

DRIVING RESEARCH.
BUILDING COMMUNITY.
CHANGING WHAT'S POSSIBLE.

THE PINK AGENDA

2025 Impact Report

Together, we're accelerating research, expanding access to education, and building a nationwide community committed to ending breast cancer.

A Letter from our *Leadership*

As we reflect on the past year, we are filled with gratitude for the community that continues to power The Pink Agenda's mission and an even greater sense of optimism for what lies ahead.

Breast cancer remains the most common cancer among women worldwide, and every diagnosis changes the course of a life. Yet thanks to decades of scientific progress, survival rates continue to improve; new treatments are emerging at an unprecedented pace, and more people than ever are living beyond a breast cancer diagnosis. These advances are a direct result of research—and the individuals and communities who believe in its power to change lives.

AT THE PINK AGENDA,
WE BELIEVE THAT
PROGRESS HAPPENS WHEN
**RESEARCH, EDUCATION,
AND COMMUNITY**
COME TOGETHER.

Throughout the year, our supporters across the country rallied behind that belief. Together, we raised critical funds for breast cancer research, expanded opportunities for education and awareness, and strengthened a growing national network of advocates committed to creating a future without breast cancer.

Some of the most meaningful moments of the year happened through conversation. TPA Talks, TPA Supper Club Series, and TPA Speaker Series brought our community together with leading physicians, researchers, and experts to explore the latest developments in breast cancer prevention, treatment, survivorship, and care. These experiences transformed complex science into accessible knowledge and empowered participants to better understand their health, support loved ones facing a diagnosis, and engage more deeply with our mission.

At the same time, The Pink Agenda continued to expand its reach and impact nationwide. From our chapter cities to active communities in Pittsburgh, Denver, Los Angeles, and beyond, supporters came together through signature fundraising events, wellness initiatives, athletic challenges, educational programs, and volunteer leadership opportunities that advanced our mission while building meaningful connections. What began as a small group of passionate young

professionals has evolved into a vibrant national community united by a shared commitment to ending breast cancer.

Research remains at the core of everything we do. Through our partnership with the Breast Cancer Research Foundation, we continue to support innovative research across prevention, heredity and ethnicity, treatment, survivorship, and metastasis. Every dollar raised helps move science forward, bringing researchers closer to the discoveries that will improve outcomes, enhance quality of life, and ultimately save lives. As a reminder of what is possible, breast cancer deaths have declined by 44% over the past three decades—a testament to the impact that sustained investment in research can have.

We also recognize that every contribution represents an act of trust. We remain committed to transparency, accountability, and responsible stewardship of the resources entrusted to us. The impact reflected throughout this report is made possible by the generosity of our donors, corporate partners, volunteers, leadership, and supporters who continue to believe in the power of research to change the future.

While we are proud of what we accomplished together this year, we know our work is far from finished. Every breakthrough begins with a question, every advancement begins with an investment, and every step forward is fueled by a community willing to take action.

Thank you for being part of The Pink Agenda. Together, we are funding progress, expanding knowledge, building community, and creating hope for millions of individuals and families affected by breast cancer.

With gratitude,



- NICOLE SEAGRIFF,
PRESIDENT



- SERRA EKEN,
MANAGING DIRECTOR

Advancing Research, Education, and Support

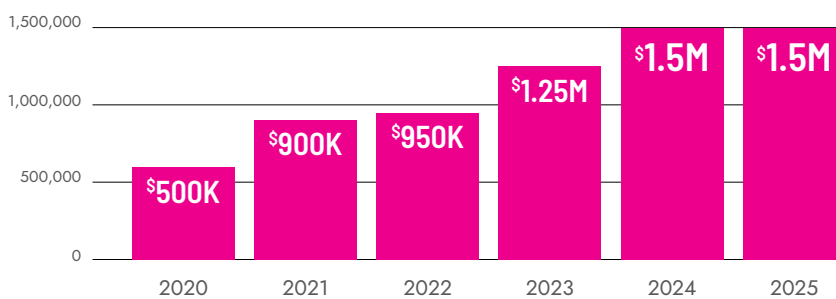
OUR PHILANTHROPIC AGENDA

Through strategic investments in research, education, and patient support, The Pink Agenda is helping drive progress at every stage of the breast cancer experience.

Driving Scientific Discovery

Every breakthrough begins with research. Through our partnership with the Breast Cancer Research Foundation, we support the scientists and institutions working to improve outcomes, develop new treatments, and bring us closer to a cure.

YEAR-OVER-YEAR GROWTH SINCE 2020



Where We Invest

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 understand 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.

