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## **MEDIA RELEASE**

### **SHADES OF PINK FOUNDATION RECEIVES \$100,000 GRANT FROM A.A. VAN ELSLANDER FOUNDATION**

***Largest Grant Ever Received by SOPF Ensures More Clients Are Served***

**FOR RELEASE - Immediately**

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**Birmingham, Mich. – (January 10, 2023)** – On Dec. 12, 2022, the A. A. Van Elslander Foundation, a Michigan nonprofit corporation, awarded Shades of Pink Foundation (SOPF) \$100,000. This grant is a key component supporting SOPF's mission to reduce financial stress for those undergoing breast cancer treatment.

"At a time of great emotional, physical, and financial distress, Shades of Pink Foundation relieves the burden of daily expenses for breast cancer patients so they can focus on getting well. We are honored to partner with such a fine organization to benefit Southeast Michigan's communities in need," said Foundation board member Debra Van Elslander.

The funding from the Foundation allows SOPF to increase its reach, funding, and impact to those in need in 2023.

"This generous grant from the A.A. Van Elslander Foundation comes at a time when we are experiencing continued growth in applications for financial assistance," SOPF President Mary Pat Meyers said. "These funds allow us to continue to increase the number of clients we serve in Southeast Michigan and the dollar amounts granted to each." She added that the number of SOPF client grants awarded in 2022 increased 11 percent over 2021 and the total value of client grants grew 42 percent. Significantly, there are 120 children living in households that received SOPF funding in 2022.

The targeted recipients for this funding are individuals in Southeast Michigan who are undergoing breast cancer treatment and need financial help to meet daily living expenses such as housing, childcare, insurance payments and utilities. Recently, the American Cancer Society detailed the differences in the out-of-pocket expenses by cancer type and reported that the cost was greatest for breast cancer, reflecting differences in treatment intensity and duration.

Meyers elaborated, “Our client applications clearly lay out the economic devastation that can result from a breast cancer diagnosis. While more than 60 percent of our clients were fully employed when they were diagnosed, that dropped to just 12 percent at the time of application, an 81 percent change. This transition from full-time employment to part-time or disability is the result of a complicated set of personal factors including navigating the side effects of chemo and radiation and the mental health issues that can accompany the diagnosis of a life-threatening illness.”

She added, “That’s when hard choices have to be made as to what gets paid – the mortgage, the car payment, or a bill for treatment or medication. This grant will ease the burden for more clients.”

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#### **About Shades of Pink Foundation**

*Shades of Pink Foundation’s mission is to reduce financial stress for those in Southeast Michigan undergoing breast cancer treatment by providing prompt funding for everyday living expenses. Hundreds of individuals and their families have been helped since its founding in 2005. For more information: [www.shadesofpinkfoundation.org](http://www.shadesofpinkfoundation.org).*

#### **About The A.A. Van Elslander Foundation**

*The A.A. Van Elslander Foundation was established in 2016 by Mr. Art Van Elslander. As one of Michigan’s most respected businessmen and generous philanthropists, his commitment to helping others was a cornerstone of his life’s values, and defines his philanthropic agenda, providing support to Michigan-based charities benefiting children, health and human services. For more information: [www.vanelslanderfoundation.org](http://www.vanelslanderfoundation.org).*