



Pink Fund

CONTENTS

EIN: 45-0544575
Report Generated on: 03/28/2024

Executive Summary	2
Programs & Results	4
Financial Review	8
Operations & Leadership	10

APPENDIX

Key Documents	21
Charity Check Report	22

Pink Fund



 aka The Pink Fund



 Southfield, MI



<https://pinkfund.org/>



 (877)234-7465



[View GuideStar Profile](#)



MISSION

The mission of The Pink Fund is to alleviate the effects of cancer-related financial toxicity (CRFT) for breast cancer patients.

The Pink Fund provides financial support which helps meet basic needs, decrease stress levels, and allow breast cancer patients to focus on healing while improving survivorship outcomes. The 90 day program covers expenses for housing, transportation, utilities and health insurance premiums.

EIN

45-0544575

RULING YEAR

2009

IRS SUBSECTION

501(c)(3) Public Charity

FOUNDING YEAR

2006

MAIN ADDRESS

PO Box 607
Southfield, MI
48037

AFFILIATION TYPE

Independent Organization

CONTACT

Mrs. Molly MacDonald,
Founder, CEO
(877) 234-7465
Molly@ThePinkFund.org

FOUNDER, CEO

Molly MacDonald

BOARD CHAIR

Fran Parsons

SUBJECT AREA

Patient-centered care

Patient social services

Breast cancer

Financial counseling

Human services

Diseases and conditions

NTEE Code

Specifically Named Diseases
(G80)

Emergency Assistance (Food,
Clothing, Cash) (P60)

Financial Counseling, Money
Management (P51)

PROGRAMS

1. Financial Bridge

Population(s) served:People with diseases and illnesses, Adults

POPULATIONS SERVED

1. Adults

2. People with diseases and illnesses

COMPLIANCE

- ✓ IRS Pub 78 Verified as of March 2024
- ✓ IRS BMF 509(a) (1) as of March 12, 2024
- ✓ A-133 Audit Required/Performed?
- ✓ Conflict of Interest Policy
- ✓ Written whistleblower policy

Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)

TRANSPARENCY MEASURES

- ✓ Board Practices Reported?
- ✓ Diversity Data Reported?
- 6 Number of Independent Board Members

Programs & Results

PROGRAMS

Source: Self-Reported by Organization,
February 2024

Financial Bridge

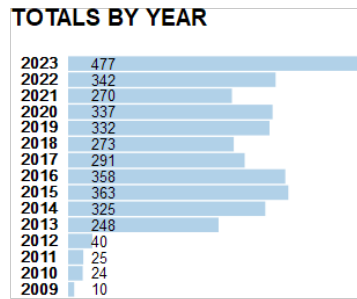
Population(s) Served:

People with cancer
General/Unspecified

While fighting for their lives, many breast cancer patients in active treatment lose their livelihood. Unable to work during treatment, patients experience a loss of income that can result in catastrophic financial losses and the need to rebuild financial health. The Pink Fund provides 90 days of financial support to breast cancer patients in active treatment; covering expenses for housing, transportation, utilities, and insurance. This helps meet their basic needs, decrease stress levels, and allow patients to focus on healing while improving survivorship outcomes.

RESULTS

Total number of grants awarded

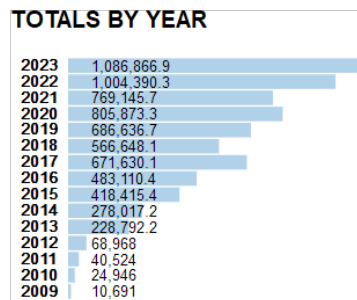


Population(s) Served: Females, Adults, People with cancer

Related program: Financial Bridge

Notes: Fiscal year metrics. Pink Fund's fiscal year runs from July to June.

Total dollar amount of grants awarded



Population(s) Served: Females, Adults, People with cancer

Related program: Financial Bridge

Notes: Fiscal year metrics. Pink Fund's fiscal year runs from July to June.

CHARTING IMPACT

What is the organization aiming to accomplish?

"Although progress in breast cancer treatment is laudable... Efforts must now turn to confront the financial devastation that many patients face, particularly as they progress into survivorship. To cure a patient's disease at the cost of financial ruin falls short of the physician's duty to serve, and failure to recognize and mitigate a patient's financial distress is no longer acceptable."

