



THE FOUNDATION FOR
LIVING BEAUTY

Annual Report 2013

The mission of The Foundation for Living Beauty is to empower women to increase their physical wellness and emotional stability while coping with the taxing effects of cancer and chemotherapy.



Caption 1



Caption 2



Caption 3



Caption 4



Caption 5

LETTER FROM THE EXECUTIVE DIRECTOR

Two Thousand Thirteen was full of significant personal and organizational transitions here at The Foundation for Living Beauty (FFLB). Our organization embraced and embodied the theme of transition. While we know that change is the only constant in the universe, this knowledge does not always prepare us for its impact. Whether planned or unexpected, change carries with it both pangs of loss and jewels of renewal. Leading that wave was the transition of our fearless Founder, Amie Petersen-Satchu, from Executive Director to Chair of the Board of Directors. Amie founded FFLB in response to her mother's cancer diagnosis nearly 8 years ago. Between 2005 and 2012, she and a dedicated group of volunteers served women in truly unique and deeply impactful ways. In collaboration with a new team, she will realize her vision of expansion. I am deeply honored to lead this lovingly birthed organization. My team

and I are honored to steward the growth of this powerful organization by expanding programs, measuring impact, and building capacity.

Charged with initially steering FFLB thru transition from running on the love of dedicated volunteers to building a small team of dedicated staff, we began our work of growing the organization's reach and scope. Together with the Board, I laid out a plan for capacity building to prepare us for the years ahead.

In the midst of this pivotal shift for the organization, Amie's mother, Joan Petersen, the very spark for FFLB, made her transition and gained her wings. This event left a powerful mark on myself and the team and ignited our commitment to reaching more women and deepening our impact.

Serving the incredible women we call our Living Beauties has already gifted me with lessons for a lifetime. So many have shared personal stories of courage in transitioning from an old to new normal. Over this past year of wellness retreats and sisterhood day programs, I have watched them exhibit a compassion towards one another that can only come from solidarity of a common journey (journey in common). The bond these women form with one another holds a healing power within it that cannot be replicated in a research lab or pharmacy.

This is what FFLB holds space for. This is what people like you make happen.

~Trina Smith



Caption with a full sentence to describe the lovely photo above.

OUR EVOLUTION	FOUNDATION 2005-2011	TRANSITION 2012-2013	INVESTMENT 2014-2015
<p>Thanks to participants' referrals and established partnerships with local healthcare providers, we served an annual average of 55 beauties each year between 2008 and 2011. In 2012, that number increased to 92. By 2013, FFLB touched 176 participants. We plan to reach 254 participants during 2014, which will represent a 400% growth in participation since 2011.</p>	<p>3 fabulous facts here</p>	<p>3 Staff positions funded and filled from 2012 to 2013 100% Increase in programming hours 100% Increase in annual fundraiser revenue</p>	<p>4 Retreats will serve 95 Beauties in 2014</p>



"I was able to challenge myself in ways that I did not think was possible at this time. I am stronger, more confident and empowered by this experience." ~Serenity Yoga Retreat Participant

Wellness Retreats are 3-4 day journeys that transport our participants out of their everyday grind of coping with cancer into a peaceful environment where they are fully immersed in holistic lifestyle training that replenishes and empowers them to incorporate self-care, wellness and healing practices as they return to the obstacles of their daily lives (or simply...into their daily lives).

Two wellness retreats were offered in 2013: The 3-day Serenity Yoga Retreat "Awakening the Inner Goddess" in July and the 4-day Goddess Wellness Retreat "Healing through Nutrition" in November. Together the retreats offered seventy-two women an experience that one women described a retreat as "...a weekend of pure bliss." Another reflected, "[the retreat] expanded my mind, enhanced my knowledge of how amazing and resilient we can be and reinforced my confidence." With a focus on addressing the psychosocial needs of our survivors, the retreat strategy intends to interrupt cycles of depression and isolation (powerlessness & hopelessness).



