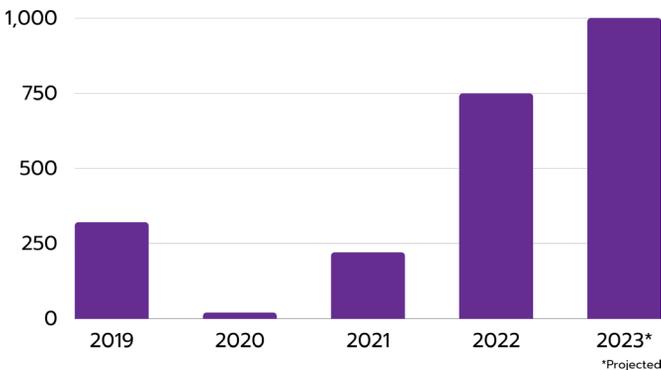
TO DATE: 346,000 ENGLISH
BEGINNING 2022: 15,000 SPANISH



MAMMOGRAM PROGRAM

Providing free mammograms and all diagnostic testing necessary for diagnosis of breast cancer to qualifying women in Arizona. Clients apply on-line and, once approved, Check for a Lump is directly billed by the imaging company partners. We also host mammogram events through mobile mammography units.

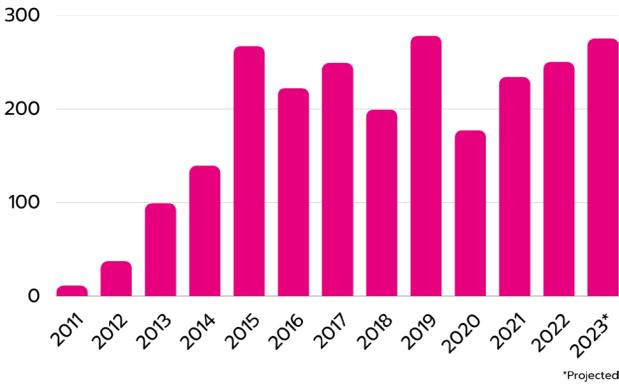
MAMMOGRAMS PROVIDED



WIG PROGRAM

Impacting women in Arizona undergoing chemotherapy treatment for breast cancer with a free wig, providing them the comfort and normalcy they deserve. Clients apply on-line and, once approved, may select a wig of choice up to \$300 at one of our approved wig Shops and Check for a Lump pays the bill.

WIGS PROVIDED



SURVIVOR PROGRAMS

Super Survivors Unite

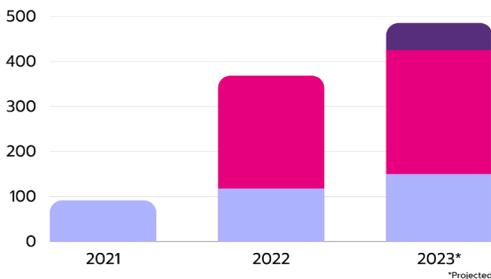
Our Super Survivors Unite program provides an opportunity for our community of survivors and their co-survivors to connect over their shared experiences at fun gatherings.

Super Survivor Kits

We offer Super Survivor Kits to women going through active breast cancer treatment. The kits include comfort items to help women during a difficult time.

SUPPORT TIERS

SUPER SURVIVORS: 359
SS KITS: 525
A 2ND ACT: 60



TESTIMONIES

We love that you love us!

Here are some great testimonies to our programs.

EDUCATION PROGRAM

"Thank you for coordinating the event as well and sharing all of the valuable information about your organization and actions we can take to lower our risk of developing breast cancer. Both my mother & grandmother have gone through breast cancer treatments and survived, so I cannot tell you how much organizations like Check for a Lump mean to not only those battling cancer, but their families as well." ~ Samantha

MAMMOGRAM PROGRAM

"I'm so glad you are at Food City today. I would not have got a mammogram if you were not here. I was scared and thought it would be painful but it was not and it was easy and fast. Thank you for talking to me about it and helping me get my mammogram." ~ Maria

WIG PROGRAM

"I cannot tell you how relieved I am that I have a wig now so that I have the option to go out and about on the days when I feel good, and not feel like people might see me as a cancer patient. Also, when I was notified that Check for a Lump had approved my application and was going to pay for my wig, it gave me such a sense of relief that there was something that I didn't have to pay for at a time when I have so many new financial burdens to think about with my breast cancer diagnosis. Thank you so much Check for a Lump!!" ~ Peggy