–Reshma Jagsi, MD, DPhil, University of Michigan

While fighting for their lives, many breast cancer patients in active treatment lose their livelihood. Unable to work during treatment, patients experience a loss of income that can result in catastrophic financial losses and the need to rebuild financial health. The Pink Fund provides a financial bridge for breast cancer patients in active treatment; covering expenses for housing, transportation, utilities, and insurance. This helps meet basic needs, decrease stress levels, and allow patients to focus on healing while improving survivorship outcomes.

What are the organization's key strategies for making this happen?

The Pink Fund serves breast cancer patients throughout the United States who are in active treatment and have lost income due to their breast cancer diagnosis (i.e., leave of absence, reduced hours, etc.)

Our 90-day financial bridge program pays up to \$3,000 to cover non-medical cost-of-living expenses for housing, transportation, utilities and insurance. Payments are made directly to patient's creditors.

The Pink Fund receives applications from breast cancer patients across the country representing all walks of life, from hourly workers making minimum wage, to post graduate therapists unable to work through treatment.

To provide a holistic solution for the financial impact of a breast cancer diagnosis The Pink Fund is working to "bookend" the financial bridge program. Patients will be armed with financial and health literacy education to help them navigate through their options for income, employment, health insurance, co-pay assistance, etc. while in treatment. To help patients rebuild financial health, The Pink Fund will introduce a back to work program for patients post treatment.

What are the organization's capabilities for doing this?

In the last fiscal year, The Pink Fund distributed \$805,873.25 in bill payments on behalf of 337 patients undergoing treatment for breast cancer. (FY19–20)

As of May 2021, The Pink Fund has distributed \$5 million, assisting 2,878 patients in active treatment.

The Pink Fund's financial bridge program is sustained by a diverse group of donors, including corporate partners, grant makers, individual donors. In addition, there has been a groundswell of support for The Pink Fund from people around the country who have been touched by breast cancer holding fundraisers benefiting The Pink Fund, from indie rock concerts to walks, rallies, car washes, and school pink outs. In 2017, The Pink Fund received the first quarter million-dollar donation towards its endowment to ensure the long-term sustainability of the organization, and received its first million-dollar pledge in 2019.

Since its inception in 2006, The Pink Fund has provided steady financial support to breast cancer patients in treatment. With an accordion style funding policy, where available funding is expanded and constricted relative to income, and a budgeted reserve the financial bridge program has never

What have and haven't they accomplished so far?

In 2005, Molly MacDonald was diagnosed with breast cancer during a job transition. Unemployed and unemployable while she underwent treatment, the addition of a \$1,300 monthly COBRA premium catapulted the family into financial freefall. Within months, the home went into foreclosure, and she found herself standing in line at a food bank. Molly met other working women in treatment experiencing similar financial challenges. Unable to find a single organization to help, her quest to Get Help, became one to Give Help.

With the help of her husband and a handful of volunteers, she launched The Pink Fund at her kitchen table in 2006 and provided Michigan breast cancer patients with up to 90 days of financial support.

In 2012, with the help of Ford Warriors In Pink, The Pink Fund expanded to a national non-profit, serving breast cancer patients nationwide.

As of November 2019, The Pink Fund has made more than \$3.75 million in patient financial support, making direct payments to patients' creditors for housing, transportation, utilities and insurance.

In 2020, faced with an unprecedented pandemic, The Pink Fund launched its One Less Worry Facebook Live series to educate breast cancer patients and advocates on how to navigate the financial impact of a breast cancer diagnosis. Weekly interviews with industry experts cover topics such as health literacy, navigating cost of care, insurance optimization, debt management, financial planning, wills and trusts, employee rights, and employment post treatment. The series provides a road map to guide patients through their breast cancer diagnosis to avoid pitfalls that would exacerbate the toxic financial side effects. As this series expands, we will be working to help patients get "Back To Your Future" by building a community where patients feel safe to discuss their financial burdens, seek support, and rebuild financial health.

Today, The Pink Fund provides a financial bridge to breast cancer patients across the United States; and is providing education on financial and health literacy, and advocating for patients on the policy level.