Empowering Through Knowledge

Education is one of the most powerful tools we can provide. Through TPA Talks, our TPA Speaker Series, and TPA Supper Club, we connect our community directly with leading physicians, researchers, experts, and those affected by the disease who are shaping the future of breast cancer prevention, treatment, survivorship, and care. By transforming complex science into accessible conversations, we help individuals make informed decisions, advocate for themselves and their loved ones, and engage more deeply in the mission to advance breast cancer research.



Creating Moments of Joy & Connection

Research changes the future, but support changes the experience of those living through breast cancer today. Through Giuliana Rancic's FAB-U-WISH, The Pink Agenda has helped create moments of joy, confidence, and connection for nearly 500 individuals undergoing treatment. From meaningful experiences to simple acts of self-care, these wishes serve as a reminder that every person deserves to feel seen, celebrated, and supported throughout their journey.



"Programs like FAB-U-WISH matter because they bring beauty, dignity, and encouragement into people's lives during incredibly difficult times. For those going through breast cancer, it's not just about the practical gifts—it's about feeling seen, supported, and uplifted. For the broader community, it shows the power of kindness and reminds us that even small acts of giving can have big impact!" — Trisha L.



WHY IT MATTERS

"Meaningful progress requires more than research alone. It requires investment in scientific discovery, access to trusted information, and support for those navigating a diagnosis."

— Serra Eken, Managing Director

Together, these pillars represent The Pink Agenda's commitment to advancing progress across the full breast cancer experience—from prevention and treatment to survivorship and support.

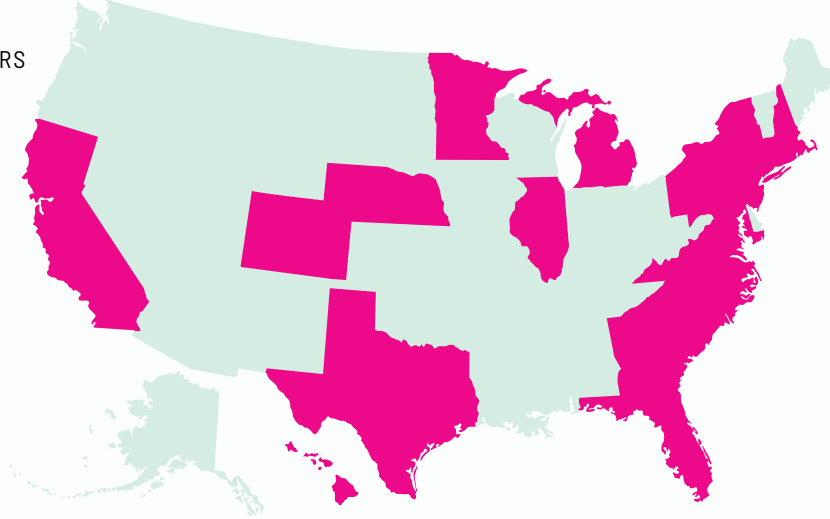
A national community with local impact

TPA ACROSS AMERICA

99 *members*

OF THE BOARD OF DIRECTORS
AND LEADERSHIP COUNCIL
LIVING ACROSS

13 *states*



FROM BOSTON TO LOS
ANGELES, MORE THAN

3,000
TPA supporters

CAME TOGETHER THROUGH

80 *events nationwide*

TO FUND RESEARCH,
EXPAND AWARENESS, AND
STRENGTHEN OUR GROWING
COMMUNITY.

OUR LEADERSHIP

2025 Executive Board

Nicole Seagriff,
President
Samantha Golkin-Nigliazzo,
Vice-President
Natasha Whitling,
Secretary
Courtney Wirths,
Treasurer

2025 Board of Directors

Mark Belenky
Pamela Berkowitz
Scott Caputo
Serra Eken
Patrick Foley
Lucretia Gilbert
Brooke Goldstein
Alanna Griswold
Samantha Hanman

Kimberly Hollis
Brittany Jackson
Paige Stables Jackson
Audrey Johnston
Katie Kuhn
Megan Maskill
Eleanor McEnaney
Melissa Micari
Joe Ricciuti

Gabriela Citrone Rooney
Xander Rothaus
Zoe Samuels
Haley Troxell

Maggie Kudirka, in memoriam
Amanda Quick, in memoriam
Samantha Shoobs, in memoriam
Erica Starr, in memoriam

2025 Leadership Council

Jessica Ackerson
Kara Aron
Alessandra Auricchio
Samantha Auricchio
Catherine Bradley
Jennifer Breen
Blythe Brock
Robin Browne
Sophia Ciatto
Leah Culver
Tieranny Cutler
Rick DeCicco
Iris Di Cesare
Emma D'Oliveira
Allie Drazin
Sara Eason
Brooke Ellexson
Kristen Faber

