

Thrive to Survive 2019 Annual Report



Dear Thrive to Survive Friends,

As we look back on the past year, it is our honor and pleasure to take this time to say thank you.

Thank you for your dedication to creating a world where a cancer survivor is supported emotionally, physically and financially throughout their journey. Your commitment to our mission of lessening the burden of a cancer diagnosis and helping survivors Thrive through their diagnosis is reflected in the time and financial resources you invest in Thrive to Survive each year.

Thank you for your trust. We know that there are many worthy charities to support and that you value our innovative, free support programs and services, transparency, commitment to our communities, and our pledge to gift 100% of all donations to supporting adults in treatment for cancer.

We want to thank everyone for sharing your journeys and unique experiences. Through these conversations we are reminded each day why what we do is so important. Your experiences help us to learn, grow, and improve Thrive to Survive. Together we are making a difference and improving outcomes.

We are deeply grateful that you have chosen to believe, follow and support Thrive to Survive.

Sincerely,

Pamela Venuti, Co-Founder and President

Jennifer Harris, Co-Founder and Vice President

Thrive to Survive Mission

Receiving a cancer diagnosis is a life changing event for most. Thrive to Survive was formed to lessen the emotional, physical and financial burden on the survivor. Together, we hope to help survivors THRIVE through their diagnosis!

Thrive to Survive Board of Directors & Advisors

Thrive to Survive Board of Directors

Pamela Venuti, President & Co-Founder
Jennifer Harris, Vice President & Co-Founder
Roseann Moffe, Secretary & Co-Founder
Genia Youngs, Treasurer
Sharon Hogan, Board Member
Karen Cardillo, Support Group Facilitator and Advisor to Board

Thrive to Survive Advisory Board Members

John Knifley, Tax Advisor to Board
Irene Canario, Oncology Nurse - Interlakes Oncology
Mark Venuti, Attorney Advisor to Board

Thrive to Survive Program Spotlight

All Thrive to Survive programs and services are available free and open to adults aged 18+ living in Ontario, Yates, Seneca and Schuyler, and Wayne Counties.

[Thrive to Survive General Cancer Support Group Meetings](#)

Providing free monthly support group meetings to anyone affected by cancer, including caregivers and those who are bereaved. TTS understands the complex issues surrounding a cancer diagnosis and treatment. Our support group facilitator knows the importance of getting help and providing a safe environment to share and participate in activities that help to reduce stress and anxiety. Our facilitator provided emotional and practical support to 19 participants on average each month.

[Thrive to Survive Financial Grants](#)

Financial assistance programming is available to assist with the high costs of treatment, co-pays, travel expenses, and general living expenses. Funding is available to survivors who have received surgery, chemotherapy or radiation therapy within 12 months of their cancer diagnosis. In 2019, we provided 84 financial grants to area survivors.

[Thrive to Survive Cancer Recovery Program at the Geneva Family YMCA](#)

Thrive to Survive and the Geneva Family YMCA have collaborated to provide the areas first exercise and group support program that focuses on improving survivor's physical strength and endurance while empowering them to maintain a healthy, active life. This program is offered free of charge twice per year. The YMCA has had 19 survivors and caregivers participate and graduate from this program this year. At the end of each program, Thrive to Survive provides a free 12-month membership to each of the survivors to help them continue on their wellness journey.

[Thrive to Survive Pick Me Ups](#)

When Board members learn about someone recently diagnosed with cancer, we spring into action and write an encouraging note to the survivor. In addition to our note card, we include a small gift card to a local store that can be used to pay for medication or possibly a healthy meal. This is our way of introducing the survivor to Thrive to Survive and the services we offer to cancer patients. Thrive to Survive provided 40 pick me ups during 2019.

[Thrive to Survive Distraction Tool Kit Gift bags](#)

Through the generous support of the Florence M. Muller Foundation, Thrive to Survive started assembling custom bags filled with useful items for someone in treatment in 2018. With the help of local volunteers, Thrive to Survive distraction toolkits are delivered to treatment centers in Geneva, Clifton Springs and Canandaigua. The doctors and nurses at these treatment centers distribute bags to new patients. Bags include items like: notepad, pen, calendar, lap blanket, lip balm, hand lotion, and puzzle books.

Thrive to Survive Special Events

Thrive to Survive Middle Finger 5K

Our biggest fundraiser was held on May 4, 2019. With over 1300 registered participants, the day kicked off with hope. We had an increase of 62.5% of participants and raised \$49,764.57.

Thrive to Survive Community Events

Ford Drive 4UR Community "Ride Drive and Thrive Fund Raiser"

Friendly Ford and Geneva Harley Davidson co-sponsored this one-day test drive fund raiser on June 15, 2019. The day was filled with great fun, BBQ, live entertainment and so many amazing supporters that came out to volunteer and test drive. The event raised \$11,335.

Friendly Ford October Cancer Awareness Fund Raiser

Friendly Ford held a month-longer fundraiser to promote awareness of the impact of cancer and to help spread the word of Thrive to Survive in the Finger Lakes region. Every weekend Friendly Ford hosted uniquely themed events to bring family and friends together. The event raised \$10,000.

