



Every Woman, Every Story

The Pack's Impact
Through Member
Testimonies

2023 Annual Report





Take A Look...

and discover the impact 305 Pink Pack has made on its members and in our community. The numbers tell an incredible story, but these women will give you the greatest insight into what it truly means to be part of **THE PACK**.

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Letter From The Founder

I am thrilled to share the incredible impact 305 Pink Pack has made over the past year. Dedicated to serving women affected by cancer in our community, we have made significant strides in promoting access to cancer treatment and fostering a sense of support and community. As a cancer survivor, I know the challenges these women are facing, and I know how important it is to connect with someone who understands.

In 2023, we served 128 women with our direct services of transportation, child care and grocery needs. Even more women were supported through our Wellness Initiative which includes weekly movement classes at the Westchester Library (join us!), art classes, and more. 305 Pink Pack also strengthened its partnership with Gilda's Club of South Florida by participating in their cancer resource hub in Hialeah. This has helped both our programs reach more women, and ensure they have the tools needed during this challenging time.

Our achievements would not be possible without our supporters. Our Go Pink for the Pack campaign during Breast Cancer Awareness Month and Give Miami Day broke all records this year! As we wrap up our fourth year of service, I'm not just humbled by these accomplishments; I'm immensely grateful.

Every member of The Pack has a remarkable story, showcasing resilience and fortitude in challenging times. With each new woman we reach, more inspiring narratives unfold.


Rosemary Carrera



**See How You
Can Get Involved**

305 Pink Pack is the only program of its kind in South Florida.

Our program provides vital direct and support services,
at NO COST, to local women in cancer treatment,
allowing our members to focus on healing and spend
more time with their families.