Financials

FISCAL YEAR START: 07/01
FISCAL YEAR END: 06/30
✓ Financials audited by an independent accountant

FINANCIALS QUICK VIEW

Total revenue, gains, and other support per audited financial statements	\$1,420,657
Total expenses and losses per audited financial statements	\$1,905,809
Surpluses in last 5 years	3
Negative Net Assets in past 5 years	0

Financial Trends Analysis

Business Model Indicators

Created in Partnership with
 Nonprofit Finance Fund®

Profitability	2017	2018	2019	2021	2022
Unrestricted surplus (deficit) before depreciation	-\$258,601	\$388,316	\$71,389	-\$178,165	-\$154,562
As a % of expenses	-24.7%	39.9%	5.9%	-13.3%	-8.1%
Unrestricted surplus (deficit) after depreciation	-\$260,110	\$387,688	\$69,056	-\$179,839	-\$158,714
As a % of expenses	-24.8%	39.8%	5.7%	-13.4%	-8.3%
Revenue Composition					
Total revenue (unrestricted & restricted)	\$894,689	\$1,279,332	\$2,250,620	\$1,536,515	\$1,520,603
Total revenue, % change over prior year	-3.4%	43.0%	75.9%	0.0%	-1.0%
Program services revenue	0.0%	0.0%	0.0%	0.0%	0.0%
Membership dues	0.0%	0.0%	0.0%	0.0%	0.0%
Investment income	0.0%	0.0%	0.3%	0.4%	0.8%
Government grants	0.0%	0.0%	0.0%	4.2%	0.0%
All other grants and contributions	100.0%	100.0%	99.3%	95.4%	99.3%
Other revenue	0.0%	0.0%	0.3%	0.0%	0.0%
Expense Composition					
Total expenses before depreciation	\$1,046,976	\$973,977	\$1,207,362	\$1,338,728	\$1,901,657
Total expenses, % change over prior year	-38977.7%	-7.0%	24.0%	0.0%	42.0%
Personnel	19.6%	24.8%	24.6%	30.4%	26.7%
Professional Fees	0.0%	1.5%	1.1%	2.3%	1.9%
Occupancy	0.5%	0.5%	0.4%	0.3%	0.4%
Interest	0.0%	0.0%	0.0%	0.1%	0.0%
Pass-Through	64.3%	58.4%	57.0%	56.4%	54.7%
All other expenses	15.7%	14.9%	15.2%	10.6%	16.3%

Financial Trends Analysis, continued

Moving Toward Full Cost Coverage

Full Cost Components (estimated)	2017	2018	2019	2021	2022
Total Expenses (after depreciation)	\$1,048,485	\$974,605	\$1,209,695	\$1,340,402	\$1,905,809
One Month of Savings	\$87,248	\$81,165	\$100,614	\$111,561	\$158,471
Debt Principal Repayment	\$0	\$0	\$0	\$63,200	\$0
Fixed Asset Additions	\$4,000	\$2,985	\$2,766	\$45,135	\$15,449
Total Full Costs (estimated)	\$1,139,733	\$1,058,755	\$1,313,075	\$1,560,298	\$2,079,729

Capital Structure Indicators

Liquidity					
Months of cash	1.9	5.7	3.8	6.8	2.4
Months of cash and investments	1.9	5.7	6.4	9.8	6.3
Months of estimated liquid unrestricted net assets	-0.7	4.0	3.9	2.1	0.4
Balance Sheet Composition					
Cash	\$161,979	\$464,416	\$386,850	\$761,698	\$385,636
Investments	\$0	\$0	\$259,334	\$326,975	\$620,631
Receivables	\$0	\$0	\$879,320	\$593,705	\$200,000
Gross land, buildings, and equipment (LBE)	\$9,634	\$12,620	\$15,386	\$73,521	\$88,970
Accumulated depreciation (% of LBE)	55.5%	47.3%	54.0%	16.5%	18.3%
Liabilities (as % of assets)	30.7%	10.9%	4.3%	3.9%	7.8%
Unrestricted net assets	-\$58,114	\$329,574	\$398,630	\$296,282	\$137,568
Temporarily restricted net assets	\$173,313	\$90,352	\$1,067,684	N/A	N/A
Permanently restricted net assets	\$0	\$0	\$0	N/A	N/A
Total restricted net assets	\$173,313	\$90,352	\$1,067,684	\$1,382,998	\$1,056,560
Total net assets	\$115,199	\$419,926	\$1,466,314	\$1,679,280	\$1,194,128

