

Thrive to Survive 2020 Annual Report



Dear Thrive to Survive Friends,

2020 has come to a close. Serendipitously, the COVID19 pandemic provided a rare opportunity for Thrive to Survive to reflect on our survivors, mission, programs, and services. Throughout the pandemic, Thrive to Survive has persevered in spite of many limitations and obstacles. To cope with the virus, we retreated to our homes and established new practices that allowed us to continue to support survivors diagnosed and being treated for cancer.

The pandemic impacted every aspect of operating our non-profit. Thrive to Survive made the choice to cancel all fundraising and postponed our MF5K until 2021. Friendly Ford annual fund raising had to be rescheduled and converted to a virtual test drive event. Many in our community were determined to help and created unique fund-raising opportunities that allowed participants to stay safe while raising much needed funding to support Thrive to Survive. Thrive to Survive allocates all funding to support our survivors and the programs and services we provide to help them Thrive through their diagnosis. Thrive to Survive does not have the usual expenses of running a non-profit: payroll, rent/mortgage, utilities, etc. Therefore, Thrive to Survives financial position is strong, stable and will persist well into the future.

Starting in April, our monthly general cancer support group began meeting virtually. Our group facilitator, Karen held monthly zoom caring and sharing time for our survivors and their caregivers. In addition, she coordinated speakers, wellness programs and group art projects. Our members also planted a memorial garden and painted kindness rocks while socially distancing last spring. Online meetings have provided members an outlet for dealing with the challenges of cancer and the ability to stay connected socially. All while being in the comfort of their own homes, safe and socially distant.

The pandemic did not slow the rate of cancer diagnosis during 2020, nor did it reduce the need for Thrive to Survive programs and services. Thrive to Survive provided 92 emergency financial grants, over 150 pick me ups, distributed over 200 distraction bags to newly diagnosed cancer survivors, provided special phone support, research assistance, and extra aid for survivors to obtain out of area treatments and assist with travel costs. It is a blessing that Thrive to Survive was able to help alleviate emotional and financial stress for survivors and their families.

As always, we are deeply grateful to our dedicated supporters that choose to believe, follow, support and for making all of our achievements possible. In 2021, we look forward to providing opportunities for survivors and families to create meaningful connections, offer critical support and opportunities for unique experiences that build wellness and improve emotional wellbeing. Thrive to Survive exists to help survivors overcome their challenges and navigate cancer.

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 give 100% of all donations to supporting adults in treatment for cancer.

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 2020, we provided 92 financial grants to area survivors.

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 39 pick me ups during 2020.

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

As you are aware, to maintain everyone's health and safety the 2020 Middle Finger 5K was postponed to May 1, 2021. That is not without huge support and sponsorship for the 2020 event. Our registration numbers had a 32% decrease after postponing the race, however, our fundraising efforts were about the same. \$47,625.10 was raised. All 884 participants are all set to go for the 2021 event.

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:

Lyons National Bank
Kowalski Legal
Community Bank
It's A Wonderful Life
Generations Bank
Water Street Café
Century 21 Steve Davoli
Xylem Inc
Sealand Contractors Corp
Dr. Peter Grace
Bill Cram Chevrolet
Lawnhurst Farms
Stanton Automatics
Eagle Auto Center
Pedulla's Inc.
Waterloo Volley for a Cure

Friendly University Dealerships
Florence M. Muller Foundation
Geneva Rotary
Kellogg Foundation
Kyrias Foundation
Mary Clark Thompson Foundation
Seneca 7 Supporters
Cams Pizzeria
Big M Ovid – Sue Cirencione
Winum Warrior Tournament
Samantha Foe and Kristy McNichols -St
Patrick's Day Pub Crawl
George and Georgia Derby
One NY Cares
Jingle Jolly Treasure Trot

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.

Amazon Smile is a simple way for you to support Thrive to Survive every time you shop, at no cost to you. AmazonSmile is available at smile.amazon.com on your web browser and can be activated in the Amazon Shopping app for iOS and Android phones. When you shop at AmazonSmile, you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added benefit that AmazonSmile will donate 0.5% of your eligible purchases to Thrive to Survive.

Thrive to Survive 2020 Statement of Activity

SUPPORT AND REVENUE		PERCENTAGE
Memorial and Legacy Donations	\$2,859.29	3.24%
Foundation Grants	\$14,000.00	15.88%
General Contributions	\$13,846.93	15.71%
Special Events	\$55,331.18	62.76%
Interest Income	\$2,125.62	2.41%
TOTAL SUPPORT AND REVENUE	\$88,163.02	100.00%

EXPENSES		PERCENTAGE
Management and General	\$5,389.85	8.78%
Fundraising	\$834.87	1.36%
Emergency Financial Grants	\$46,000.00	74.90%
Pick me ups	\$2,200.00	3.58%
Random Acts of Kindness	\$1,600.00	2.61%
Health and Wellness	\$629.10	1.02%
Support Groups	\$4,763.88	7.76%
TOTAL EXPENSES	\$61,417.70	100.00%

