



2022 ANNUAL
REPORT

THE FACES OF *Resilience*



*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.

SCAN ME



Watch to learn more
about #ThePack.



LETTER FROM

Rosemary Carrera

FOUNDER & CEO

2022 came and went in a flash! Our continued focus on reducing barriers to cancer care and recovery led to record-breaking numbers in enrollment and services provided. I am so proud of what we have been able to accomplish. None of this would have been possible without the time dedicated by our wonderful volunteers or the generosity of our supporters.

This year 305 Pink Pack was awarded the Greater Miami Chamber of Commerce Award for Innovation in Non-Profits and selected as a Leadership Miami Project. These are more than accolades- they are examples of our community growing. I can only imagine how 305 Pink Pack will evolve in the coming years as we work to provide services to all families experiencing a cancer diagnosis.

As you glance through the pages of our impact report, I am honored to share these beautiful portraits of our members taken by Greg Clark of the Good Miami Project. These women exhibit strength, joy, and resilience, perfectly captured by his lens. These women are more than their cancer. They are OUR PACK.

Our Commitment



Our program was created by women impacted by cancer to address the challenges that can make accessing care and recovery impossible.

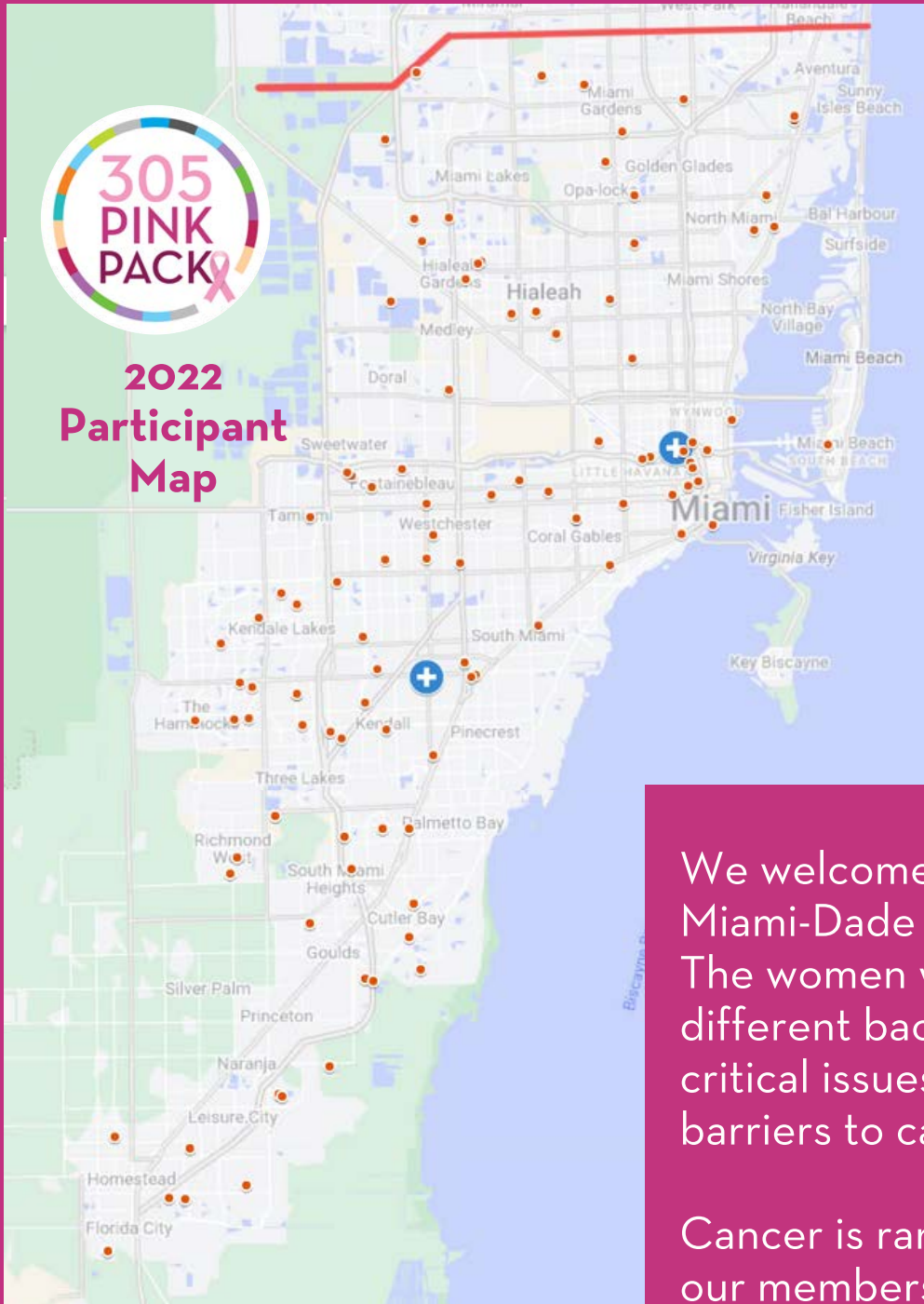
Each member receives a program tailored to her needs that can include transportation, child-care and more.

