

# CHECK FOR A LUMP

Education | Mammograms | Wigs | Support

[checkforalump.org](http://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,

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

## ANNUAL SPONSORS

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

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## 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!

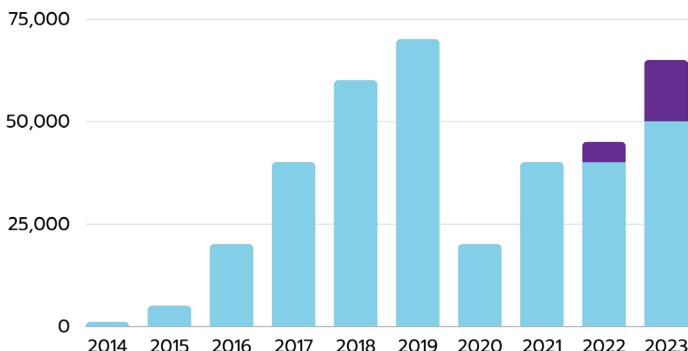
# SERVICES PROVIDED

## 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

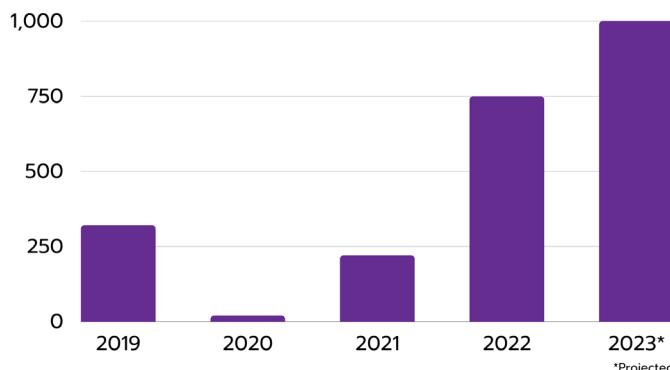
TO DATE: 346,000 ENGLISH  
BEGINNING 2022: 15,000 SPANISH



## 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.

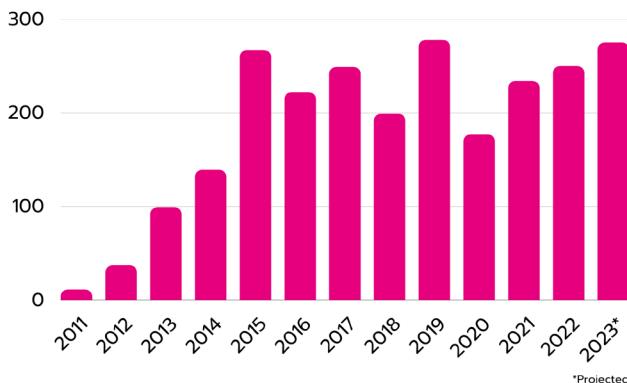
## MAMMOGRAMS PROVIDED



## **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**

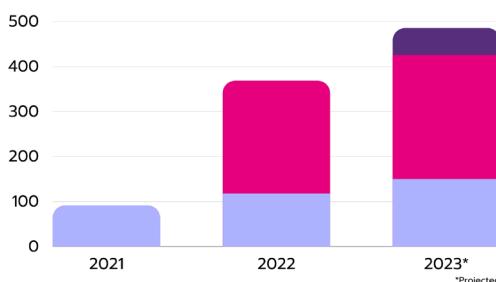
Our Super Survivors Unite program provides an opportunity for our community of survivors and their co-survivors to connect over their shared experiences at fun gatherings.

### **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

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

## MAMMOGRAM PROGRAM

- o Secure additional funding to expand our free mammogram program
- o Double annual screenings from 500 to 1000 in 2023
- o 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.
- o Continue collaboration with imaging centers
- o Continue to fill the gap left by Komen

## WIG PROGRAM

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

## SUPPORT PROGRAM

- o Partner with local community members to create unique survivor gatherings
- o Build a supportive breast cancer community & support network for survivors and their co-survivors
- o Distribute Super Survivor Kits to every wig client & other breast cancer survivors in active treatment.
- o 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](mailto: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](mailto:ashleyplum@checkforalump.org). In-kind sponsorships options are available.

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