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.

• Letter from the Founder

• About 305 Pink Pack

• Our Commitment

• Our Impact in 2023

• Accomplishments Since 2020

• Financial Report

• Annual Sponsors

• GO PINK For The Pack

• In The News

• Board Of Directors
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
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.
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.
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
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

Yelida's Story
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.
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.
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

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

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.

How 305 Pink Pack Is Community’s Cancer Care Resource via Inside South Florida

Breast Cancer Survivor Explains How Resilience Influenced Her Fight Against The Disease via Telemundo La Mesa Caliente

Organizacion De Miami Ayuda A Mujeres Cuando Reciben La Peor Noticia. Asi Puedes Apoyarlas via El Nuevo Herald

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