"Cancer is a scary world. I thank you for giving me a place to feel "normal" and to make me smile. I can feel the warmth of your embrace, and I can breathe." ~Survey Respondent

Sisterhood Support Events are another way we respond to the needs of survivors. These programs give the women an opportunity to share in each other's concerns, celebrate each other's milestones and fortify a sisterhood bond in their collective fight through cancer. Sisterhood Support Events offered in 2013 served over 100 women and included the Mother's Day event, Summer Sisterhood BBQ, Healing Blue performance, hosted by Lineage Performing Arts Center, and the Annual Holiday Party.

Epidemiological studies across a variety of illnesses have found that when individuals have low levels of social support, they experience worse outcomes, including higher mortality rates (IOM, 2001). [<citation>](#)

As one Beauty was completing a survey asking how she felt before and after the event, she exclaimed out loud that her answers wouldn't be fair and they would certainly skew the results negatively. She went on to explain that as a participant of numerous Living Beauty events, she gets so excited ON THE WAY to the event that she would need a different scale with higher choices to accurately capture just how much better she truly is after. The Beauties extend those bonds beyond the event walls to social media groups where they can stay in touch and be a constant voice of upliftment for one another. Many women have taken the relationships even further "off-line" and have small, localized "meet-ups" between FFLB events. This group is an extended family, centered in love, support and possibility.

FFLB is a community, a sisterhood. We need a frequent platform to interact as a family of women who "get" the cancer thing shed layers and feel normal because we all have similar issues and relate even though we are different ages ethnic backgrounds and different cancers. There tends to be an unspoken "cool" and safety a kind of nourishment not found easily. We give each other permission to be beautiful." ~Survey Respondent

Our "Day of Living Beauty" is an annual offering and highlights the intersection of a woman's internal radiance and her outer appearance in a spotlight of celebration. On February 11 twenty-two Goddesses and Phoenixes experienced a transformation. Neeko, and his team at Salon Sessions, provided the ladies with color, cuts and curls. In addition, ten talented make-up artists from long-time supporters Still Cosmetics and The Wall Group, served as the "Glam Squad" for portrait sessions. Each woman walked away with newly styled hair, beauty tips and a renewed vivacity and sparkle.

Our participants report that this event provides an escape from the heaviness of their daily thoughts, worries and responsibilities. As can be expected, some of our Beauties are gifted wigs due to hair loss from treatment. One of the Beauties mentioned how special she felt to have received a new, customized red wig as she is a true red-head. Ladies are filled with a spirit of celebration, hope is restored and their capacity to endure is renewed. Even the stylists and make-up artists were engulfed by the overflowing spirit of love and community. This is a testament to the power of the Day of Living Beauty. Our goal is to offer this experience to the influx of newly registered Living Beauties in 2014 and possibly make it a bi-annual event.



Call to Action

Spread the Word

Share the gift of upliftment with someone who has or has had cancer. Share the website where they can register to become a Living Beauty and tell them we're waiting for them.
www.livingbeauty.org/living-beauties



Volunteer With Us

Lend your time, professional skills and love to:

- Be support staff for an event
- Rock out on a micro project
- Share your big brain with one of our committees.



Donate

These life affirming programs are made possible by the love and generosity of guardians like you. You are appreciated.
www.livingbeauty.org/donate-online

Shop & Support

Visit our Marketplace where you can shop to support FFLB survivor programs.
www.livingbeauty.org/marketplace



2013 FFLB NEEDS ASSESSMENT SURVEY

Overall demographics, indicators of well-being, and programming interests

In the fall, 82 FFLB participants responded to a needs assessment survey and provided insight on topics including demographics, program interests, FFLB community engagement, health & well-being. Themes that emerged included: a strong positive demand for retreats, community building events, and more information about nutrition, yoga and other physical activities. Seventy percent of respondents were over the age of 50, only 10 percent were under 40. Thirty-four percent live alone, 27% live in a two-person household. Sixty-one percent of respondents identified as Caucasian, 23% as African American and 15% as Latina (respondents were able to select more than one ethnicity, if desired).

Although only 57% had previously participated in a retreat, a commanding 93% indicated that they would like FFLB to offer retreats, making it the most desired activity. Sixty percent of respondents reported that their overall health and well-being was "good" or "very good".