October 5th - Sports, Food and More Family Fun Weekend

October 12th - Live Music, Food and Friends

October 19th - Racin Randy's Famous Car Show and Cookout

October 26th - Trunk or Treat Halloween Festivities

Rochester Women Online presents Diva's Nite at the Vineyard

Rochester Women's Online publication invited Rochester and Finger Lakes women to join in a fun night out at Fox Run Vineyards on August 22, 2019. The evening was filled with live music, 40+ vendors to shop, door prize items, and fundraising for Thrive to Survive. The event raised \$323 for Thrive to Survive.

Papillon Sip and Shop Holiday Fund Raiser

Patti Talomie held a special one-night holiday sip and shop event and gave a portion of her sales to support Thrive to Survive. \$500 was raised.

Waterloo High School Volleyball League

Waterloo Volleyball hosted the 11th annual Volley for a Cure on Saturday, October 12, 2019. Twelve teams from across Section V came out for a great day of volleyball and a chance to be a part of this fundraising event. The event raised \$200.

Geneva Rotary Interact Club

Raised \$850

Mustang Rally of the Finger Lakes

The 7th Annual Mustang Rally was held in Phelps. Area Ford Mustang enthusiasts joined together for a car show, parade and other fun activities. The event raised \$200 for Thrive to Survive.

Dr. Littlejohn Pink for October Fund Raiser

Month long fund raiser to support breast cancer awareness. Patients who chose pink rubber bands for their braces and purchased t-shirts helped to raise \$500 to support Thrive to Survive.

Mynderse School Soccer Concessions

Raised \$615

Thrive to Survive [Investing in the Future](#)

Thrive to Survive would not have reached our goals this year without the support, involvement, and enthusiasm of our donors and volunteers. We at Thrive to Survive are eternally grateful to everyone who has supported us in our fight to help cancer survivors THRIVE through a difficult diagnosis. We appreciate everyone's efforts more than you know.

We would like to individually thank those who donated over \$500:

Sealand Contractors
Geneva Club Beverage
Century 21 Davoli
Pedulla's Liquor
Lyons National Bank
Seneca Meadows
Water Street Café
Generations Bank
Finger Lakes Gifts and Lounge
Xylem Inc.
Hogan Racing Team
Bank of the Finger Lakes
Lawnhurst Farms LLC
Headley's Liquor barn
CL Shuttleworth
Nozomi Williams
Waterloo VolleyBall Team

Friendly University Dealerships
Florence M. Muller Foundation
Geneva Rotary
Friends of Terry Elias
Kellogg Foundation
Mary Clark Thompson Foundation
Friends of Daniel D'Amico
Friends of Michael Allen
Friends of Ralph DeBolt
Seneca 7 Supporters
Winum Warriors
Cams Pizzeria
Phil Martino
Dr. Littlejohn
Mynderse Soccer
Papillon Boutique

Thrive to Survive **Your Contributions Make a Difference**

Only through your generosity can we fulfill our mission to help people manage the emotional, physical and financial challenges of cancer. Every donation makes a significant difference. Your support is invaluable, and we hope you will continue to contribute and support Thrive to Survive.

Future Methods to Give:

Make a direct donation Every dollar you give furthers our vision and mission.

Mail to: Thrive to Survive, PO Box 1146, Geneva NY 14456

Online Donation Visit www.thrivetosurvive.org and click on our Donate button

Celebrate a loved one Pay tribute in honor or in memory of someone dear to you by helping others.

Plan a gift There is still so much work to do. Support our mission into the future by including Thrive to Survive in your will, trust or estate plan.

Give at Work Payroll deductions are a hassle-free way to give back.
Our United Way partner ID# 2592

Hold a fund raiser Create your very own benefit fund raiser for Thrive to Survive. Host a garage sale, hold a sporting event, request a dress down day at work, or host a car wash.

Volunteer your time Attend our fundraisers, purchase raffle tickets, take a test drive, or run/walk in our Middle Finger 5k.

Thrive to Survive 2019 Statement of Activity

Support and Revenue		Percentage of Total
Memorial and Legacy Donations	\$4,399.50	3.49%
Foundation Grants	\$14,100.00	11.18%
General Contributions	\$38,507.78	30.52%
Special Events	\$66,573.97	52.76%
Interest Income	\$2,591.38	2.05%
Total Support and Revenue	\$126,172.63	100.00%
Expenses		
Supporting Services:		
Management and General	\$6,640.73	6.62%
Fundraising	\$23,184.99	23.11%
Program Services:		
Emergency financial grants	\$42,000.00	41.87%
Pick me ups	\$2,125.00	2.12%
Survivor Distraction bags	\$10,840.15	10.81%
Random Acts of Kindness	\$5,000.00	4.98%
Health and Wellness	\$5,842.49	5.82%
Support group	\$4,681.10	4.67%
Total Program services	\$100,314.46	100.00%

