

Lipstick Angels

LIPSTICK ANGELS

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EIN: 45-4295840
Report Generated on: 03/28/2024

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LIPSTICK ANGELS

aka Lipstick Angels

Los Angeles, CA

www.lipstickangels.org

View GuideStar Profile

Gold Transparency 2025

Candid.

MISSION

Lipstick Angels’ mission is to provide nurturing beauty support services to restore and strengthen the dignity, hope and self-esteem of cancer patients. Our Angels (industry professionals) visit cancer patients in the hospital at their bedside while they receive chemotherapy. Through physical touch, compassion and care, we create an intimate environment that fosters kindness, empathy, and support; contributing to recovery and nourishing the whole person – mind, body and spirit.

EIN

45-4295840

RULING YEAR

2013

IRS SUBSECTION

501(c)(3) Public Charity

FOUNDING YEAR

2012

MAIN ADDRESS

P.O. Box 480366
Los Angeles, CA
90048

AFFILIATION TYPE

Independent Organization

CONTACT

Renata Helfman, Executive
Director
renata@lipstickangels.org

FOUNDER AND PRESIDENT

Renata Helfman

BOARD CHAIR

Gayle Baigelman

SUBJECT AREA

Medical support services

NTEE Code

Health Support Services (E60)

PROGRAMS

1. City of Hope

Population(s) served:People with diseases and illnesses, Caregivers
2. Stanford Medical Center

Population(s) served:People with diseases and illnesses, Caregivers
3. UCSF Medical Center

Population(s) served:People with diseases and illnesses, Caregivers
4. NewYork Presbyterian

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

POPULATIONS SERVED

1. Caregivers
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?
- 7

Number of Independent Board Members

Programs & Results

PROGRAMS

Source: Self-Reported by Organization, March 2023

City of Hope

Population(s) Served:

People with cancer
Caregivers

Lipstick Angels utilizes nurturing beauty services and physical touch to restore, strengthen and protect the dignity, hope and self-respect of seriously ill patients undergoing debilitating treatments such as chemotherapy. Specifically, we provide complimentary, personalized one-on-one beauty and skin care services by professional makeup artists and estheticians at the patient's bedside or while they are receiving chemotherapy infusions when they are at their most vulnerable.

Stanford Medical Center

Population(s) Served:

People with cancer
Caregivers

Lipstick Angels utilizes nurturing beauty services and physical touch to restore, strengthen and protect the dignity, hope and self-respect of seriously ill patients undergoing debilitating treatments such as chemotherapy. Specifically, we provide complimentary, personalized one-on-one beauty and skin care services by professional makeup artists and estheticians at the patient's bedside or while they are receiving chemotherapy infusions when they are at their most vulnerable.

UCSF Medical Center

Population(s) Served:

People with cancer
Caregivers

Lipstick Angels utilizes nurturing beauty services and physical touch to restore, strengthen and protect the dignity, hope and self-respect of seriously ill patients undergoing debilitating treatments such as chemotherapy. Specifically, we provide complimentary, personalized one-on-one beauty and skin care services by professional makeup artists and estheticians at the patient's bedside or while they are receiving chemotherapy infusions when they are at their most vulnerable.

NewYork Presbyterian

Population(s) Served:

People with cancer
Caregivers

Lipstick Angels utilizes nurturing beauty services and physical touch to restore, strengthen and protect the dignity, hope and self-respect of seriously ill patients undergoing debilitating treatments such as chemotherapy. Specifically, we provide complimentary, personalized one-on-one beauty and skin care services by professional makeup artists and estheticians at the patient's bedside or while they are receiving chemotherapy infusions when they are at their most vulnerable.

CHARTING IMPACT

What is the organization aiming to accomplish?

Reduced anxiety, stress, and fatigue. Improved self-esteem and confidence. Increased human connection

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

During treatments, Angels physically touch every patient they serve. Whether it be a hand massage or relaxing skin care treatment, our Angels provide touch, comfort and relief. In addition, our aromatherapy services help reduce nausea, stress and fatigue.

\n\nDuring services, patients not only receive skin care and makeup application, but also training on how to recreate the effects after they leave the hospital. After receiving services, patients indicate that they feel better about their appearance with an emphasis that Lipstick Angels helped them to feel "transformed".\n\nLipstick Angels visits offer patients the opportunity to have a conversation with someone who isn't a caregiver or a healthcare provider. It provides a moment of respite from thinking about chemotherapy treatment and allows for a conversation about something other than their health. It also provides patients something exciting to discuss amongst each other, creating another level of connection even when Lipstick Angels are not present.

What are the organization's capabilities for doing this?

Our staff and volunteers are licensed estheticians and make-up artists who have been specially trained in oncology-sensitive skincare. We pay special attention to both the physical and the emotional aspects of living with cancer.