Marlene's
daughter,
Celine, Shares
Her Story



SCAN ME



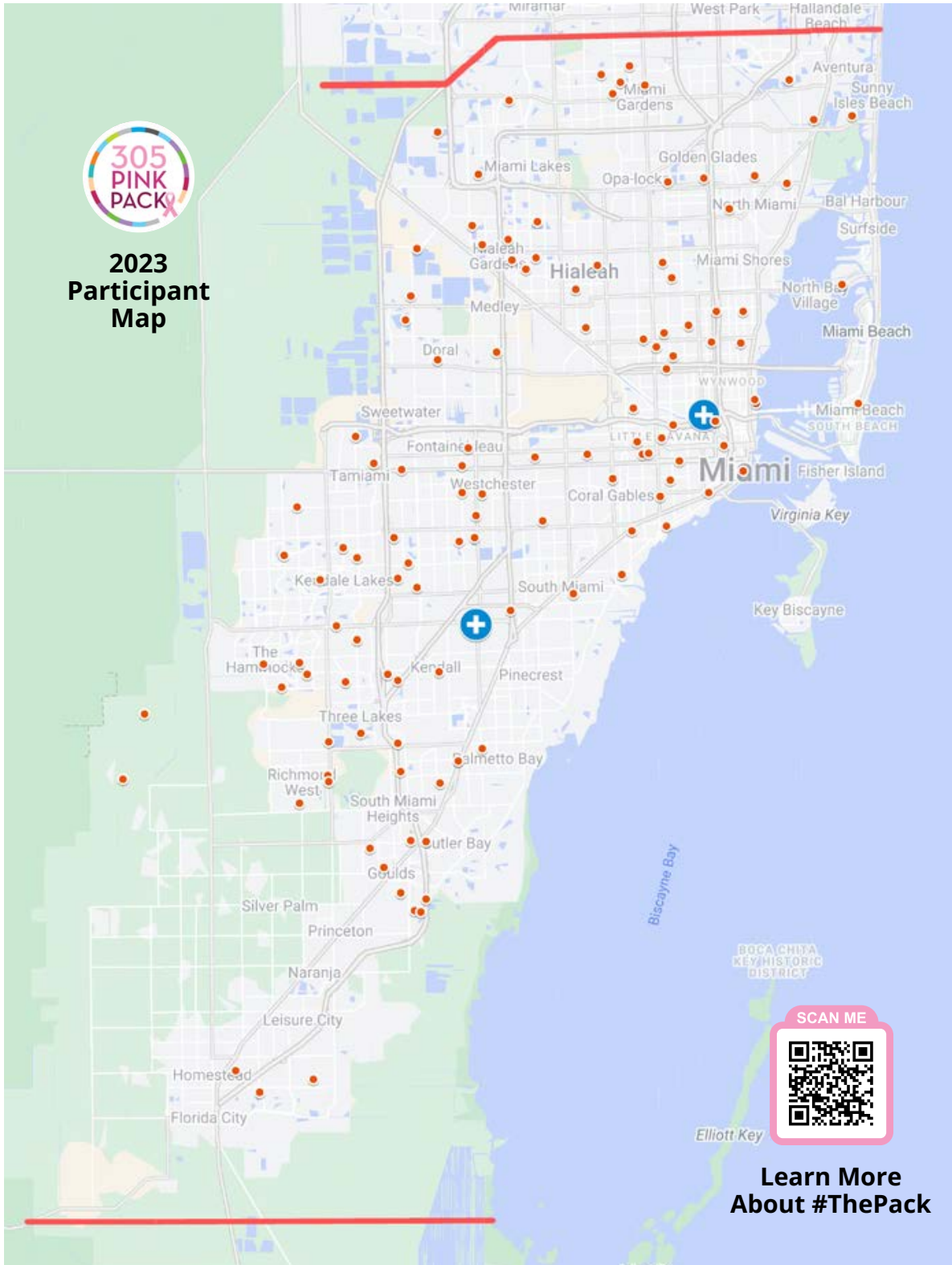
Jessica's Story

Our Commitment

Our program was created by women impacted by cancer to address the challenges that can make accessing care and recovery impossible. Each member receives a program tailored to her needs, including transportation, child care, and more. Whether our member needs one or all of our services, The Pack is there every step of the way.

Who We Served in 2023

Our direct services are available to women who reside in Miami-Dade County. You can see the challenges faced by women trying to reach the two treatment centers where the majority of our members receive care. Imagine if your only option was public transportation, or relying on someone to drive you.



2023 Data About Our Members

128 women were supported during 2023 with direct services, including 80 in our Thriver program for those with Metastatic Cancers. The data below is representative of our 2023 members.

TYPES OF CANCER

77% Have been diagnosed with breast, ovarian, or gynecological cancers

We enrolled more women with colon cancer than ever before.

AGE OF TIME OF ENROLLMENT

68% Are younger than 60 years old

This is a 7 % increase in this age range. With cancer affecting women at younger ages, we saw significant enrollment in women under 30 years old.

DEMOGRAPHICS

71% Are Hispanic women

Cancer is the #1 killer of Latina women.

FEDERAL POVERTY LINE

88% Live at or below 250% of the federal poverty line

For a household of 2, this is a total income of less than \$49,000.

VEHICLE ACCESS

40% Lacked access to a vehicle and relied on public transportation

Transportation continues to be our most utilized services.





Overall Numbers Since 2020

320 women have enrolled in our direct services program since 2020.

TYPES OF CANCER

81% Have been diagnosed with breast, ovarian, or gynecological cancers

AGE OF TIME OF ENROLLMENT

67% Are younger than 60 years old

DEMOGRAPHICS

74% Are Hispanic women

17% Are Black or African American women

FEDERAL POVERTY LINE

81% Live at or below 250% of the federal poverty line

75% Of our members' total household income is below \$40,000

VEHICLE ACCESS

43% Lacked access to a vehicle and relied on public transportation

2023 Accomplishments

\$28,000

In Financial Assistance
Secured For Our Members

48

Housekeeping Services

118

Families Received Grocery
Assistance

66

Weeks Of School
Transportation For Kids



Tammy's
Story

SCAN ME



Angie's Story



183

Self-care Services

42

Wigs Distributed

2,714

Rides To Treatment

Transportation continues to be our most requested service. The women who use public transportation experience routes up to 3 hours long.

