



THE FOUNDATION FOR
LIVING BEAUTY

ANNUAL REPORT 2012

In 2012

THE FOUNDATION FOR LIVING BEAUTY

embarked upon a two-year strategic plan to build our organizational capacity and visibility, expand our responsive programming, and diversify our fund development plan. This organizational restructuring will allow us not only to be more impactful in increasing the good health and quality of life of our participants, but also to serve and uplift more women than in years prior.

Through the support of individual donors, corporate sponsors, private grants, and the success of our Annual Fashion Fundraiser, held at the Tom Ford Boutique in Beverly Hills, CA, we were able to raise over \$150,000 towards our 2012 goals. Each and every generous contribution made it possible to continue our mission **to empower women to reduce their cancer risk and increase their self-esteem, physical wellness, and emotional stability while coping with the taxing affects of cancer and chemotherapy.** With the strides taken and foundation laid in 2012, program year 2013 promises to bare further growth and evolution in our service to women. We are proud to share some of this year's highlights of the delivery of that mission.

A FEW STATS....

Over 1.6 million new cases of cancer are expected to be diagnosed in 2012 with 577,190 of those cases fatal.

An estimated 790,740 women will be diagnosed with cancer in 2012 with 275,370 expected to be fatal.

The estimated survival rate for women in 2012 is expected to be approximately 75%.

*2012 statistical data collected from research conducted by the American Cancer Society and The Center for Disease Control.



The Foundation for Living Beauty empowers women at their lowest point in their lives to begin to have a ray of hope that there can be a future with brightness, joy, & happiness.

- Patrice Reiss

All cancers involve the malfunction of genes that control cell growth and division. However, the majority of cancers are not the result of inherited genes, but from damage to genes caused during a person's lifetime.

The 5-year survival rate for all cancers diagnosed between 2001 and 2007 is 67%. This increase reflects early diagnosis of particular cancers as well as improved treatment options.

For women, the risk of developing cancer in their lifetime is a 1 in 3 probability rate.



I have been given so many tools... to begin the fresh new me after cancer. This week has brought me new support systems, friends and tons of unconditional love.

-Traci Coffman



This...has enabled me to restore my soul and my senses.

- Melanie Campa



I had an amazing time... meeting beautiful women of all walks of life and in different stages of cancer. With all the great activities, I've found my inner goddess.

- Gena Calderon

THE FOUNDATION FOR LIVING BEAUTY

(FFLB) offers all of its services free to Living Beauty Goddesses within 5 years of remission and offers scholarships for retreats and reduced cost to Living Beauty Phoenixes who have exceeded 5 years remission. This preserves the sense of fellowship amongst our Living Beauties while promoting continuous support and lifelong sisterhood.

This year, FFLB served 60 unduplicated clients, hosted 3 wellness support group events, designed and delivered 7 workshops, sponsored and organized 3 multi-day wellness retreats that have benefited an average of 27 women per retreat. Through the generosity of our volunteers, we have also been able to offer more than 22 participants individualized nutritional counseling.



I am so thankful for having met such amazing women...This experience has been life-changing for me.
-Laura Ojeda

A YEAR OF EVENTS...

ANNUAL DAY OF LIVING BEAUTY

October 16, 2011
Stylists in the fashion and beauty industries at Prive Salon in Los Angeles, along with make-up artists by Stila, unveiled the goddess within for 25 Living Beauty participants. Photographer Maya Myers captured their inner and outer beauty with a professional photo shoot for each Living Beauty participant.



During my darkest days of cancer and chemo I barely felt alive and never felt beautiful. But this...has affirmed that I am living and am a beautiful me just as I am.
-Traci Coffman

THE LIVING BEAUTY SERENITY YOGA RETREAT

July 6-8, 2012
Living Beauty's Yoga Ambassador and y4c Founder Tari Prinster guided 40 Living Beauties in Gentle and Restorative y4c Yoga as well as morning meditation at the Asilomar Retreat Center cradled by forests and white sand beaches in Pacific Grove, CA.