What have and haven't they accomplished so far?

In 2018, Lipstick Angels served approximately 3750 patients in programs located in Los Angeles, San Francisco, and New York City, a 56% increase from the 2400 patients served the previous year and a 134% increase from 2016 numbers. Each year, the number of patients Lipstick Angels reaches continues to increase at a rapid pace. We hope to continue to expand to different hospitals in our current regions as well as expand to other states.

Financials

FISCAL YEAR START: 01/01
FISCAL YEAR END: 12/31

FINANCIALS QUICK VIEW

Surpluses in last 5 years	3
Negative Net Assets in past 5 years	0

Financial Trends Analysis

Business Model Indicators

Created in Partnership with



Profitability	2018	2019	2020	2021	2022
Unrestricted surplus (deficit) before depreciation	-\$111,127	\$68,200	\$78,832	\$122,787	-\$174,097
As a % of expenses	-20.2%	10.4%	15.5%	23.1%	-22.5%
Unrestricted surplus (deficit) after depreciation	-\$112,199	\$67,128	\$77,760	\$122,153	-\$174,097
As a % of expenses	-20.4%	10.2%	15.3%	23.0%	-22.5%
Revenue Composition					
Total revenue (unrestricted & restricted)	\$651,740	\$615,993	\$558,520	\$653,520	\$599,674
Total revenue, % change over prior year	99.7%	-5.5%	-9.3%	17.0%	-8.2%
Program services revenue	26.6%	30.3%	50.9%	34.5%	57.4%
Membership dues	0.0%	0.0%	0.0%	0.0%	0.0%
Investment income	0.0%	0.0%	0.0%	0.0%	0.0%
Government grants	0.0%	0.0%	16.0%	13.0%	0.0%
All other grants and contributions	73.4%	69.7%	33.1%	52.4%	42.6%
Other revenue	0.0%	0.0%	0.0%	0.0%	0.0%
Expense Composition					
Total expenses before depreciation	\$549,558	\$654,979	\$507,188	\$530,733	\$773,771
Total expenses, % change over prior year	102.2%	19.2%	-22.6%	4.6%	45.8%
Personnel	48.1%	66.4%	79.3%	69.4%	66.5%
Professional Fees	11.0%	3.7%	2.7%	10.4%	11.5%
Occupancy	3.3%	3.2%	3.8%	4.0%	3.7%
Interest	0.0%	0.1%	0.1%	0.0%	0.0%
Pass-Through	0.0%	0.0%	0.0%	0.0%	0.0%
All other expenses	37.6%	26.6%	14.1%	16.2%	18.3%

Financial Trends Analysis, continued

Moving Toward Full Cost Coverage

Full Cost Components (estimated)	2018	2019	2020	2021	2022
Total Expenses (after depreciation)	\$550,630	\$656,051	\$508,260	\$531,367	\$773,771
One Month of Savings	\$45,797	\$54,582	\$42,266	\$44,228	\$64,481
Debt Principal Repayment	\$0	\$0	\$0	\$0	\$0
Fixed Asset Additions	\$2,778	\$0	\$0	\$0	\$0
Total Full Costs (estimated)	\$599,205	\$710,633	\$550,526	\$575,595	\$838,252

Capital Structure Indicators

Liquidity					
Months of cash	0.3	2.5	8.0	10.3	4.4
Months of cash and investments	0.3	2.5	8.0	10.3	4.4
Months of estimated liquid unrestricted net assets	0.8	1.9	4.4	7.0	2.1
Balance Sheet Composition					
Cash	\$11,885	\$134,598	\$336,742	\$456,835	\$284,181
Investments	\$0	\$0	\$0	\$0	\$0
Receivables	\$163,687	\$10,000	\$0	\$0	\$0
Gross land, buildings, and equipment (LBE)	\$6,120	\$7,192	\$7,192	\$7,192	\$7,192
Accumulated depreciation (% of LBE)	54.6%	76.3%	91.2%	100.0%	100.0%
Liabilities (as % of assets)	5.0%	9.9%	45.6%	33.2%	53.6%
Unrestricted net assets	\$40,644	\$107,772	\$185,532	\$307,685	\$133,588
Temporarily restricted net assets	\$134,686	N/A	N/A	N/A	N/A
Permanently restricted net assets	\$0	N/A	N/A	N/A	N/A
Total restricted net assets	\$134,686	\$27,500	\$0	\$0	\$0
Total net assets	\$175,330	\$135,272	\$185,532	\$307,685	\$133,588

Key Data Checks

Material Data Errors	2018	2019	2020	2021	2022
	No	No	No	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.