Key Data Checks

Material Data Errors	2017	2018	2019	2021	2022
	No	No	Yes	No	No

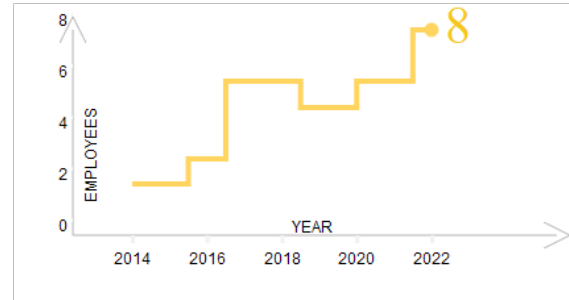
Note: This issue is relevant to a small number of organizations: The nonprofit subject(s) of this report may have affiliates. The Form 990 data may not include information about any or all potential affiliates. If an organization does have affiliates and these affiliates have substantial financial activity, the financial data in this report may not present a comprehensive picture of the nonprofit's financial condition. Please consult the 990s of any potentially related affiliates for additional information.

- ☒ [Formulas for key metrics](#)
- ☒ ['Key Revenue & Expense Data from Form 990'](#)
- ☒ ['Key Balance Sheet Data from Form 990'](#)

Operations

NUMBER OF EMPLOYEES

Source: IRS Form 990



Source: Self-Reported by Organization, February 2024

FOUNDER, CEO

Mrs. Molly MacDonald

[LinkedIn profile](#)

Molly MacDonald is an 18 year survivor of early stage breast cancer. Diagnosed at a time of job transition, the diagnosis derailed her job opportunity, leaving her unemployed and unemployable while undergoing treatment. A financially devastating divorce in 2000 left MacDonald and her five children with no alimony, sporadic child support and no ability to build a savings account. Without her income and the addition of a \$1300 a month COBRA premium she experienced what is now widely known as cancer related financial toxicity. When her quest to Get Help was met with blank stares, she became determined to give help and launched The Pink Fund with Tom in October 2006. MacDonald holds a degree in journalism from The University of Michigan. She is a contributing writer to Breast Cancer Wellness Magazine and the American Journal of Managed Care, and sits on the Value Based Insurance Design Board, VBID out of The University of Michigan.

BOARD CHAIR

Fran Parsons

Federal Mogul, Retired

BOARD MEMBERS

- Thomas Pettit
Tamale Group
- Judy Vindici
Arbor Hospice
- Ashley Hjelle
Ernst & Young, LLP
- Linda Ross
Trinity Health
- Fran Parsons
Federal Mogul, Retired
- Dan Sherman
The NaVectis Group
- Wanda Hammoud
VaccinateDetroit/Park Pharmacy
- Marcela Mazo Canola
Breast Medical Oncology UT Health San Antonio
Mays Cancer Center
- Heidi Floyd

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2022

Name	Title	Compensation	Other	Related
Thomas Pettit	Secretary and Comptroller	\$21,280	\$0	\$0
Shannon Crone	Treasurer and Director	\$0	\$0	\$0
Gary Kadlec	Chairman and Director	\$0	\$0	\$0
Linda Ross JD	Director	\$0	\$0	\$0
Dan Sherman	Director	\$0	\$0	\$0
Marcela Mazo Canola MD	Director	\$0	\$0	\$0
Judith Vindici	Director	\$0	\$0	\$0
Wanda Hammoud	Director	\$0	\$0	\$0
Fran Parsons	Vice President	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2021

Name	Title	Compensation	Other	Related
Molly MacDonald	President, Director, CEO	\$145,000	\$4,350	\$0
Thomas Pettit	Secretary and Comptroller	\$26,880	\$0	\$0
Shannon Crone	Treasurer and Director	\$0	\$0	\$0
Gary Kadlec	Chairman and Director	\$0	\$0	\$0
Linda Ross	Director	\$0	\$0	\$0
Dan Sherman	Director	\$0	\$0	\$0
Katrina Studvent	Director	\$0	\$0	\$0
Judith Vindici	Director	\$0	\$0	\$0
Fran Parsons	Vice President	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2019