Whether our member needs one or all of our services, The Pack is there every step of the way.

Who We Served in 2022



2022 Participant Map



We welcomed women from all over Miami-Dade County in 2022. The women we serve come from different backgrounds and all face critical issues that can become barriers to care.

Cancer is rarely the only challenge our members face.

At 305 Pink Pack, we address these acute needs with our services and connect our members to other programs in the community that can help with long-term stability.

2022 Data About Participants

106 women were supported during 2022, with 57 women participating in our Thriver program for women with Metastatic Cancers. The data below is representative of these members.

TYPES OF CANCER

85%

HAVE BEEN DIAGNOSED WITH BREAST, OVARIAN, OR GYNECOLOGICAL CANCERS.

We are seeing an increase in brain and colon cancers particularly with our younger members.

AGE OF TIME OF ENROLLMENT

61%

ARE YOUNGER THAN 60 YEARS OLD

and experience challenges with child-care and financial strain during treatment.

FEDERAL POVERTY LINE

77%

LIVE AT OR BELOW 250% OF THE FEDERAL POVERTY LINE.

For a household of 2 this is a total income of less than \$45,000. These women have limited savings and struggle with the additional costs a cancer diagnosis brings.

DEMOGRAPHICS

76%

ARE HISPANIC and 14% are non-Hispanic Black. We continue to target communities that experience the highest rates of health disparities.

