



Newsletter Volume III - February 2021

Message from PINK "ME" Founder and President,

Dr. Michelle P. Bean



I am humbled and honored to fulfill the role as Founder and President of PINK "ME". As I embarked on the mission of the organization, by enhancing additional resource options to the community of women on their breast cancer journey and survivors, I knew that my commitment would lead to monumental points of gratitude. I would like to thank the PINK "ME" Board of Directors, families, friends, and our community of supporters.

What an amazing first year and support from our community, families, and friends. I am truly grateful that our organization has helped support 14 women and their families within the first four months of our launch, September 7th, 2020. It has truly been a testament of the dedication of those that volunteer their time and service. When asked, what has been the highlight of 2020 from my personal experience within the organization, I would say the very first phone call and speaking with someone about our financial assistance program and being able to provide the resources needed to support their journey.

As a woman, breast cancer survivor, leader, volunteer, mentor, and advocate, and one that has dedicated my career to helping others personally and professionally, by developing their own personal goals and aspirations, I truly understand how important it is to encourage and develop others, which ultimately helps our community with the resources of the many faucets within the healthcare system.

I have also experienced firsthand how great change can come from those that are passionate about the mission and vision of their personal and community goals and together with the right leaders, clinical team, providers, researchers, volunteers, scientists, business professionals, and as individuals, we can work towards the greater goal to make those that are on their breast cancer journey and survivors, a strong impactful change to enhance their pathway towards survivorship. Every day I chose PINK "ME" because I truly believe we can embark on achieving our mission to compassionately support women during and after their breast cancer journey. Furthermore, PINK "ME" is already doing amazing work, but let us achieve even more! Some of my top goals for the next three years include:

- **More funding:** We are a small team of hard-working dedicated board members, but we need more resources. I look forward to building our fundraising opportunities to ensure financial sustainability to ensure we have adequate funding for our breast cancer treatment, survivor health and wellness financial assistance programs, and the mammogram in-memory initiative.
- **Community Engagement:** Increase our educational presence and within the community with various monthly topics, and continuous educational webinars related to the disease and areas that will optimize our community in an impactful way.
- **Community Resources:** Our commitment to the public and expanding communication efforts and additional leadership resources, making our programs readily available throughout the state of New Mexico and surrounding areas.

Lastly, I am grateful for the donors who made 2020 possible, particularly as we experienced in the first time in history, transitioning to various forms of virtual connections, during COVID-19. With many changes, we are truly grateful for those that have helped with the launch of PINK "ME".

We continue to need support now more than ever, to provide supportive services and financial resources for women and their families. I look forward to working for and with you in the community. Please do not hesitate to reach out to PINK "ME" and let me know your thoughts on how to make PINK "ME" the best it can be for the community that we serve.

A Special Thank you to our 2020 Sponsors and Donors!

~PINK BALLERINA SPONSOR~

New Mexico Cancer Care Associates

~In-kind Donation~

SUNNY 505

~DONORS~

CSV Cancer Center Staff & Patients

Anchorum St. Vincent Foundation

Presbyterian Health Services

St. Vincent Foundation

Lithia Chrysler Dodge Jeep, Santa Fe, NM

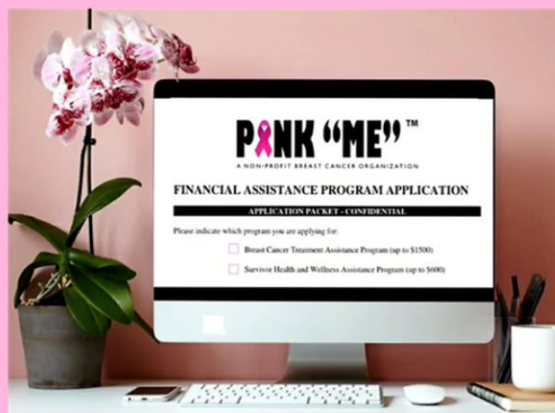
We appreciate your support!

