



THE FOUNDATION FOR  
LIVING BEAUTY

# Annual Report 2013

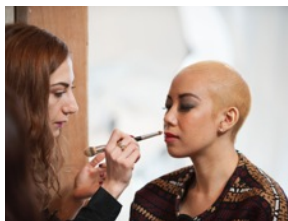
The mission of The Foundation for Living Beauty is to empower women to increase their physical wellness and emotional stability while coping with the taxing effects of cancer and chemotherapy.



*Holiday Gathering*



*Serenity Yoga Retreat*



*Day of Living Beauty*



*Goddess Wellness Retreat*



*Healing Through Art*

## LETTER FROM EXECUTIVE DIRECTOR

If I had to give 2013 a theme it would be **TRANSITION**; movement, passage, or change from one position, state, stage, to another. The year was full of significant personal and organizational transitions here at THE FOUNDATION FOR LIVING BEAUTY (FFLB). 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 of transition was the move of our fearless Founder, Amie Satchu, from Executive Director to Chair of the Board of Directors. Amie founded FFLB in response to her mother's cancer diagnosis nearly nine years ago. After seven years of serving a tight knit, but growing group of survivors, in truly unique and impactful ways, the time had come to grow her vision of expanding the capacity of the organization, spreading its mission further and wrapping arms around many, many more women affected by cancer.

In fulfillment of that vision, I am deeply honored to have been called to steward the current growth phase of this lovingly birthed organization, its powerful mission and its deeply thoughtful programming.

My initial charge was steering FFLB thru its transition from running on the love of dedicated volunteers to taking on a small team of impassioned staff. Together with Amie and the Board, we laid out a plan for capacity building that would prepare us for the years and growth 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. While I only had a couple opportunities to be touched in person by this angel on earth, the alchemy of her struggle uplifted so many other women on the cancer journey that the generosity and grace of her spirit left an indelible mark on me. While this was a tremendous loss for all of us, it ignited the team's 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 to a "new normal." Over this past year of wellness retreats and sisterhood day programs, I have watched them exhibit a compassion toward one another that can only come from solidarity of a common journey. The bond these women form with one another holds a healing power

within it that cannot be replicated in a research lab or pharmacy.

After spending a year inquiring, listening and observing, it is clear that the type of support FFLB offers its Living Beauties is "treatment of a different kind." **We submit that a strong, dynamic, social-emotional support system is the foundation to improved health outcomes and increased quality of life.** Grounded in this understanding, this coming year we are committed to doubling the number of retreats we offer, increasing our Sisterhood Support Events, beefing up our educational offerings and building in a therapeutic support component that will maximize each of our efforts. While reaching more women will be a natural outcome, our primary goal is to deepen impact. The cancer journey demands much more than one-time workshops. It calls for an investment in building safe space as well as authentic relationship with each one of our Beauties.

This is what FFLB holds space for. This is what people like you make happen. - *Trina Smith*

OUR EVOLUTION	FOUNDATION 2005-2011	TRANSITION 2012-2013	INVESTMENT 2014-2015
Thanks to participants' referrals and established partnerships with local health care providers, in 2014 we plan to reach 254 participants. That will mark a 400% growth in client participation since 2011.	<b>2005</b> ► The FFLB held its first event, A Day of Living Beauty, providing makeovers and pampering to our 3 founding Living Beauties, Joni Petersen, Diane Turner and Mary Allen.	<b>100%</b> ► Increase in annual fundraiser revenue and attendance	<b>2x</b> ► Offer twice as many retreats
Between 2008 and 2011, we served an annual average of 55 beauties each year. In 2012, that number increased to 92. By 2013, the FFLB touched 176 participants.	<b>2007</b> ► The FFLB held its first wellness retreat, in Weldon California, serving 25 Living Beauties.	<b>3</b> ► Staff positions funded and filled from 2012 to 2013	<b>1x</b> ► Add one Licensed Clinical Social Worker to the FFLB retreat team
	<b>2011</b> ► Thanks to our generous sponsor, the Solis Group, Living Beauty opened our offices in Pasadena, CA.	<b>100%</b> ► Increase in programming hours allowing us to serve more women	<b>20%</b> ► Direct resources toward launching a social enterprise as a source of sustainable revenue to support programming

## MEETING THE NEEDS OF OUR CLIENTS

The "WHY" behind our program strategy is best explained by findings reported in the 2008 Institute of Medicine Report report, "Cancer care for the whole patient: Meeting psychosocial health needs," edited by Nancy E. Adler and Ann E. K. Page:

**"Health is determined not just by biological processes but by people's emotions, behaviors, and social relationships. ...good quality health care must attend a patient's psychosocial problems and provide services to enable them to better manage their illnesses and underlying health. To ignore these factors while pouring billions of dollars into new [medical] technologies is like spending all one's money on the latest model car and then not having the money left to buy the gas needed to make it run."**

Living Beauty aims to meet the needs of the "whole" cancer survivor by providing the emotional and physical support necessary to maintain quality of life in the exhausting cancer journey.