Name	Title	Compensation	Other	Related
Thomas Pettit	Secretary	\$17,280	\$0	\$0
Fran Pansons	Vice President	\$0	\$0	\$0
Shannon Crone	Treasurer and Director	\$0	\$0	\$0
Gary Kadlec	Director	\$0	\$0	\$0
Linda Ross	Director	\$0	\$0	\$0
Judith Vindici	Director	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2018

Name	Title	Compensation	Other	Related
Thomas Pettit	Secretary	\$17,280	\$0	\$0
Shannon Crone	Treasurer and Director	\$0	\$0	\$0
Gary Kadlec	Director	\$0	\$0	\$0
Linda Ross	Director	\$0	\$0	\$0
Judith Vindici	Director	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2017

Name	Title	Compensation	Other	Related
Thomas Pettit	Secretary	\$5,760	\$0	\$0
Shannon Crone	Treasurer	\$0	\$0	\$0
Gary Kadlec	Director	\$0	\$0	\$0
Linda Ross	Director	\$0	\$0	\$0
Judith Vindici	Director	\$0	\$0	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2022

Name	Title	Compensation	Other	Related
Molly MacDonald	President, Director, CEO	\$147,900	\$4,437	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2019

Name	Title	Compensation	Other	Related
Molly MacDonald	President and Director	\$96,900	\$0	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2018

Name	Title	Compensation	Other	Related
Molly MacDorrald	President and Director	\$95,000	\$0	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2017

Name	Title	Compensation	Other	Related
Molly MacDonald	President and Director	\$77,945	\$0	\$0

BOARD LEADERSHIP PRACTICES

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices.

BOARD ORIENTATION & EDUCATION

Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

Yes

CEO OVERSIGHT

Has the board conducted a formal, written assessment of the chief executive within the past year?

No

ETHICS & TRANSPARENCY

Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements in the past year?

Yes

BOARD COMPOSITION

Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Yes

BOARD PERFORMANCE

Has the board conducted a formal, written self-assessment of its performance within the past three years?

No

Organizational Demographics

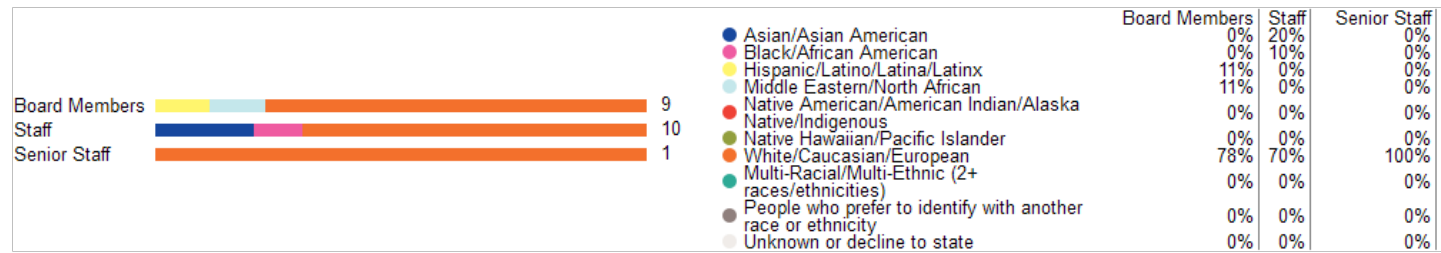
Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy and Equity in the Center.

Leadership

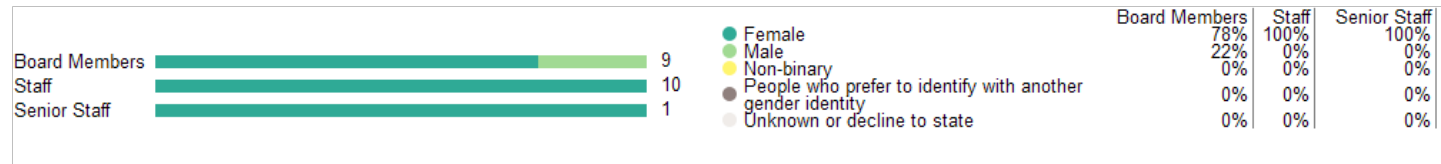
The organization's leader identifies as:

Race & Ethnicity	White/Caucasian/European
Gender Identity	Female, Not transgender
Sexual Orientation	Decline to state
Disability Status	Decline to state

Race & Ethnicity



Gender Identity



Transgender Identity

Sexual Orientation

No data

Disability

No data.