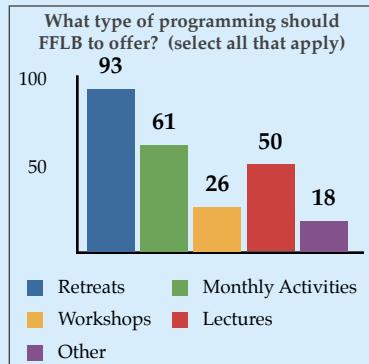
Sixty-five percent of respondents reported a loss of income related to their diagnosis. This seems to impact income groups in different ways. Of people with reported incomes of "less than 25K", sixty-four percent reported a loss of 51-100% of their income. Of people who reported an income of "more than 100K", only 8% reported a loss of 50-100%. FFLB inquired whether respondents were interested in taking a course to develop entrepreneurial skills. Overall, 48% were interested in such a course. 67% of people who reported a high sense of control pertaining to their health were interested in the course versus only 28% of people who reported having a low sense of control. The interest was greatest with the group that reported a 26-50% drop in income since diagnosis (75% of that group were interested in the course). Almost 60% of that group belonged to the 26-40K income bracket. Forty-eight percent of people who said financial considerations were not a barrier to participation in FFLB events reported feeling relaxed. Whereas only 30% of people who reported that financial considerations were a barrier reported feeling relaxed.

2013 SERENITY YOGA RETREAT SURVEY

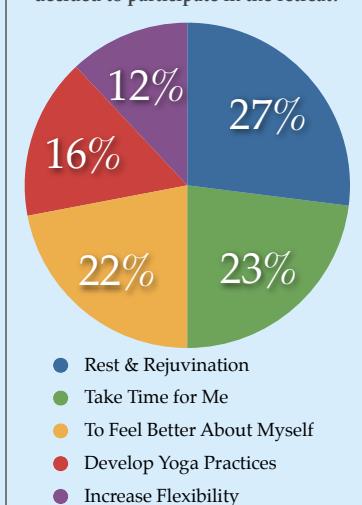
Documenting yoga retreat program impact on emotional and physical well-being

Overall, participants of the July, 2013 FFLB Serenity Yoga Retreat reported a positive sense of well-being the first day of the retreat. Specifically, 60% reported feeling good or very good, while only 3% reported feeling poor. Importantly, at the end of the retreat, an overwhelming 79% reported feeling "much better" than before the retreat. The remainder felt "better". None reported feeling the same or worse. The most frequently selected retreat goal was "rest and rejuvenation". To "take time for me" was the second most identified goal. A theme that emerged from the additional comments section of the participants' goals was that of community building and bonding with other living beauties/women/survivors/people that understand.

At the end of the retreat weekend, all participants reported that their participation in the retreat inspired them to incorporate more physical activity into their routines. Three months later, 66% of retreat participants responded to the general survey. Of this group, 82% reported that the retreat had, in fact, resulted in an increase in physical activity in the three months since the retreat. Seventy-seven percent agreed or strongly agreed that they felt a stronger sense of community and 82% percent felt stronger and more empowered in the three months after the retreat than they had before the retreat.



What are the most important reasons you decided to participate in the retreat?



T R I B U T E T O J O A N
P E T E R S E N

In loving memory of our guiding inspiration & angel, Joan G. Petersen, who made her transition on March 7th, 2013.

Those who have met my mother, know what a kind and outrageously beautiful soul she is. Through her 8-year cancer journey, she inspired us all by transforming her pain and suffering into hope. She inspired a community of women to let light filter in through the cracks of the darkness of a cancer diagnosis.

The Foundation for Living Beauty took shape by responding to her need and longing for quality of life in the physically and emotionally exhausting cancer journey. With the advancement of cancer treatments, more women are left struggling to understand how to live with the taxing effects long term. I have great pride that my mother's legacy is the guiding light that allows Living Beauty to educate, uplift and inspire these women to thrive and heal along their cancer journey. It is also this guiding light that leads our Living Beauties out of the emotional isolation of cancer and into each other's supportive and nurturing arms.

Mommy, thank you for the gift you have left us. Your spirit will always shine on as our eternal Living Beauty.

~Aime Petersen-Satchu



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THE FOUNDATION FOR LIVING BEAUTY
Educating, uplifting and empowering women in their fight against cancer.
W W W . L I V I N G B E A U T Y . O R G

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