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Pawsitively 4 Pink 2025 Annual Report

A Letter from Our Founder

If there's one thing I'm reminded of again and again, it's this—breast cancer doesn't just impact health, it impacts *everything*. It shows up in the quiet moments. In the bills that don't stop coming. In the exhaustion that goes far beyond treatment. In the fear of not recognizing yourself, your life, or your future.

In 2025, we had the privilege of walking alongside women in some of the most vulnerable and uncertain moments of their lives. Moments where decisions like *"Do I pay my rent or go to treatment?"* are not hypothetical—they are real, heavy, and immediate.

And in those moments, Pawsitively 4 Pink shows up.

Because of you, we were able to provide more than financial assistance. We provided relief in the middle of chaos. Stability when everything felt uncertain. A reminder to each woman that she is not alone, and that there is a community standing beside her, ready to lift her up when she needs it most. There is something incredibly powerful about being able to say to someone, *"We've got this part—so you can focus on healing."* That shift, even in the smallest way, can change everything.

This year also carried moments of reflection—of loss, of resilience, and of deep gratitude. The kind that humbles you and fuels you at the same time. It is not lost on me how much trust is placed in this organization, and I carry that with me in every decision we make. We are proud to share that we have now raised over \$1 million since our inception—without state or federal funding. That milestone isn't just a number. It represents lives touched, burdens lifted, and a community that continues to show up in extraordinary ways.

To our supporters, sponsors, volunteers, and every single person who believes in this mission—thank you. Your kindness, generosity, and compassion ripple far beyond what you may ever see.

And to the women we serve—you are the reason for everything. Your strength, your vulnerability, your courage... it stays with us.

We will continue to show up. Every time. Right when it matters most.

With deep gratitude,
Michelle Power
Founder, Pawsitively 4 Pink

Our Mission

Pawsitively 4 Pink provides direct financial assistance and compassionate support to low-income women facing breast cancer across Massachusetts. By addressing essential needs such as housing, food, utilities, and transportation, we ensure women can focus on healing rather than financial survival.

2025 By the Numbers

- **Women Supported:** 50+
- **Housing Stability Provided:** Thousands of nights of safe housing
- **Average Assistance Per Woman:** \$2,500–\$4,500
- **Basic Needs Covered:** Housing, food, utilities, transportation
- **Families Impacted:** Entire households supported through our programs
- **Service Area:** Statewide across Massachusetts
- **Low-Income Population Served:** 100%

Our Impact

A breast cancer diagnosis often creates an immediate financial crisis. Many of the women we serve are forced to reduce or stop working during treatment, all while expenses increase.

Through our **Power to Thrive Program**, we provided direct financial assistance to ensure:

- Rent and mortgage payments were made
- Lights stayed on
- Food was on the table
- Transportation to treatment remained accessible

Support continues **through treatment and up to six months beyond**, recognizing that recovery does not end when treatment does.

We don't just provide help—we provide the ability to breathe again.

Signature Programs

Power to Thrive Program

Our core program delivering direct financial assistance for basic needs such as housing, food, utilities, and transportation. This program ensures women can focus on healing, not survival.

Pink Paws Project

Providing comfort, companionship, and healing through the placement of trained puppies with women and families impacted by breast cancer. These dogs become more than pets—they become emotional support, joy, and connection during an incredibly difficult time.

Feel Your Breast Initiative

Partnering with salons and community spaces to raise awareness, promote early detection, and help women feel confident and supported during and after treatment.

Community & Events

2025 was a year of connection, energy, and incredible community support.

From our annual golf tournament to creative fundraising events and community partnerships, we saw firsthand how powerful it is when people come together for a cause that truly matters.

Every ticket purchased, every sponsorship secured, and every volunteer hour contributed helped directly support the women we serve.

Financial Overview

- **Total Budget:** ~\$250,000
- **Program Services:** ~75%
- **Administrative & Fundraising:** ~25%

We remain deeply committed to ensuring that the majority of funds raised go directly to those who need it most—women in active breast cancer treatment facing financial hardship.

Our Supporters

We are incredibly grateful for the businesses, sponsors, and community partners who continue to stand beside us.

Your support allows us to go deeper, not just wider—providing meaningful, life-changing assistance to every woman we serve.

Final Thought

At Pawsitively 4 Pink, we've learned that sometimes the most meaningful impact isn't in the big moments—it's in the quiet ones.

It's the relief of knowing the rent is paid.

The comfort of a stocked fridge.

The ability to sit through treatment without the weight of “what happens next” looming overhead.

These are the moments that don't always get seen—but they change everything.

We don't take lightly the trust placed in us, or the stories we're invited into. Every woman we serve becomes a part of Pawsitively 4 Pink in a way that stays with us long after the assistance has been given.

Because at the end of the day, this work isn't just about financial support—it's about showing up for someone when they need it most, and reminding them they don't have to carry it all alone.

And because of you, they don't.