

2024 IMPACT REPORT

As we reflect on 2024, we are proud to share The Pink Agenda's Impact Report—a testament to the strength, dedication, and generosity of our incredible community. This year, we made extraordinary strides in funding groundbreaking research, granting unforgettable FAB-U-WISH experiences, and expanding our reach to make an even greater impact in the lives of those affected by breast cancer.

Together, we fueled five critical areas of research, ensuring that the brightest minds in science have the resources they need to drive progress. Our commitment to innovation has propelled discoveries in prevention, heredity, treatment, survivorship, and metastasis—bringing us closer to a world without breast cancer.

Through FAB-U-WISH, we uplifted and empowered women undergoing breast cancer treatment, granting wishes that provided moments of joy, confidence, and self-care. As we celebrated a decade of FAB-U-WISH, we were reminded of the profound impact that hope, and compassion have on the healing journey.

This year also marked the expansion of our national presence, with new representation in Colorado and Nebraska. With 73 dedicated members serving on our Board of Directors and Leadership Council across 21 states, our reach has never been stronger.

Corporate partnerships played a vital role in our success, and we are deeply grateful to our partners— Scooter's Coffee, Speed Rack, Kendra Scott, and so many others—who helped fund research, raise awareness, and support patients in meaningful ways. Their generosity, along with the contributions of countless individuals, has allowed us to make a tangible difference in finding better treatments and a cure for breast cancer.

As you read this report, we hope you feel a deep sense of pride in what we have accomplished together. Every dollar raised, every event attended, and every story shared has driven us forward. While we celebrate our progress, we know there is still work to be done, and we remain steadfast in our commitment to funding research, granting wishes, and inspiring hope.

Thank you for being an essential part of The Pink Agenda. With your continued support, the future is bright—and together, we will change the landscape of breast cancer forever.

Looking forward to all we will accomplish together in 2025!

With gratitude,

Nicole Seagult

PRESIDENT

Suzanne Eklou

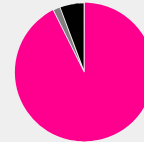
MANAGING DIRECTOR



TPA by the Numbers

FINANCIALS AND FUNDING

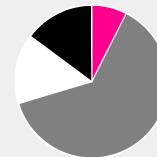
Raised over **\$1,947,680**
Programmatic expenses: **\$1,629,150**



- Research
- FAB-U-WISH
- Education & Awareness

FAB-U-WISHES GRANTED

27 Wishes granted in 2024
Types of Wishes granted:



- Hope
- Fashion
- Experience
- Beauty

FUNDING 5 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.

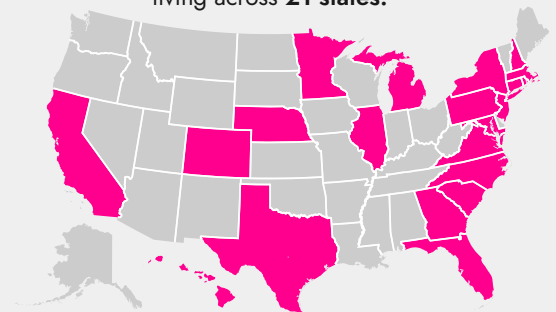


METASTASIS

Uncovering mechanisms of immune suppression and developing innovative immunotherapy strategies that prevent or reverse metastasis, ultimately reducing breast cancer mortality.

OUR REACH AND NATIONAL REPRESENTATION

73 members of the Board of Directors and Leadership Council
living across **21 states**.