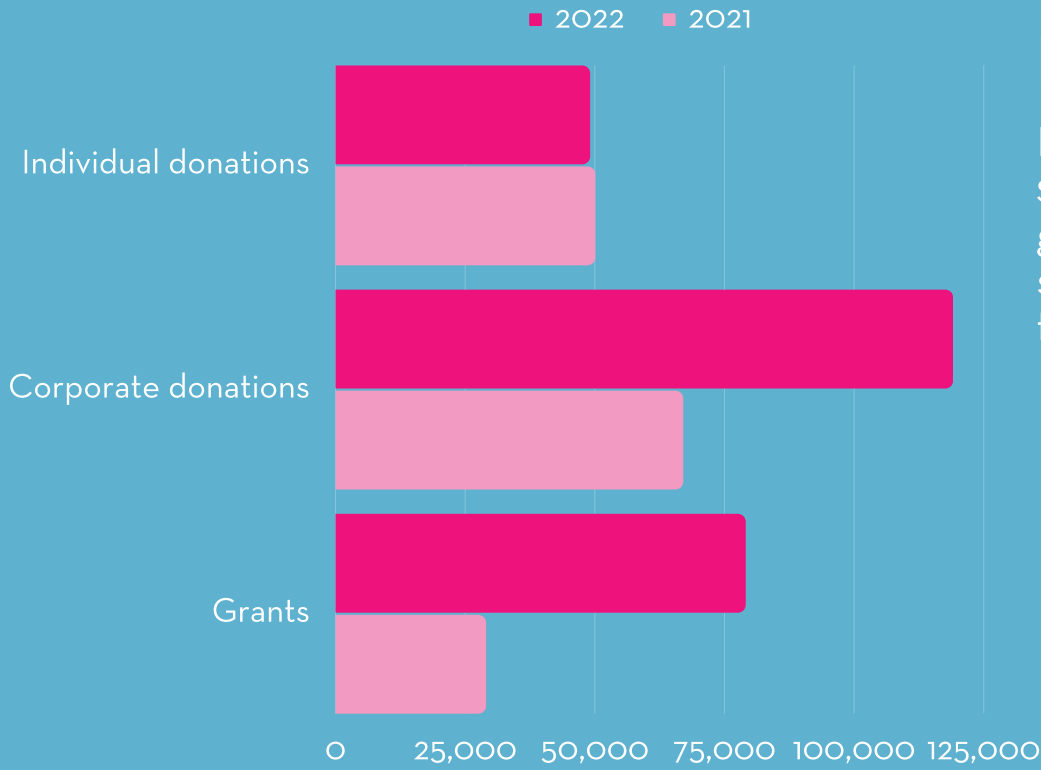
VEHICLE ACCESS

38%

LACKED ACCESS TO A VEHICLE AND RELIED ON PUBLIC TRANSPORTATION.

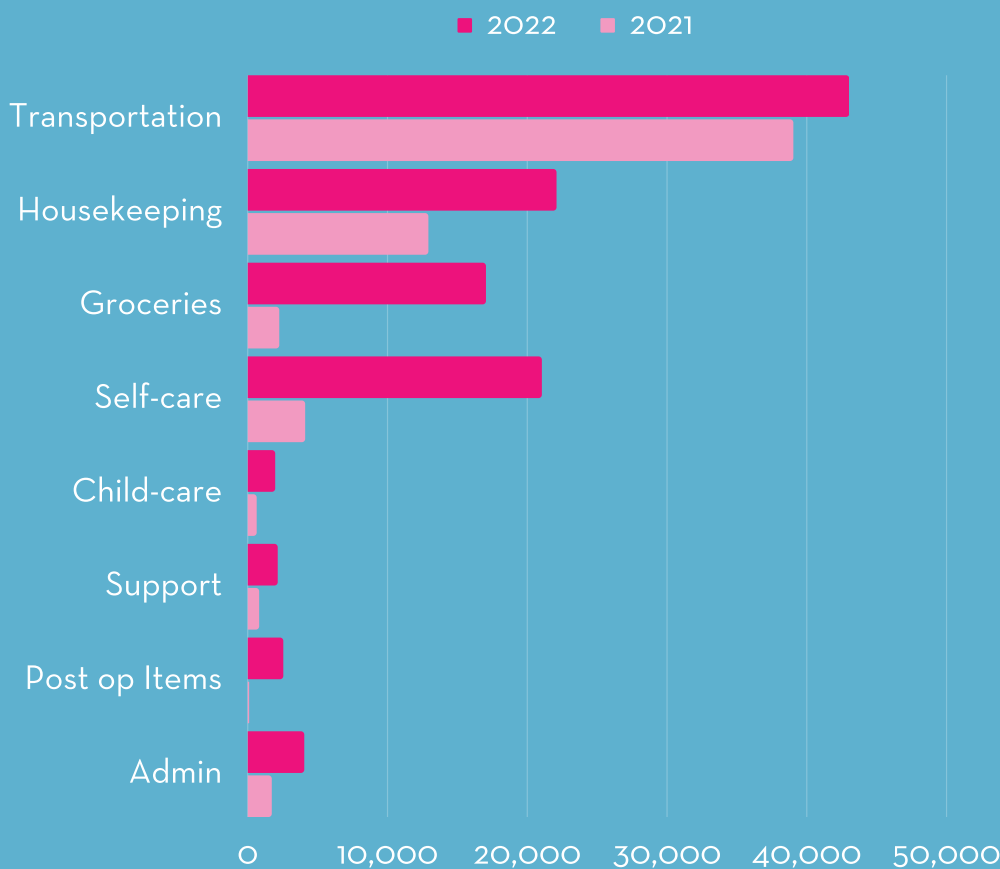
Transportation is one of the greatest barriers to receiving care in our community.

Financial Impact



REVENUE

In 2022, we raised \$249,000! Securing grants and corporate sponsorships are key in furthering our mission.



EXPENDITURES

Transportation continues to be our largest expense. This year, because of a decrease in COVID concerns, we saw a large increase in requests for housekeeping and self-care services. Our grocery support is also now available to all members.