Accomplishments Since 2020

\$114,000

In Financial Assistance
Secured For Our Members

8,061

Rides To
Treatments

247

Families Received Grocery
Assistance

140

Weeks Of School
Transportation For Kids

246

Housekeeping
Services

390

Self-care
Services

116

Wigs
Distributed



SCAN ME



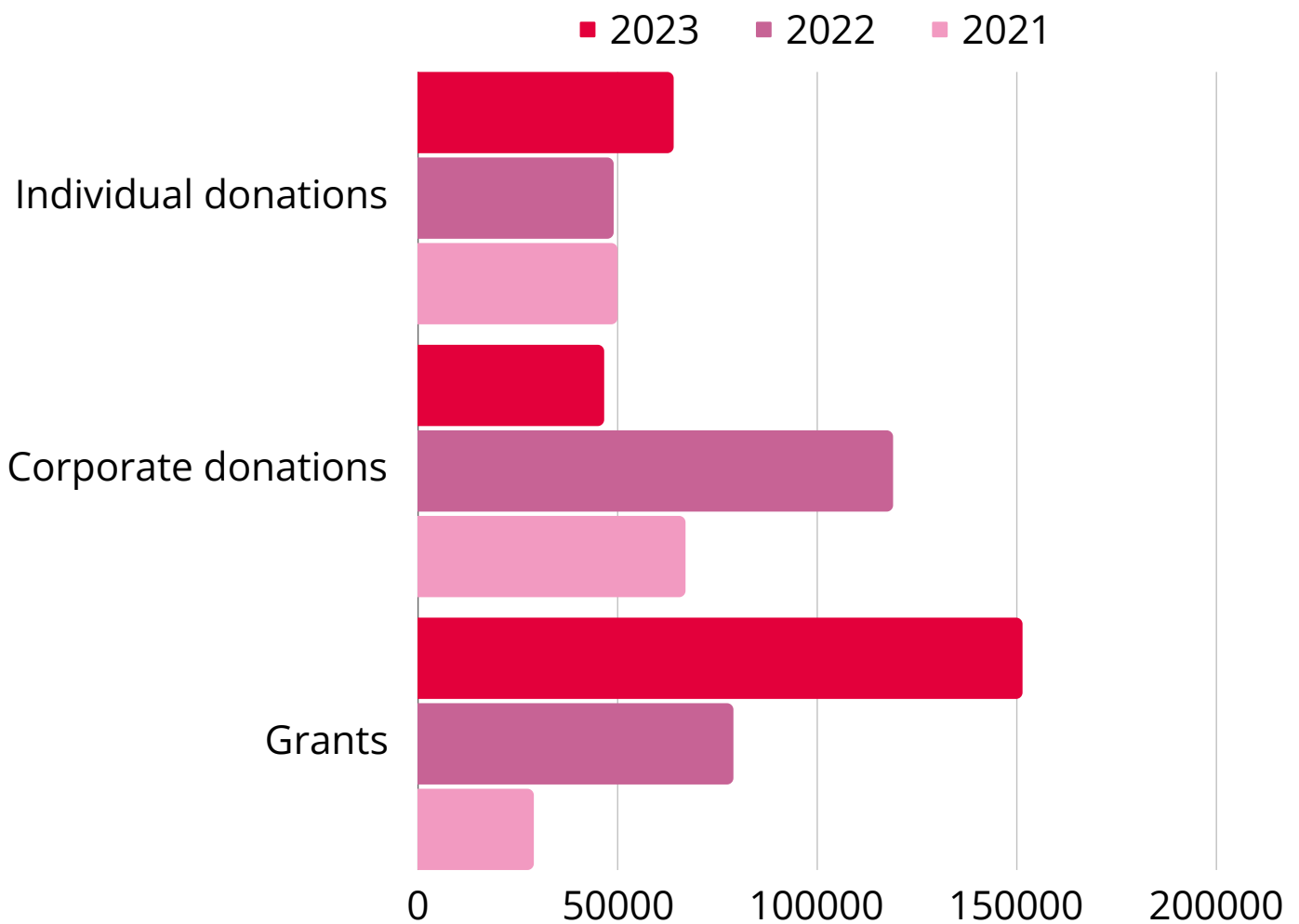
**Yelida's
Story**

Financial Impact

REVENUE

In 2023, we raised \$263,000!

Donations, grants, and sponsorships make our work possible. This year, we received grants to cover our technology expenses (case management, CRM, etc) as well as salaries for our two employees.