Avery Faigen
Natalie Fenocchi
Cailin Gore
Regan Gore
Margot Grinberg
Denise Gulotta
Anna Hardcastle
Audrey Hare
Caroline Holenstein
Maritess Jacela
Aidan Judge
Judy King
Abigail Kloosterman
Marleah Dean Kruzel
Elizabeth Kudirka
Nina Lampert
Meghan Leary
Katie Leclerc

Jonathan Lenner
Maura Lonergan
Nicole Corey Lotfalla
Jacqueline Luna
Gina Maged
Abbe Ertel Magid
Helen Marcotte
Shayla Martin
Meg McGoogan
Aliza Mehlman
Sarah Mehlman
Justin Morin
Alexandria Murray
Jillian O'Neil
Benjamin Pearl
Meghann Principet
Alyssa Quigley
Genna Revitz

Jordan Ricciardi
Jack Ricciuti
Alexandra Rooney
Hayley Schapiro
Caileigh Scott
Layla Shapiro
Lindsay Shapiro
Gabriella Shink
Lauren Summa
Jamie Teitelman
Lauren Vallone
Brendan Vann
Molly Verrone
Erin Waitz
Erin Wirths
Sarah Wright

Partnerships powering progress

OUR CORPORATE PARTNERSHIPS

Corporate partnerships play a vital role in advancing The Pink Agenda's mission. In 2025, our corporate partners generated a combined **\$165,225** in contributions and revenue, helping fund groundbreaking breast cancer research and granting wishes through Giuliana Rancic's FAB-U-WISH program.

Beyond financial support, these partnerships help expand awareness of our mission and introduce new audiences to the importance of breast cancer research. This year, we continued to grow and enhance the Shop & Support section of The Pink Agenda's website, creating additional opportunities to spotlight and celebrate the brands that stand alongside us in advancing research and supporting those affected by breast cancer. We are proud to partner with companies that share our commitment to making a meaningful difference and remain dedicated to ensuring our partners receive the visibility, recognition, and support they deserve.



GHD

Turning Great Hair Days into Greater Impact.

Since 2022, GHD has been a steadfast partner in helping advance The Pink Agenda's work. Through its annual pink collection and ongoing commitment to breast cancer awareness, GHD has helped spark important conversations while generating meaningful support for research and patient-centered programs. In 2025 alone, GHD contributed **\$25,000** to support The Pink Agenda's mission, bringing its total impact to more than **\$142,000** since the partnership began.

LILLY PULITZER

Fashioning a Future Without Breast Cancer.

In its first year as a Pink Agenda partner, Lilly Pulitzer made an immediate and meaningful impact. Through a dedicated give-back initiative, the iconic lifestyle brand helped introduce new audiences to our mission while generating critical support for breast cancer research and FAB-U-WISH. Together, the partnership raised **\$25,000** in 2025, demonstrating how purpose-driven collaborations can create meaningful change from day one.

LYS BEAUTY

Elevating Beauty. Supporting Research.

Since joining The Pink Agenda's corporate partner community in 2023, LYS Beauty has helped connect beauty and purpose in meaningful ways. Through its commitment to giving back, the brand has raised awareness of our mission while supporting the research and programs that improve the lives of those affected by breast cancer. In 2025, LYS Beauty contributed **\$5,000** to support our work, bringing its cumulative impact to more than **\$15,000** since the partnership began.

We extend our sincere gratitude to every corporate partner, event sponsor, and in-kind supporter who helped make 2025 one of The Pink Agenda's most impactful years to date. More than **100 event sponsors** and nearly **500 in-kind partners** contributed their resources, products, experiences, and expertise in support of our mission. Whether through financial contributions, donated auction items, or event sponsorships, their generosity helped fuel breast cancer research, expand educational programming, and support individuals undergoing treatment through Giuliana Rancic's FAB-U-WISH.

"Together our partners do more than support our mission—they *help amplify it*. We are proud to recognize the organizations that continue to invest in progress, champion innovation, and stand alongside The Pink Agenda as we work toward a future without breast cancer."

- COURTNEY WIRTHS,
TREASURER

TPA's community in action

FUNDRAISERS AND EVENTS

Behind every fundraiser is a personal story, a meaningful connection, or a desire to make a difference. Throughout the year, supporters across the country brought their communities together through events that honored loved ones, celebrated milestones, promoted wellness, and advanced breast cancer research. Their creativity, generosity, and commitment demonstrate the powerful role individuals can play in driving progress.



Comedy Night For Breast Cancer Research

In memory of former TPA Board Member Samantha Shoobs, Leadership Council member Rick DeCicco and his Aunt Nancy Forman brought their community together for an evening of laughter, connection, and impact. Inspired by Samantha's legacy and Nancy's longtime tradition of charitable comedy events, Comedy Night for Breast Cancer Research raised critical funds while honoring the power of community, resilience, and hope.



Sweat For Our Sisters | DanceBody

DanceBody once again turned movement into meaningful action through its annual Sweat for Our Sisters fundraiser. Supporters came together to honor loved ones, raise awareness, and support The Pink Agenda's mission.