2022 Accomplishments

\$35,000

IN FINANCIAL ASSISTANCE
SECURED FOR MEMBERS

30 SUPPORT
GATHERINGS

103

FAMILIES RECEIVED HOLIDAY MEALS OR GROCERIES



105

HOUSEKEEPING SERVICES

164 SELF-CARE
SESSIONS

WIGS DISTRIBUTED

31





2034

RIDES TO TREATMENT

Transportation continues to be our most requested service with over 5,300 rides provided since 2020.

The women who use public transportation, experience routes up to 3 hours long.



GO PINK FOR THE PACK



Our signature GO PINK event was more than we could have imagined!

THANK YOU to Tank Brewery for hosting our event and to all the local businesses that helped us raise over \$60,000 during October.

If you missed it, you can still support the local small businesses that helped make it happen.

- 305 Vibe
- Alexis Creates
- Bee Cheesy Charcuterie & Cheese
- Bracelets by Lauren K
- Brazen Bosom
- Doral Hilton
- Fiethings
- Frost Museum
- Furnideco
- Gems Flowers
- Her Style Exclusive
- Mi Casa
- My Calendar Girls
- Reflect to Rise
- Target
- The Biltmore Hotel
- University of Miami
- Zoo Miami

SCAN ME



Watch the recap of our 2022 GO PINK FOR THE PACK Kick-off Event.

GO PINK SPONSORS AND PARTNERS

4Ever Young Spa
Anatomy Fitness
Bachour Bakery
Blue Martini
Brighton
Cannabist
Carrollton School of the Sacred Heart
Classy Not Trashy
Dolphin Mall
Doubletree Doral
DRIP IV Bar & MedSpa
Elia Gressin Trunk Show
Gems Flowers
Girl Scout Troop 1916
Her Style Exclusive
iTRI Racing Inc
JEEPS and Trucks FEMRIDE
Jet Set Creative
Kiddos Magazine
KW Property Management and Consulting
My Calendar Girls

Myriad Genetics
Oncology Massage Center
Parrot Fish Studio
Peter's Plumbing Inc
Peterson's Harley-Davidson
Phitness Lab
Pura Vida
RSP Architects
School For Advanced Studies NHS
Simply M the Movement
Somerset Gables Academy
Sports Grill
Suarez Optical
Talkin' Tacos
The Roads Home Health Care
Ussery Automotive Group
Vaughan's Collection
Vineland K-8
Wawa Foundation
Ya Mas! Taverna
Yamelys Santana State Farm



2022 GO PINK
FOR THE PACK
Kick-off Event
Committee

Our Community

Thank you for being so generous
and supporting our mission.



\$10,000+

Miami Cancer Institute

Dr. John T. Macdonald Foundation

The Miami Foundation

Simply Healthcare

Florida Breast Cancer Foundation



Become a corporate sponsor, community partner, volunteer or mentor.

\$5,000+

Suarez Optical
Ussery Automotive Group

\$2,500+

Cannabist
Phitness Lab
WAWA Foundation

Recognition



2022 NOVO Award for Innovation in Nonprofits from the Greater Miami Chamber of Commerce



2022 Thelma Gibson Award for Nonprofit Leaders from the Women's Chamber of Commerce of Miami-Dade County



Leadership Miami Cohort 44 Project Team Serv_305 made it possible to create our wig program for women of color experiencing chemo and radiation-induced chemotherapy. It is the only program in the nation that provides subsidized high-quality wigs for this underserved community.

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.

2022 Board of Directors



Dr. Rosemary Carrera
President
Breast Cancer



Nathalie Vazquez
Vice President
Caregiver



Suzette Lopez
**President &
Creative Director,
Parrot Fish Studio**
Ovarian Cancer



Marlene Macedo
Cosmetologist
*Metastatic Breast
Cancer*



Xuan Florez
**COO, Miami
Personal
Management**
Breast Cancer



Marlene Herrera
**Director of
Multimedia &
Content, eMerge
Americas**
Breast Cancer



Abigail Johnston
**Lawyer & Patient
Advocate**
*Metastatic Breast
Cancer*



305pinkpack.org
@305pinkpack