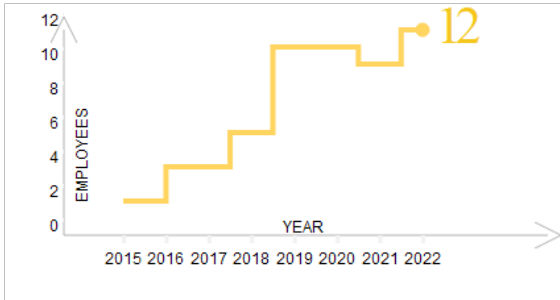
- ☒ [Formulas for key metrics](#)
- ☒ ['Key Revenue & Expense Data from Form 990'](#)
- ☒ ['Key Balance Sheet Data from Form 990'](#)

Operations

Source: Self-Reported by Organization, March 2023

NUMBER OF EMPLOYEES

Source: IRS Form 990



FOUNDER AND PRESIDENT

Renata Helfman

For over 15 years, Renata Helfman has worked as a celebrity makeup artist. During this time she has cultivated a passion for chemical-free products. To further spread information about the benefits of clean beauty products, Renata began writing for the Huffington Post in 2009 and has received international editorial recognition from every sector of the beauty industry. She has been featured in Elle, The Los Angeles Times, Natural Health, Vogue. While volunteering at Cedars Sinai Medical Center in 2011, she was surprised to find that the hospital did not have a beauty program in place. Renata made it her mission to bring beauty and compassion to patients in need. With enthusiastic support from Cedars Sinai, Renata launched Lipstick Angels, a nonprofit organization that provides patients in hospitals with individualized makeup services by skilled professionals. Recently, Renata has been selected to be on the Philanthropic Committee of the Makeup Artists Union.

BOARD CHAIR

Gayle Baigelman

BOARD MEMBERS

- Adam Holiber
- Leilah Mundt
- Ellen Cox
- Annie Jackson
- Barbara Reiss
- Doug Cooper
- Dr. Bobbie Rimel

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2022

Name	Title	Compensation	Other	Related
Adam Holiber	Treasurer	\$42,500	\$0	\$0
Ellen Cox	Board Member	\$0	\$0	\$0
Barbars Reiss	Director	\$0	\$0	\$0
Annie Jackson	Director	\$0	\$0	\$0
Douglas Cooper	Board Member	\$0	\$0	\$0
Gayle Baigelman	Chair	\$0	\$0	\$0
Leilah Mundt	Secretary	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2021

Name	Title	Compensation	Other	Related
Adam Holiber	Treasurer	\$5,500	\$0	\$0
Ellen Cox	Board Member	\$0	\$0	\$0
Barbars Reiss	Director	\$0	\$0	\$0
Annie Jackson	Director	\$0	\$0	\$0
Douglas Cooper	Board Member	\$0	\$0	\$0
Gayle Baigelman	Chair	\$0	\$0	\$0
Leilah Mundt	Secretary	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2020

Name	Title	Compensation	Other	Related
Barbars Reiss	Director	\$0	\$0	\$0
Ellen Cox	Board Member	\$0	\$0	\$0
Annie Jackson	Director	\$0	\$0	\$0
Douglas Cooper	Board Member	\$0	\$0	\$0
Gayle Baigelman	Chair	\$0	\$0	\$0
Leilah Mundt	Secretary	\$0	\$0	\$0
Adam Holiber	Treasurer	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2019

Name	Title	Compensation	Other	Related
Gayle Baigelman	Chair	\$0	\$0	\$0
Douglas Cooper	Board Member	\$0	\$0	\$0
Leilah Mundt	Secretary	\$0	\$0	\$0
Adam Holiber	Treasurer	\$0	\$0	\$0
Ellen Cox	Board Member	\$0	\$0	\$0
Barbars Reiss	Director	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2018

Name	Title	Compensation	Other	Related
Gayle Baigelman	Chair	\$0	\$0	\$0
Douglas Cooper	Board Member	\$0	\$0	\$0
Leilah Mundt	Secretary	\$0	\$0	\$0
Adam Holiber	Treasurer	\$0	\$0	\$0
Bobbie Rimel	Board Member	\$0	\$0	\$0
Robin Coe-Hutshing	Board Member	\$0	\$0	\$0
Ellen Cox	Board Member	\$0	\$0	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2022

Name	Title	Compensation	Other	Related
Renata Helfman	Executive Director	\$145,108	\$14,900	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2021

Name	Title	Compensation	Other	Related
Renata Helfman	Founder	\$137,907	\$12,000	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2020

Name	Title	Compensation	Other	Related
Renata Helfman	Founder	\$131,900	\$0	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2019