OUR LEADERSHIP

2024 Board of Directors

Nicole Seagriff, President
Samantha Golkin-Nigliazzo, Vice President
Courtney Wirths, Treasurer
Natasha Whitling, Secretary
Mark Belenky
Pamela Berkowitz
Scott Caputo

Shannon Dresch
Serra Eken
Patrick Foley
Lucretia Gilbert
Brooke Goldstein
Alanna Griswold
Samantha Hanman

Paige Stables Jackson
Audrey Johnson
Maggie Kudirka
Katie Kuhn
Megan Maskill
Melissa Micari
Amanda Quick

Joe Ricciuti
Gabriela Citrone Rooney
Xander Rothaus
Zoe Samuels
Samantha Shooobs
Erica Starr
Hayley Lamson Troxell
Alex Zelman

2024 Leadership Council

Alessandra Auricchio
Samantha Auricchio
Catherine Bradley
Jennifer Breen
Blythe Brock
Robin Browne
Sophia Ciatto
Nicole Corey
Carrie Crigler
Leah Culver
Tieranny Cutler
Molly Dickinson
Emma D'Oliveria
Allie Drazin

Sara Eason
Kristen Faber
Natalie Fenocchi
Kendra Forsythe
Jodi-Ann Francis
Cailin Gore
Regan Gore
Margot Grinberg
Anna Hardcastle
Audrey Hare
Caroline Hostenstein
Kimberly Hollis
Maritess Jacela
Brittany Jackson

Daniel Jaeck
Aidan Judge
Judy King
Abigail Kloosterman
Megan Leary
Katie Leclerc
Jonathan Lenner
Maura Lonergan
Jacqueline Luna
Abbe Ertel Magid
Shayla Martin
Eleanor McEnaney
Justin Morin
Jillian O'Neil

Alyssa Quigley
Genna Revitz
Jack Ricciuti
Caileigh Scott
Lauren Summa
Jamie Teitelman
Lauren Vallone
Brendan Vann
Zachary Vaughn
Meg Verone
Erin Wirths
Sarah Wright

TEN YEARS OF FAB-U-WISH: A DECADE OF IMPACT

For more than a decade, The Pink Agenda and Giuliana Rancic's FAB-U-WISH have been granting unforgettable wishes to women undergoing breast cancer treatment. Through this partnership, we've created moments of joy, confidence, and self-care for over 450 individuals—reminding these women that they are more than their diagnosis.

Too often, personal well-being takes a backseat during treatment. FAB-U-WISH helps change that, offering experiences that bring comfort and renewal, whether it's a glamorous makeover, a dream shopping spree, or the chance to spend time with loved ones in a meaningful way.

Inspired by Giuliana's own journey, FAB-U-WISH is rooted in the belief that joy can be a powerful source of strength. As we mark 10 years of granting wishes, we remain committed to uplifting and supporting those affected by breast cancer—ensuring they feel seen, valued, and cared for when they need it most.



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: *for a cure.*

THE WISH 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

THE POWER OF CORPORATE PARTNERSHIPS IN ADVANCING BREAST CANCER RESEARCH

The Pink Agenda is proud to collaborate with companies whose generosity and commitment drive meaningful progress in breast cancer research and awareness.

Corporate philanthropy is about more than financial contributions—it's about fostering hope, creating impactful experiences, and funding research that saves lives. Whether through funding research, supporting patients, or engaging communities, our corporate partners play a critical role in shaping a future without breast cancer. Their dedication fuels our work, ensuring we continue to raise money, raise awareness, and raise hell in support of those affected by breast cancer.

SCOOTER'S COFFEE:



Brewing Support for Breast Cancer Research

For five years, Scooter's Coffee has been a dedicated partner in The Pink Agenda's mission, making a lasting impact through their commitment and innovative fundraising.

In 2024, Scooter's Coffee once again supported The Pink Agenda during Breast Cancer Awareness Month. With the return of Courage Cookies and the new Courage Quencher, customers embraced these items in support of the cause. Thanks to franchise owners, employees, and customers, this year's campaign raised over \$249,000—funding nearly 5,000 hours of critical research.

Since 2020, Scooter's Coffee has donated over \$900,000 and sold more than 1 million Courage Cookies to support groundbreaking research projects aimed at improving treatments, eliminating disparities, and understanding genetic risks.

We are deeply grateful for Scooter's Coffee's continued support and look forward to building on this success—one Courage Cookie, one Courage Quencher, and one breakthrough at a time.

SPEED RACK:



Mixing Passion with Purpose

Since 2015, Speed Rack has been a fierce and dynamic partner in The Pink Agenda's mission, combining high-speed bartending with high-impact fundraising.

