1 in 8 U.S. women (about 12%) will develop invasive breast cancer over the course of her lifetime.

Average treatment lasts 6-9 months.

In 6 months, a health crisis can throw a family into bankruptcy or homelessness.

The Pink Fund provides financial support to help meet basic needs, decrease stress levels and allow breast cancer patients in active treatment to focus on healing while improving survivorship outcomes. Our 90 day grant program allows us to meet their critical expenses of housing, transportation, utilities, and health insurance, allowing patients the time to take a breath and focus on healing.

DID YOU KNOW...

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Although progress in breast cancer treatment is laudable, the results of the current study demonstrate that we have gone only part of the way toward our goal... 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
The Pink Fund Survey
In 2017, The Pink Fund polled over 1,000 female breast cancer patients and survivors to find out how the costs associated with their treatment are affecting their personal finances, career, and overall well-being. We wanted to see what kinds of medical decisions patients were making based on their finances. We received a total of 587 responses.

$ 1/3 of patients were more scared about how treatment would affect their finances than the cancer itself.

Job 36% of patients report losing their job or being unable to work due to a disability caused by treatment.

Out Of Pocket Costs for Breast Cancer Patients

73% of patients considered altering or skipping their medication or treatment to save money. 41% did alter or skip their medication or treatment.

THE MARY HERCZOG FUND FOR METASTATIC BREAST CANCER PATIENTS

Inspired by Mary’s story, and with the support of Mary’s husband, Steve Hochman, The Pink Fund launched The Mary Herczog Fund for Metastatic Breast Cancer Patients to support metastatic patients for up to 6 months. Mary never considered herself a victim, never once asked “Why me?” Cancer didn’t define her. It was something with which she lived. And oh how she lived! In the dozen years after her initial diagnosis in November 1997, she worked, we traveled all over the world, she wrote a young adult novel that was turned into a TV movie, she wrote about her experiences, with great insight, sharp wit and, even regarding some of the hardest things, her sparkling sense of humor. She also earned a graduate degree in philosophy and theology and was on her way to a doctorate. And most meaningfully, she so joyously reveled in the company and community of family and friends. She was lucky, she said, not in spite of the disease, but with it.

“So I could spend my time brooding, or I could spend it living. What, exactly, does it mean to be a fighter? I really don’t know. But to me it feels like a hearty dose of shrugging is involved. I honestly think I’ve got it kind of great, under the circumstances.”

— Mary Susan Herczog, Nov. 13, 2009

HOW YOU CAN HELP

It takes so little to give ONE LESS WORRY to a breast cancer patient in active treatment, but the impact is monumental.

DONATE

As a non-profit organization, we rely on the generosity of donors to carry out our mission. Become a monthly donor and provide ONE LESS WORRY to breast cancer patients in active treatment. Help us meet their basic needs and allow them to focus on healing and improving their survivorship outcomes. You can make a donation or explore all the ways to give at thepinkfund.org/donate.

HOST A FUNDRAISER

From bake sales to indie rock concerts, walks and runs, car washes, jean days, or pink outs, volunteer fundraisers turn their passions into tangible support for breast cancer patients in treatment. For more information on hosting an event to benefit The Pink Fund, contact Debbie at Debrorah@thepinkfund.org.