In Honor Of Nancy Rapenske

Board Member Melle Micari's annual Halloween fundraiser celebrates the life and legacy of her mother, Nancy Rapenske. This year's event raised more than \$5,000 in support of breast cancer research while honoring Nancy's love of family, fun, and community.



Pure Barre Shadyside

Pure Barre Shadyside rallied its local community through a breast cancer awareness fundraiser that combined movement, education, and philanthropy. Together, participants helped advance research while strengthening awareness of TPA's mission.



Ridgewood High School Pink Out

Ridgewood High School students demonstrated the power of youth-led advocacy through their annual Pink Out initiative. By rallying classmates, families, and local supporters, they helped raise funds and bring breast cancer awareness to the next generation.

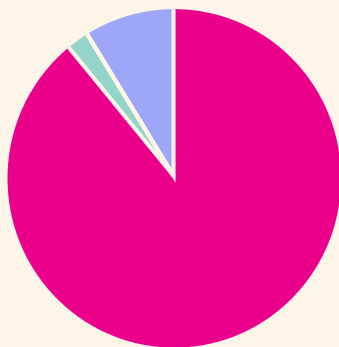
TPA by the numbers

FINANCIALS AND FUNDING

Raised over:

\$1,936,538

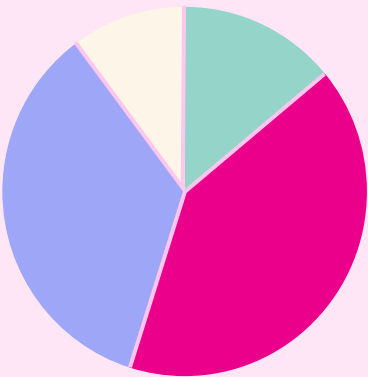
Programmatic Expenses: \$1,683,685



Research FAB-U-WISH Education & Awareness

FAB-U-WISHES GRANTED

29 Wishes granted in 2025



Home Fashion Experience Beauty

Our commitment to transparency

Progress is only possible because of the generosity of our community. We believe that generosity deserves transparency. At The Pink Agenda, we are committed to being responsible stewards of every dollar raised, ensuring that contributions are invested thoughtfully and strategically in support of breast cancer research, education, awareness, and patient support. By sharing our financial results and organizational impact, we aim to provide a clear view of how your support is helping advance scientific discovery, empower informed conversations, and create meaningful change for individuals and families affected by breast cancer.

Looking ahead

As we look to the future, our commitment remains unchanged: to accelerate progress against breast cancer through research, education, community, and support.

In the years ahead, The Pink Agenda will continue to build upon the programs and initiatives that have become hallmarks of our mission. We are dedicated to expanding our most impactful educational and community programs across our chapter cities, bringing more supporters into meaningful conversations with leading physicians, researchers, and experts. By growing access to trusted information and fostering deeper engagement, we aim to empower more individuals to become informed advocates for their own health and the health of those they love.

At the same time, we remain focused on investing in the future of breast cancer research. Through our partnership with the Breast Cancer Research Foundation, we will continue supporting the best and brightest scientific minds working to advance prevention, improve treatments, enhance survivorship, and ultimately bring us closer to a cure.

We are also excited to continue increasing the reach and impact of Giuliana Rancic's FAB-U-WISH, ensuring that more individuals undergoing breast cancer treatment experience moments of joy, confidence, and hope when they need it most.

Guided by our three-year strategic vision, we will continue strengthening our national community, deepening engagement in both established and emerging markets, and creating new opportunities for supporters to connect with our mission. While the challenges ahead remain significant, so does the momentum behind this movement.

Together, we are not only funding research—we are helping shape the future of breast cancer prevention, treatment, survivorship, and care. We are proud of how far we have come and inspired by what we can accomplish together in the years ahead.

FOR EVERY \$1
RAISED, NEARLY
90¢ DIRECTLY
SUPPORTED
MISSION-DRIVEN
PROGRAMS.



THE PINK AGENDA

-  thepinkagenda.org
-  info@thepinkagenda.org
-  [@thepinkagenda](https://www.instagram.com/thepinkagenda)
-  [@thepinkagenda](https://www.facebook.com/thepinkagenda)
-  [@thepinkagenda](https://twitter.com/thepinkagenda)
-  [@thepinkagenda](https://www.linkedin.com/company/thepinkagenda)
-  [@thepinkagenda](https://www.youtube.com/thepinkagenda)
-  thepinkagenda.substack.com



The Pink Agenda is committed to raising money for breast cancer research and raising awareness of the disease among young professionals and those who support them.

Since 2007, The Pink Agenda has raised over \$13.5 million for breast cancer research and care—and we're just getting started.

