



*A soft place to fall.*



Greetings!

Fall/Winter Newsletter

**The HERS Breast Cancer Foundation,** a 501(c)3 nonprofit organization, supports all individuals healing from breast cancer by providing post-surgical products and services, regardless of financial status.

TAX ID #94-3309906

[HERSbreastcancerfoundation.org](http://HERSbreastcancerfoundation.org)

As the year winds down and the holiday season nears, we're feeling reflective and deeply grateful. We're honored to be a part of our patients' lives and for the opportunity to restore **HERS – Hope, Empowerment, Renewal, and Support** – for each of them. And we're grateful to friends like you for being part of the HERS Family.

2018 brought many new experiences, including a very special anniversary – our 20th year of service! Our festive People With Purpose spring gala, once again hosted by Heather Holmes of KTVU, included special recognition of our founders, Tricia McMahon and Cheryl Maloney, and an awards presentation that honored Joe Alalay, Liz Barron, Castlewood Womens Golf Club, and Freska Griarte.

That night we also highlighted our Charitable Programs, listened as our patient, Diane, shared her personal journey, and raised funds to ensure that products and services remain accessible to underserved patients. Our gala success was ensured by generous gifts from individual donors and sponsors such as Fremont Bank Foundation, Kaiser Permanente, Silicon Valley Sage Builders, and Washington Hospital Healthcare System.

The summer months were busy, too! We welcomed new Board Members and interns, connected with friends new and old, and collaborated with amazing volunteers on our fall Walk/Run & Community Expo. Other achievements included creating a balanced budget and successfully completing a financial audit, a project made possible by Taproot Foundation. And we were fortunate to receive several generous grants from East Bay Community Foundation, Tri-Valley SOCKs, Stanford Healthcare ValleyCare and To Celebrate Life.



*Elaine's Circle Dove Release captured the beauty and spirit of the day. Photo by Iconic Lab*

#### PROGRAM STORES

Washington Hospital  
2500 Mowry Avenue, Suite 130  
Fremont, CA 94538-1605  
Phone 510.790.1911  
Fax 510.505.9160

Stanford Health Care  
Valley Care  
5725 W. Las Positas Blvd., Suite 270  
Pleasanton, CA 94588  
Phone 925.416.6738  
Fax 510.505.9160

ICONIC LAB.



*A soft place to fall.*



By late summer we were coordinating numerous October activities for Breast Cancer Awareness Month and supporting fundraisers hosted by friends like Pacific West Gymnastics (Barb's Pink Party), PetersenDean Roofing & Solar, Premier Nissan and Premier Subaru of Fremont, Pink Patch Project fundraising hosted by the Police Departments of Fremont, Hayward, Alameda, Dublin, the Oakland Housing Authority, and the Alameda County Sheriff's Department, Team District 10's Car Show, and more!

As we look back at the year, one particularly standout moment occurred at our Walk/Run, a community event made possible by determined volunteers, walkers and runners, and stalwart supporters such as Fremont Bank Foundation, Beverly Hagan, CPA, Dutra Enterprises, and our top CrowdRise fundraiser, Funda Dervisoglu.

That memorable moment occurred during Elaine's Circle, a time to honor survivors and those no longer with us. The ceremony reveals participants' incredible strengths and their vulnerabilities and is simply unforgettable.

Uniting over tears and triumphs at Elaine's Circle continues to inspire and guide us through our days. This commitment is reflected in what we've accomplished so far; since January, HERS was a "soft place to fall" for 2,630 patients and we provided over \$132,000 in post-surgical products to underserved survivors.

We hope that these moments and milestones resonate with you as well, and that you're feeling inspired to continue supporting HERS.

If you've contributed already this year, we truly appreciate your support! And if you should wish to give once more before the year's end, you will further strengthen patients in need.

Enclosed is a remittance envelope; if you prefer to contribute online, visit [www.HERSbreastcancerfoundation.org](http://www.HERSbreastcancerfoundation.org) and click "Donate Now." Your donation will provide our clients with the products they need and the dignity they deserve.

On behalf of our Board of Directors, staff and volunteers, I wish you a happy holiday season and a healthy, peaceful New Year.

With gratitude,

*Tina Fernandez Steckler*

Tina Fernandez Steckler  
Executive Director

P.S. Don't miss out! Save these important 2019 dates: People With Purpose Gala (Saturday, May 4th) and our Walk/Run & Community Expo (Saturday, September 28th).