Name	Title	Compensation	Other	Related
Renata Helfman	Founder	\$103,303	\$0	\$0

HIGHEST PAID EMPLOYEES

FISCAL YEAR 2018

Name	Title	Compensation	Other	Related
Renata Helfman	Founder	\$105,388	\$721	\$0

Paid Preparers
FISCAL YEAR 2022

Firm Name	Firm EIN	Firm Address	Firm Phone
Kevin E Fordyce	45-4646793	3588 Starling Drive, Frisco TX 75034 USA	469-980-7400

Paid Preparers
FISCAL YEAR 2021

Firm Name	Firm EIN	Firm Address	Firm Phone
Kevin E Fordyce	454646793	3588 Starling Drive, Frisco TX 75034	4699807400

Paid Preparers
FISCAL YEAR 2020

Firm Name	Firm EIN	Firm Address	Firm Phone
Kevin E Fordyce	45-4646793	1327 North Pacific Avenue, Glendale CA 91202 USA	818-543-1400

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?

Not Applicable

BOARD PERFORMANCE

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

No

Organizational Demographics

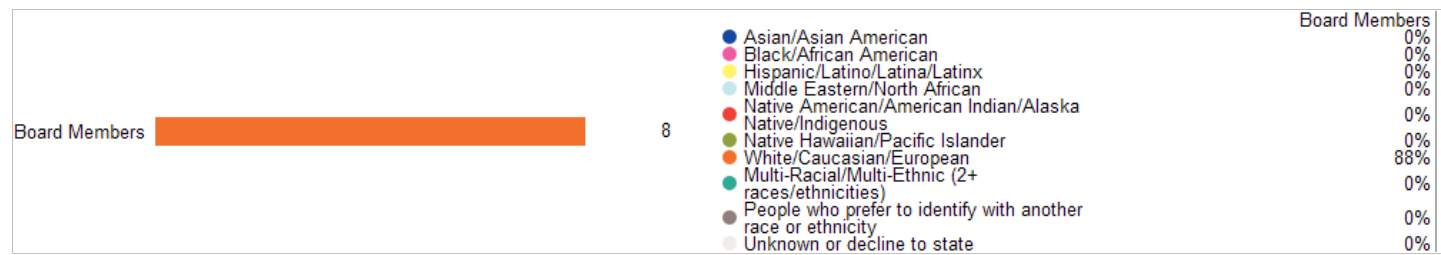
Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy and Equity in the Center.

Leadership

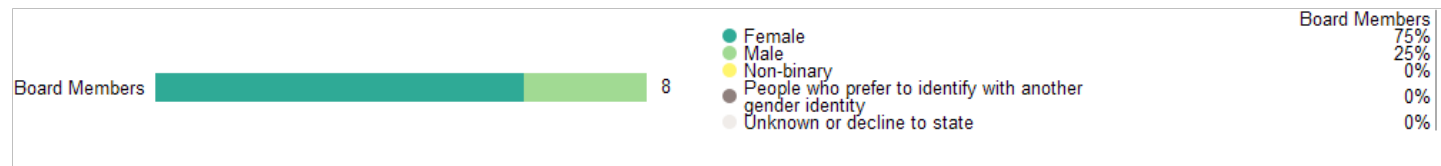
The organization's leader identifies as:

Race & Ethnicity	White/Caucasian/European
Gender Identity	Female, Not transgender
Sexual Orientation	Heterosexual or Straight
Disability Status	Person without a disability

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.

Appendix

Key Documents

IRS Forms 990	2022 990
	2021 990
	2020 990
	2019 990
	2018 990
IRS Forms 990T	Not Available
Audited Financial Statements	2021 Audited Financial Statement
	2019 Audited Financial Statement
	2018 Audited Financial Statement
Key Organization Documents	Letter of Determination
	2018 Annual Report
	'Key Revenue & Expense Data from Form 990'
	'Key Balance Sheet Data from Form 990'

LIPSTICK ANGELS

Aka Lipstick Angels

P.O. Box 480366

Los Angeles, CA 90048

✓ 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	
Lipstick Angels	Los Angeles, CA	March 2024	
EIN	<u>Deductibility status description</u>	Verified with most recent Internal Revenue Bulletin	
45-4295840	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		
LIPSTICK ANGELS	March 12 2024	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)		
EIN	IRS subsection	Ruling date		
45-4295840	This organization is a <u>501(c)(3) Public Charity</u>	08/2013		
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 <u>IRS Automatic Revocation of Exemption List</u> 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.
- <u>IRS Publication 78 (Cumulative List of Organizations)</u> 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 <u>990PF filing instructions</u> to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.
-The <u>IRS Internal Revenue Bulletin</u> (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) <u>Specially Designated Nationals (SDN) list</u> 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 <u>IRS Business Master File</u> lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.	