1st Quarter PINK “ME” Financial Assistance Programs has started~

We are happy to announce that two women have started in our Breast Cancer Treatment Financial Assistance Support Program (up to \$1,500).

The next quarter will start April 5th, 2021.

Applications are due by March 5th.



Please continue to support us, making a difference one family at a time!

3D Onsite Mobile Screening Event

Mammograms Matter New Mexico Campaign

We are excited to share with you that we have partnered with KWH Law Center for Social Justice and Change, the office of African American Affairs and the African American Performing Arts Center Foundation and will be providing mobile mammography services to women in our community.

A woman is eligible for a digital mammogram screening if she:

- Is a least 40 years of age
- Has not had a previous mammogram in the past year
- Has no current breast problems or complaints



Date: Thursday, March 25, 2021

Time: 8:00am-5:00pm

Location: Expo New Mexico

300 San Pedro Dr NE, Albuquerque, NM 87108

Appointments are encouraged and Walk-ins are accepted.

Light snacks and PINK “ME” give away items will be available to those who complete their annual mammograms on-site.

For more information and to schedule your annual mammogram, please visit <https://www.assuredimaging.com/PinkMe/>

PINK “ME” will sponsor two women for their on-site mammography screening. Please contact us at info@pink-me.org

Our Partners

KWH Law Center for Social Justice and Change



Office of African American Affairs



African American Performing Arts Center Foundation



The Importance of Getting your Mammogram

Mammography has changed breast cancer survival... plain and simple.

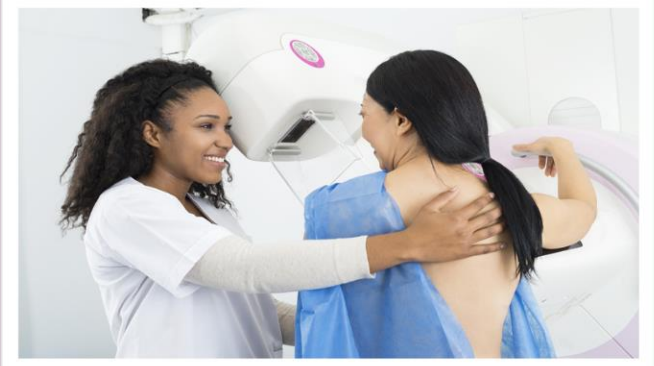
Mammography is a simple very low dose X-ray that finds cancers many, many years before our fingers would find the lump. Cancers found on a mammogram usually are cured. The surgery is usually a small outpatient surgery, the lymph nodes are usually negative, and usually no chemotherapy is recommended. Mammography can also detect non-cancerous lumps that could change, and they can also detect enlarged lymph nodes. Mammography can detect vessel calcium that portends early heart disease. Mammography has gotten less painful and more accurate over the years. Three D imaging is standard, which is far more accurate is on the brink of again improving accuracy.

Mammography should begin at age 40, or earlier if a family history of breast cancer is present. It should be continued until a woman would not benefit from breast care. In some cases, MRI can be added to pick up cancers even earlier. Please talk to your provider, but do not neglect your self-care including your early breast imaging, it can be life changing...

Join Our Mammogram in-Memory

Mammogram in-Memory was developed to keep our community of women current and up to date with breast cancer awareness and self-care. We will remind you of your appointment, so you won't miss it! More information below:

- For those that are experiencing financial hardship, PINK "ME" will financially assist ten women with their mammogram appointments for 2021 (up to \$250). Payments are paid directly to healthcare entity.
- Our goal is to help as many women as possible about early detection of breast care, and awareness.
- Join our mammogram in- memory database, fulfill your appointment, and send us your commitment of completion via email, to be entered in a drawing!
- Drawing will be held in December of 2021 for all who have participated throughout the year- the prize is a special PINK "ME" surprise!
- <https://www.pink-me.org/mammogram-in-memory>



Important update....

We're pleased to announce that we will now offer the following support service to the community!