For me, Living Beauty has changed my outlook on life beyond breast cancer treatment. I am renewed and ready to hope and try to fly again.
- Susan Garrison



MOTHER'S DAY CELEBRATION

May 5, 2012
Living Beauties brought their mothers and daughters to celebrate motherhood's gift of life and love with music, laughs and a potluck at the Redondo Beach, CA home of Living Beauty Katie Wood.



I feel so privileged to be a part of such an AMAZING group of women whom I consider SISTERS.

FIRST ANNUAL FUN IN THE SUN BARBECUE
August 18, 2012



Food and beverages were provided for 30 Living Beauties who soaked up the sunshine and the joy at the home of Living Beauty Founder Amie Petersen-Satchu in Beverly Hills, CA.

At a time when I needed it most I was surrounded by women who understood what I was going through and accepted me without judgment. I am humbled to be among these women, and I am honored to be 'A Living Beauty'.
- Ida Rosenberg



GODDESS WELLNESS RETREAT, ANCIENT EASTERN HEALING

November 11-15, 2012
Living Beauties traveled to Joshua Tree Retreat Center in Joshua Tree, CA to **awaken their mind, body, soul connection**. Participants were fully supported on their path toward better health and a more balanced quality of life through a variety of workshops led by experts and professionals.

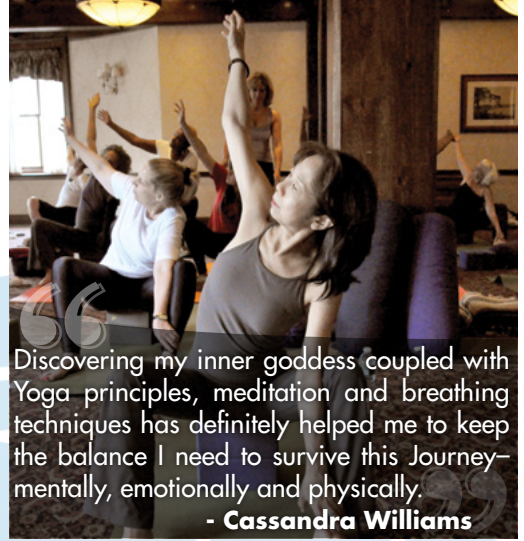


You have made a monumental difference in our lives!
- Ronise C. Zenos

I am leaving with a sense of balance and calm that I honestly haven't felt since my diagnosis.
- Genevieve Hernandez

FALL YOGA RETREAT FOR WOMEN CANCER SURVIVORS

September 28-30, 2012
The Foundation for Living Beauty sponsored Living Beauties to attend The Retreat Project's Fall Yoga Retreat for Women Cancer Survivors, at Mohonk Mountain House, north of New York City. Participants enjoyed the unique healing y4c yoga classes taught by Tari Prinster.



Discovering my inner goddess coupled with Yoga principles, meditation and breathing techniques has definitely helped me to keep the balance I need to survive this Journey—mentally, emotionally and physically.
- Cassandra Williams

LIVING BEAUTY HOLIDAY PARTY

December 8, 2012
Thirty Living Beauties came to Pasadena, CA for our holiday potluck event at the home of Living Beauty Diane Turner where they mingled, laughed, participated in a lively gift exchange and spread holiday cheer!



The real gift was the time to catch-up with each other, giving hugs and smiles, and meeting new Goddesses. We all left with cheer in our hearts.



- Jennifer Acee- Robinson
Living Beauty Ambassador



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The 5-year cancer survival rate has increased due to progress in prevention, early detection, quality of life changes, and treatment since the early 1990's. This means that nearly 12 million people in the United States alone are likely to survive their cancer diagnosis this year. Having an active physical lifestyle is very important in reducing the risk of diagnoses and recurrence.

The American Cancer Society and the Center for Disease Control advocate for public, private, and community organizations **to create social and physical environments that support the adoption and maintenance of healthy nutrition and physical activity.** The goal of The Foundation for Living Beauty is to increase survival rates among women battling cancer and prolong the lives of cancer survivors **by providing services that will increase their mental, physical, and emotional well-being.**

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