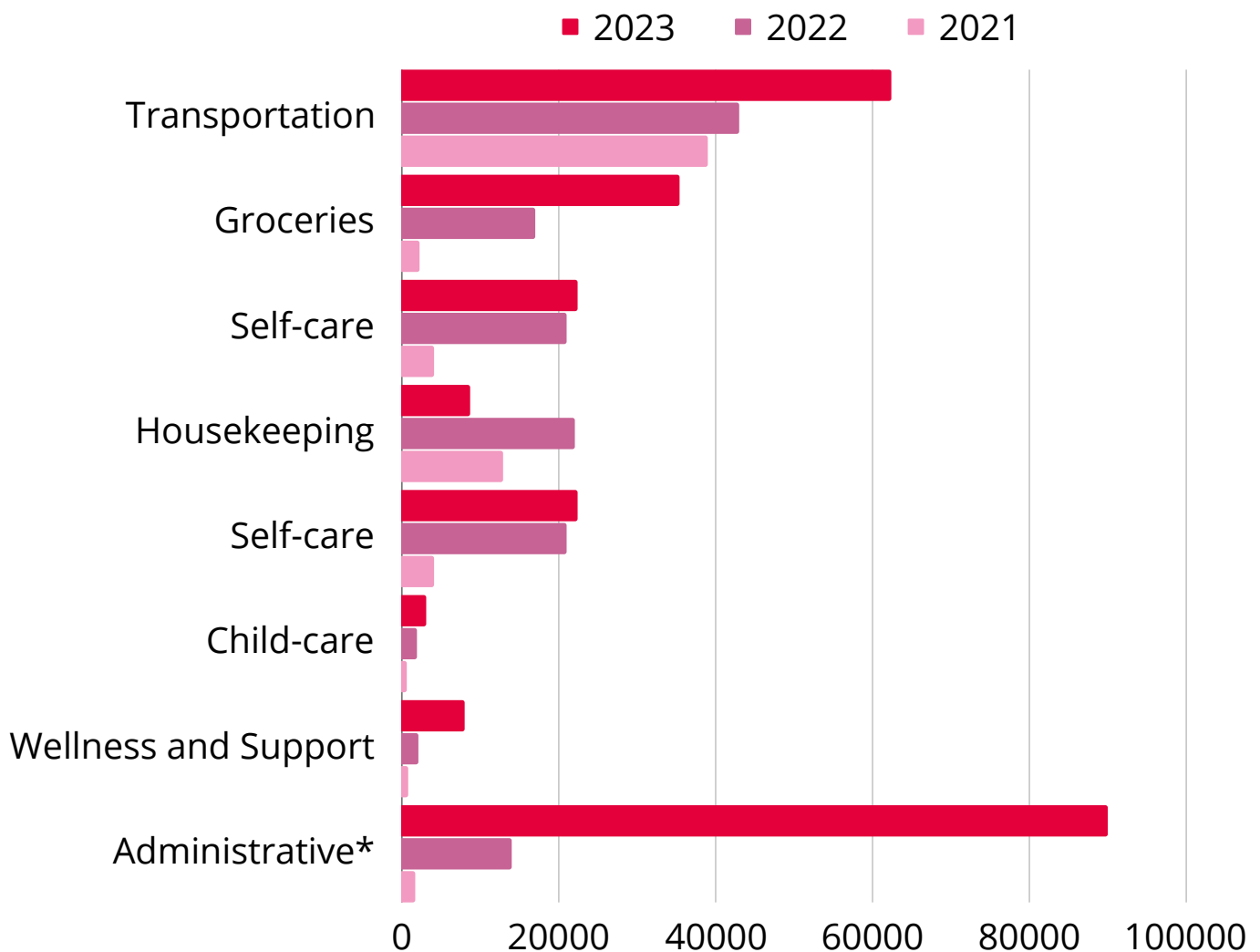


Financial Impact

EXPENDITURES

The average cost to provide direct services to a member for 8-12 months is \$1,600.

*Administrative costs include two salaried, full-time employees who meet the needs of our more than 300 members, as well as costs related to case management software and technology. We work out of donated spaces, community resource centers, and patient support areas at the local hospitals.





**Janey's
Story**

Supporters

Thank you for your generosity
and helping fulfill our mission.

\$20,000+

Day of Caring
Baptist Health/Miami Cancer Institute
Dr. John T. Macdonald Foundation
The Miami Foundation

\$10,000+

Anonymous
Florida Breast Cancer Foundation
Isabel and Jorge Rico

\$5,000+

Miami Open for Business
Suarez Optical
Anonymous
T-Mobile
Commissioner Roberto J. Gonzalez
WAWA Foundation

\$2,500+

New York Life Insurance
My Calendar Girls
Mariners Wealth
BMS Foundation
Coral Gables Community
Foundation
Jennifer Rodz State Farm
Commissioner Kevin Cabrera



Over 60% of the women in our program have been diagnosed with breast cancer. Through our GO PINK initiative, we invite our community to unite in fundraising efforts every October. This year, we witnessed a heartening display of support from businesses, schools, churches, and individuals throughout Miami. Together, we're making a tangible difference in the lives of our mothers, daughters, and best friends.