PINK "ME"™
A NON-PROFIT BREAST CANCER ORGANIZATION

Mammogram in-Memory

Community Spotlight: My Breast Cancer Story

Nurse Practitioner Breast Cancer Story:

I was working as a contract provider Nurse Practitioner for a local company no benefits. I left 3-16-2020 because of COVID. The week after Mother's Day, was doing a breast exam and found numerous lumps under my left arm pit. I went to the Cancer Center in Santa Fe. After a mammogram, breast biopsy, I was called a week later and told I had stage 3 invasive ductal carcinoma. A PET scan was done, it showed metastasis to the liver in 3 places. Chemo was started in early June after a port was placed. November 30, 2020 will be my next chemo treatment. My diagnosis now is stage 4. I have been in remission for 6 months. I was told I would need chemo to stay in remission.

~ Anonymous, Submitted, November 2020

Would you like to be in our community spotlight? Send us your story today. Feel free to remain anonymous!

UPCOMING EVENTS

Our February Fuchsia Fabulous Fundraiser....

*Order your loved one flowers on Wednesday, **February 10th** from @rio_flowersandthings and 10% of proceeds will be donated to help support PINK "ME" breast cancer programs. www.rioranchoflowershop.com*

(505) 896-2662



*PINK "ME" bouquets coming soon! Place your order for your very own PINK "ME" bouquet before, **February 11th** from @alltheprettyflowersinsantafe. Bouquets are \$40 each.*

25% of PINK "ME" bouquets proceeds will be donated to support our mission! Email address alltheprettyflowers@gmail.com website: www.alltheprettyflowers.com



1st Annual PINK "ME" Community Give Back!

In December 2020, 10 women and their families in the community were given bags filled with blankets, mugs, tea, hot cocoa, notebooks, warm gloves, warm socks, face masks, touch tools, earbuds, and \$100 Smith's grocery gift cards to feed their families! We were also able to provide 4 human hair wigs for the women in our community to Pink Warrior House Foundation, Wig Exchange Program.

Our special bags were delivered to families at University of New Mexico Comadre a Comadre Program and Cancer Center (UNMCC), Lovelace Breast Cancer, and to women within the community.

Making a difference one family at a time!



Karen Elliott, LMSW Senior Support Therapist with our Founder and President, Dr. Michelle Bean at UNM Cancer Center.



PINK "ME" Treasurer, Sherrie Webb delivering bags to women in the Santa Fe, New Mexico community.

Continued on next page....

Breast Cancer Survivor Month! Send us your survivor month to be featured in our newsletter!



**Flowers presented to local
Cancer Centers for
Valentine's Day!**

*A special thank you to our
donors and local grocery
stores.*

*Albertson's Market
(Store- Zafarano Dr,
Santa Fe, NM)*

*Sprout's Farmers
Market
(Store- Zafarano Dr,
Santa Fe, NM)*

We appreciate your support!



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PINK "ME" Founder and President, Dr. Michelle Bean at the PINK WARRIOR HOUSE with Founder, Allison Hendricks-Smith to drop off Human Hair Wigs, for their Wig Exchange Program.

Webinar Series- Registered on Demand

Registration Discount ~ 2021

Health Information, Documentation, and Breast Cancer Care Across the Continuum: A Systematic Review

Earn CEUs virtually anywhere and support a great cause! Get your AHIMA approved (10) CEUs today!

All registered participants will be entered into a virtual drawing for a special PINK "ME " filled surprise bag.

Visit <https://lnkd.in/eazd3C6> to register.

Follow, Like & Share

We have a Facebook, Instagram, and LinkedIn account! Please follow us, like us and share with your friends and family for the most up to date information on PINK "ME". Below is how you can find us!

- Facebook: pinkmeorg
- Instagram: @pinkmeorg
- LinkedIn: pink-me



We appreciate all our followers, and we post frequently. Please share and tap that like button!

Thank you for subscribing to our newsletter, we appreciate you!

Have a happy and safe 2021 year.

~Best

PINK "ME"