We do not display staff or senior staff disability information for organizations with fewer than 15 staff.

Equity Strategies *Last Updated: 02/14/2024*

Candid partnered with Equity in the Center - a project that works to shift mindsets, practices, and systems within the social sector to increase racial equity - to create this section. [Learn More](#)

Data

- ✓ We review compensation data across the organization (and by staff levels) to identify disparities by race.
- ✓ We ask team members to identify racial disparities in their programs and/or portfolios.
- ✓ We analyze disaggregated data and root causes of race disparities that impact the organization's programs, portfolios, and the populations served.
- ✓ We disaggregate data to adjust programming goals to keep pace with changing needs of the communities we support.
- ✓ We have long-term strategic plans and measurable goals for creating a culture such that one's race identity has no influence on how they fare within the organization.

Policies and processes

- ✓ We seek individuals from various race backgrounds for board and executive director/CEO positions within our organization.
- ✓ We help senior leadership understand how to be inclusive leaders with learning approaches that emphasize reflection, iteration, and adaptability.
- ✓ We measure and then disaggregate job satisfaction and retention data by race, function, level, and/or team.
- ✓ We engage everyone, from the board to staff levels of the organization, in race equity work and ensure that individuals understand their roles in creating culture such that one's race identity has no influence on how they fare within the organization.

Appendix

Key Documents

IRS Forms 990	2022 990
	2021 990
	2021 990
	2019 990
	2019 990
IRS Forms 990T	Not Available
Audited Financial Statements	2022 Audited Financial Statement
	2021 Audited Financial Statement
	2020 Audited Financial Statement
Key Organization Documents	Letter of Determination
	2023 Annual Report
	2022 Annual Report
	2019 Annual Report
	12 Annual Report
	'Key Revenue & Expense Data from Form 990'
	'Key Balance Sheet Data from Form 990'

Pink Fund

Aka The Pink Fund

PO Box 607

Southfield, MI 48037

✓ Foundation Status Code: PC*

✓ Public charity described in section 509(a)(1) or (2)

IRS Publication 78 Details			IRS Pub 78 verified
Organization name	Location	Most recent IRS Publication 78	
Pink Fund Inc.	Bingham Farms, MI	March 2024	
EIN	Deductibility status description	Verified with most recent Internal Revenue Bulletin	
45-0544575	A public charity (50% deductibility limitation).	March 25, 2024	

IRS Business Master File Details			IRS BMF	509(a)(1)
Organization name	Most recent IRS BMF	Reason for Non-Private Foundation Status		
PINK FUND INC	March 12 2024	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)		
EIN	IRS subsection	Ruling date		
45-0544575	This organization is a <u>501(c)(3) Public Charity</u>	03/2009		
This organization was not included in the Office of Foreign Assets Control Specially Designated Nationals (SDN) list.				

On September 8, 2011, the IRS issued [regulations](#) which eliminated the advance ruling process for a section 501(c)(3) organization. [Learn more](#)

* The Foundation Status Code is the code that foundations are required to provide for each grantee annually on part XV of Form 990PF. Note that this code cannot be derived in some cases (e.g., supporting organizations for which 'type' can't be determined).

[IRS Revenue Procedure 2011-33](#) allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee's public charity classification under section 509 (a) (1), (2) or (3).

GuideStar Charity Check Data Sources

- GuideStar acquires all IRS data directly from the Internal Revenue Service.
- The [IRS Automatic Revocation of Exemption List](#) contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.
- [IRS Publication 78 \(Cumulative List of Organizations\)](#) lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.
- The Foundation Status Code is a value derived by mapping the codes found on the [990PF filing instructions](#) to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.
- The [IRS Internal Revenue Bulletin](#) (IRB) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.
- The Office of Foreign Assets Control (OFAC) [Specially Designated Nationals \(SDN\) list](#) organizations that are owned or controlled by targeted individuals, groups, and entities, such as terrorists or narcotics traffickers. Their assets are blocked and U.S. persons are generally prohibited from dealing with them.
- The [IRS Business Master File](#) lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.