GO PINK embodies the community spirit, and we're overwhelmed with gratitude as we exceeded our \$70,000 goal! It's never too soon to start laying the groundwork for 2024. **A heartfelt thank you to our dedicated GO PINK partners! With your support we raised an incredible \$82,000 during October!**

GO PINK SPONSORS AND PARTNERS

Anonymous	My Calendar Girls
Isabel and Jorge Rico	Phitness Lab
T-Mobile	Somerset Gables Academy
Mariner's Wealth	Sports Grill
Beth Spargo	Wawa Foundation
BMS Foundation	Wendy Shapira Unger
Maurice Gusman Foundation	Cafe Bernie
Miami Woman's CLub	Poki Bowl Kendall
Souls From the Earth	Masi Jewelry
Heed Spa	Created by Cary
St. Peters and Paul School	The Tank Brewery Run
Somerset Academy Bay	Pure Lux Studio
Somerset Palms Academy	Soy Delicious Candles
Talento Unlimited	Grateful Skin Co.
Pura Vida Miami	M Charms
Northeast Miami Woman's Club	Heavenly Hummus
MOD Pizza	Fabulux Boutique
Philanthropy Through Real Estate	305 Deco Living & Co.
Association of Commuter Students Univ. of Miami	Be You 360
Catano Beauty	Susie Zumba
Blue Martini	R.I.P Excuses
Carrollton School of the Sacred Heart	Orange Theory Kendall
Elia Gressin Trunk Show	Taje Daria Heafey Jabbari
Her Style Exclusive	Funny in Pink
Kiddos Magazine	Reclaim October



SOLD OUT

**THANKS to
The Tank Brewing Co.
for hosting the
GO PINK FOR THE PACK
Campaign Kick-Off event!
Over 300 supporters
attended our SOLD OUT
party!**

**Save the Date for
September 2024!**



Kick-off Event Sponsors

- Suarez Optical
- Comm. Roberto Gonzalez
- Jennifer Rodz State Farm
- Comm. Kevin Cabrera
- Comm Micky Steinberg
- Parrotfish studios
- Dolphin Mall



Kick-off Event Partners

Bracelets by Lauren K
Doral Hilton
Frost Museum
Her Style Exclusive
Grateful Skin Co
Creations by Cary
Koke Moss House Plants
Jade Maxx
Soy Delicious
Miami Marlins
Florida Panthers
Zeed Pantry
Neda's Coquito
Perez Art Museum
Deering Estate
Miami Heat
Winn Dixie
Redhead Salon
JetSet Creative
Pinup Miami
A2 Media



Watch The 2023
Kick-off Event Recap



In The News



How 305 Pink Pack Is Community's Cancer Care Resource [via Inside South Florida](#)

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Breast Cancer Survivor Explains How Resilience Influenced Her Fight Against The Disease [via Telemundo La Mesa Caliente](#)

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Organizacion De Miami Ayuda A Mujeres Cuando Reciben La Peor Noticia. Asi Puedes Apoyarlas [via El Nuevo Herald](#)

SCAN ME



The Pack Member Gets Makeover - Maestra Cuenta Cómo Ha Sido Su Lucha Contra el Cáncer de Seno [via Univision Primer Impacto](#)

SCAN ME



THANK YOU to photographer Greg Clark of the Good Miami Project for capturing portraits of our members and sharing his exceptional talent with 305 Pink Pack. His willingness to contribute his time, talent, and skills to support our cause is remarkable, and we are profoundly grateful.

2023 Board of Directors



Dr. Rosemary Carrera
President



Nathalie Vazquez
Vice President



Suzette Lopez
President & Creative
Director, Parrot Fish Studio



Marlene Macedo
Cosmetologist



Marlene Herrera
Director of Multimedia &
Content, eMerge Americas



Juan Del Cerro
Lenovo State and Local
Government Liason



Debbie Denardi
Yaffe International Realty



Wendy Abdulmesih
Digital Marketer +
Content Creator



Dore Herrera
Lenovo Channel Account
Manager



**Dore's
Story**



305pinkpack.org
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