

2023 IMPACT REPORT



2023 was a pivotal year for The Pink Agenda (TPA). With your partnership, TPA is fueling the work of four investigators through our partnership with the Breast Cancer Research Foundation (BCRF) and granted 44 wishes through Giuliana Rancic's FAB-U-WISH initiative.

Thanks to you, the scientists TPA funds are able to take their best ideas from the moment of inspiration to the vanguard of patient care. They break new ground and innovate—all because you help make their research possible. The projects we support aim to improve survivorship and treatment approaches; eliminate disparities in access to care in ethnically diverse communities; investigate risk factors to inform preventative strategies; and understand genetic risks.

TPA's leadership from across the country worked hard to engage and educate our supporters, hosting a record number of friend-raisers and fundraisers. You showed your support by joining our galas, athletic initiatives, cocktail and dinner parties, educational symposiums, shopping events and so much more. Check out the highlights from 2023 on the next page.

But together, there's still so much work to be done. Breast cancer remains the most commonly diagnosed cancer in women worldwide. More American women are living with metastatic disease—and there's been a significant rise in later stage diagnoses in women under 40. TPA is on a mission to help find a cure and it's only through your support that we see progress and we thank you.

Looking forward to all we will accomplish together in 2024!

Nicole Seagriff
President

Serra Eken
Managing Director

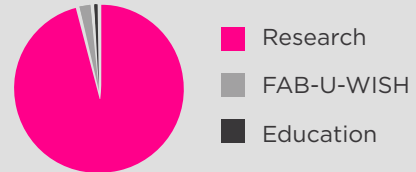
“Every FAB-U-WISH we grant is special, and each woman we meet has their own unique story to tell. Though they're all different, they all share the same real wish: they wish **for a cure**. We've seen amazing research progress, but **we can't stop until no one has to hear the words 'you have breast cancer.'**”

– Giuliana Rancic,
TV Personality and FAB-U-WISH Founder.

TPA BY THE NUMBERS

FINANCIALS AND FUNDING

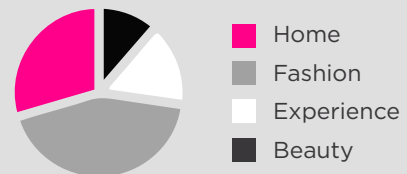
Raised over **\$1,649,738**
Programmatic expenses: **\$1,286,719**



FAB-U-WISHES GRANTED

44 WISHES GRANTED IN 2023

TYPES OF WISHES



FUNDING FOUR AREAS OF RESEARCH



Lifestyle & Prevention

Developing strategies to intervene on cancer risk factors and to reduce risk.



Heredity & Ethnicity

Understanding the genetic causes of breast cancer and how race and ethnicity play a role to better stratify patient risk.



Treatment

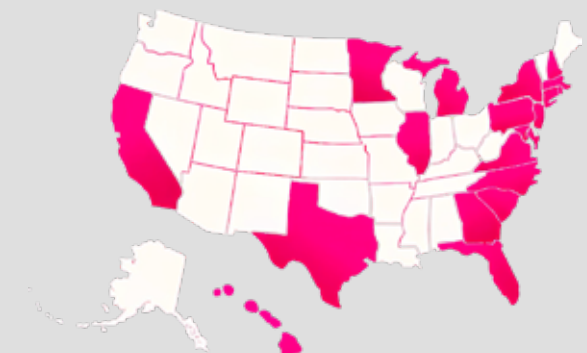
Developing and testing precision treatments.



Survivorship

Enhancing quality of life, cancer control, and improving health outcomes

OUR REACH AND NATIONAL REPRESENTATION



77 members of the Board of Directors and Leadership Council living across 16 states.

2023 AT A GLANCE



DECEMBER

- Magnified our partnership with BCRF with our largest ever contribution of \$1.25 million.



OCTOBER

- TPA's annual NYC and ATL galas broke records, raising over \$540K



JULY

- Collaborated with long-time partner Crush Boutique for TPA Boston's Fashion & Florals



APRIL

- The NYC community gathered for the 5th Annual TPA Talks at the Sheen Center for Thought & Culture.



FEBRUARY

- The Inaugural TPA NYC Snowflake Soiree brought together 70 members of TPA leadership, supporters, friends, and family.



NOVEMBER

- Launched TPA Supper Club in NYC with celebrity Chef Marc Murphy and Dr. Elizabeth Comen.
- Cheered on our largest Team TPA for the TSC New York City Marathon with 41 runners crossing the finish line and collectively raising over \$240k.



SEPTEMBER

- The inaugural TPA Pink on the River brunch event in Chicago raised \$250K.



JUNE

- TPA hosted a triple-header baseball season with Ballgame events in Atlanta, Boston, and New York.
- 127 TPA supporters from across the country got moving and grooving at 3rd Annual #Move2RaiseHell Challenge 4 Research.



MARCH

- Rallied our record-breaking United Airlines NYC Half Marathon team that raised over \$48K.