SURVIVOR PROGRAMS

Super Survivor Kit

"I got the Super Survivor Kit! That was a special surprise and did make me smile! I so appreciate it!" ~ Gabby

Super Survivors Unite

"I had fun learning something I have never tried before. The men and women that attended were lovely. A group of strangers coming together and sharing their stories with one another was a great experience." ~ Teresa

FUNDRAISERS

7TH ANNUAL PINK OUT 5K

Join us for our 7th Annual PINK OUT 5K! ALL FUNDS stay LOCAL! 100% of the funds raised stay in Arizona. Our goal is to have over 1,000 participants this year! Rally your team and be ready to walk, run, or skip your way through the PINK OUT 5K. We will have our annual vendor booths, food trucks, and more.

Saturday, October 7th, 2023 · Steele Indian School Park



ANNUAL WIG OUT GALA

Our annual Wig Out Gala is always a hair-raising good time with all guest wearing wigs and costumes! ALL FUNDS raised stay LOCAL. Don't miss out on next years gala!

Details for the 2024 Wig Out Gala · TBD

EVENTS BENEFITING CHECK FOR A LUMP

Knickers Fore Knockers · Gawley Gala · Tri for the Cure, AZ



OCTOBER CAMPAIGNS & FUNDRAISERS

Avon
Brighton Collectibles
Circle V Equestrian R4R
Embrace your Pace
Gold Canyon Community
Kendra Scott - Chandler
Kendra Scott - Scottsdale
Mfused
Mint Cannabis
Oggi's Sports Brewhouse Pizza
Paradise Honors Football Team
Peoria Police Department

Phoenix Relief Center
Pinal County Police Department
Roses by The Stairs Taproom
Scottsdale Police Department
Sedona Police Department
Sierra Verde School
Southern Glazer's of AZ
Starbucks x12 locations
Stroll Magazine
Sunset Ridge K-8 (FB)
Valley Fitness Kickboxing
Wilson Elementary District #7

2023 GOALS

EDUCATION PROGRAM

- Bring attention to on-line education programs in both English and Spanish
- Create video and blog educational content
- Expand magazine distribution to increase breast health literacy
- Enhance and grow breast health awareness events
- Expand our reach with collaborative partners in Maricopa County

MAMMOGRAM PROGRAM

- Secure additional funding to expand our free mammogram program
- Double annual screenings from 500 to 1000 in 2023
- Continue work with St. Vincent De Paul and expand into the East and West Valley through Food City locations, to bring access to care to the under-served communities in Maricopa County.
- Continue collaboration with imaging centers
- Continue to fill the gap left by Komen

WIG PROGRAM

- Grow our wig program by serving over one woman a day who is undergoing chemotherapy treatment with a free new wig
- Outreach to oncology centers to bring awareness to our programs
- Expand our reach with collaborative partners in the West Valley & Tucson

SUPPORT PROGRAM

- Partner with local community members to create unique survivor gatherings
- Build a supportive breast cancer community & support network for survivors and their co-survivors
- Distribute Super Survivor Kits to every wig client & other breast cancer survivors in active treatment.
- Increase awareness of our Super Survivor Kits & the opportunities to support them.

WAYS TO HELP & GIVE

YOU CAN HELP CHECK FOR A LUMP BY:

DONATE

\$25,000 could provide 100 women with a free, lifesaving mammogram through five mobile mammogram events.

\$10,000 could provide 34 women undergoing chemotherapy for breast cancer with a free new wig, providing her comfort and normalcy.

\$5,000 could provide 2,500 women with invaluable breast cancer facts and prevention education.

\$2,500 could provide 50 women with a Super Survivor Kit that give comfort in a difficult time.

\$1,000 could help make a difference in the fight against breast cancer.

In-Kind donations provide the items needed to make our Super Survivor Kits and other events possible.

Donate · Amazon Wish-list



VOLUNTEER

We are always in need of volunteers! Whether it is in our office during the week, on a Saturday, helping at an event, delivering a Super Survivor Kit, or us bringing an opportunity to you, every hour that you can give is valuable and very much appreciated. To sign up scan the QR code here or email volunteer@checkforalump.org.

Monthly · SS Kit · Summer



SPONSOR

Annual sponsors are crucial to our organization! We have different levels to fit the giving capabilities of your business or organization.

\$25,000 - Big Wig

\$10,000 - Beehive

\$5,000 - Bouffant

If you are interested in annual sponsorship, please reach out to Ashley Plum at ashleyplum@checkforalump.org. In-kind sponsorships options are available.



Check for a Lump
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