Speed Rack pits top female and femme bartenders against each other in timed challenges, with regional competitions narrowing the field to 16 finalists who compete at the national level. While the competition is intense, so is the commitment to philanthropy. To date, Speed Rack has raised more than \$370,000 in support of The Pink Agenda's mission.

Beyond fundraising, Speed Rack continues to expand its global reach, fostering a powerful network of industry professionals and advocates. By engaging leading spirits brands and passionate competitors, Speed Rack keeps philanthropy at the forefront of the beverage industry.

The Pink Agenda is proud to partner with Speed Rack. Together, we are raising awareness, funding research, and empowering a global community committed to making a difference—one perfectly crafted cocktail at a time.

KENDRA SCOTT:



Spreading Joy Through FAB-U-WISH

Since 2018, Kendra Scott has been a valued partner in The Pink Agenda's mission, contributing an incredible \$140,000 toward granting FAB-U-WISHES and bringing joy and self-care to those undergoing breast cancer treatment.

In 2024, Kendra Scott helped grant wishes to 11 inspiring women who had recently undergone treatment. Each woman was treated to a personal styling session where they designed and shopped for stunning jewelry. Wishes ranged from shopping sprees to home makeovers to well-deserved days of pampering—ensuring that joy and self-care remained a priority during their recovery.

Kendra Scott's generosity has created countless moments of happiness for those facing breast cancer. We are deeply grateful for their continued support and look forward to making more FAB-U-WISHES come true—one wish and one sparkle at a time.

"OUR CORPORATE PARTNERS ARE DRIVING PHILANTHROPIC LEADERSHIP AND MAKING AN INDELIBLE IMPACT ON THE FUTURE OF BREAST CANCER RESEARCH AND AWARENESS. THROUGH THEIR GENEROSITY AND COMMITMENT, THEY HAVE TRANSFORMED THE LANDSCAPE OF THIS DISEASE—FUNDING BREAKTHROUGHS, SUPPORTING PATIENTS, AND ENSURING LONGER, HEALTHIER LIVES FOR COUNTLESS INDIVIDUALS."

— SERRA EKEN

Managing Director, The Pink Agenda

A special thank you to ALL our corporate partners who supported The Pink Agenda's mission in 2024.

2024 AT A GLANCE

OCTOBER

- Launched Supper Club Palm Beach.
- Honored by BCRF with the Sandra Taub Humanitarian Award for our commitment to raise awareness and funds for breast cancer research among young professionals.
- Our NYC & ATL Galas shattered records, raising \$580K.



JUNE

- TPA hosted our Grand Slam Series with Ballgame events in Atlanta, Boston, Chicago, New York, and Pittsburgh.
- 215 supporters got moving for the 4th Annual #Move2RaiseHell Challenge.



APRIL

- NYC gathered for the 6th Annual TPA Talks at the Sheen Center.



FEBRUARY

- The 2nd Annual NYC Snowflake Soiree brought together TPA leadership, supporters, friends, and family.



DECEMBER

- Deepened our commitment to funding research making our largest-ever contribution of \$1.5M to BCRF.

NOVEMBER

- TPA Supper Club New York returned to MM Kitchen Studio to explore the latest in breast cancer screening and technology.
- Team TPA's 39 runners crossed the NYC Marathon finish line, raising \$246K.



SEPTEMBER

- The Second Annual Pink on the River in Chicago raised \$390K.



MAY

- TPA Supper Club debuted in Boston & Chicago. In Boston, TPA-funded researcher Dr. Ann Partridge explored breast cancer in young women and interventions to improve care, while in Chicago, Dr. Seema Khan discussed risk, prevention, and maintaining long-term health.



MARCH

- Our record-breaking United Airlines Half Marathon team raised \$52K.
- TPA Boston hit the bullseye at Target for a Cure on Triple Negative Breast Cancer Day.



JANUARY

- Kicking off the year, TPA NYC's Winter Wellness centered on health and mindfulness.
- Welcomed our newest Chapter City - Chicago