## WELLNESS RETREATS

**"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. These empowering retreats encourage our participants to incorporate self-care, wellness and healing practices as they return to the obstacles of 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 woman described 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.



## SISTERHOOD SUPPORT EVENTS

**"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.



The Beauties extend their 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

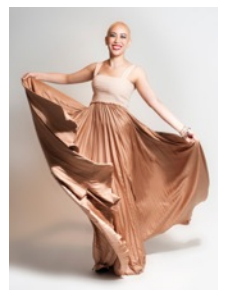
relationships even further "off-line" and have small, localized "meet-ups" in-between FFLB events. This group is an extended family centered in love, support and possibility. Due to the positive feedback reported by Beauties who attended the day programs, FFLB will introduce additional sisterhood days in 2014.

## DAY OF LIVING BEAUTY

**"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 that highlights the intersection of a woman's internal radiance and her outer appearance in a spotlight of celebration. On February 11, 2013 twenty-two Living Beauties experienced a transformation by celebrity hair stylist, Neeko and his team at Salon Sessions in Pasadena, CA. In addition, ten talented make-up artists from long-time supporters Stila Cosmetics and The Wall Group, served as the "Glam Squad" for the portrait sessions that followed. Each woman walked away with newly styled hair, beauty tips and a renewed vivacity and sparkle.

Our participants reported that this event provided an escape from the heaviness of their daily thoughts, worries and responsibilities. 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. 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.



## 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](http://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](http://www.livingbeauty.org/donate-online)

## SHOP & SUPPORT

Visit our Marketplace where you can shop to support FFLB survivor programs.

[www.livingbeauty.org/marketplace](http://www.livingbeauty.org/marketplace)

## CONTACT US

The Foundation for Living Beauty  
3579 E Foothill Blvd, Ste 132  
Pasadena, CA 91107  
888.501.0777

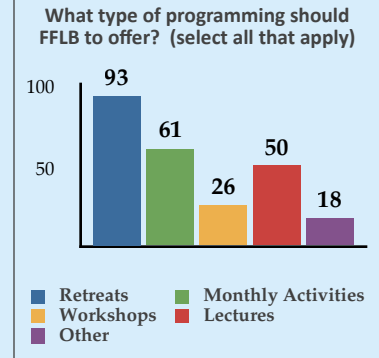
[www.livingbeauty.org](http://www.livingbeauty.org)

## 2013 FFLB NEEDS ASSESSMENT SURVEY

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

### Strong Demand For Retreats

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".



### Cancer Impacts Income, Impacts Stress

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

### 100% Retreat Participants Report Feeling "Better" and "Much Better" At Close of Retreat

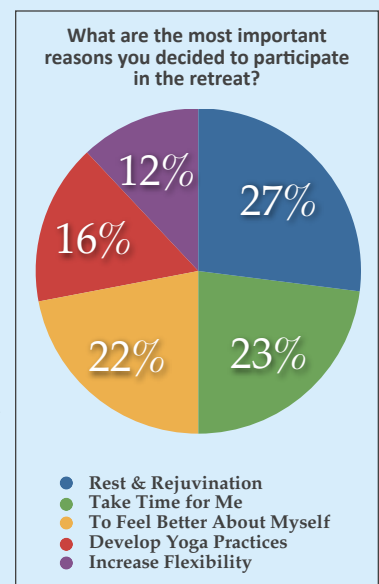
Overall, participants of the July, 2013 FFLB Serenity Yoga Retreat reported a positive sense of well-being the first day of the retreat. Specifically, 60% reported feeling good or very good, while only 3% reported feeling poor. Importantly, at the end of the retreat, an overwhelming 79% reported feeling "much better" than before the retreat. The remainder felt "better". None reported feeling the same or worse.

### Participants Set Outcome Goals for Retreat Experience

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.

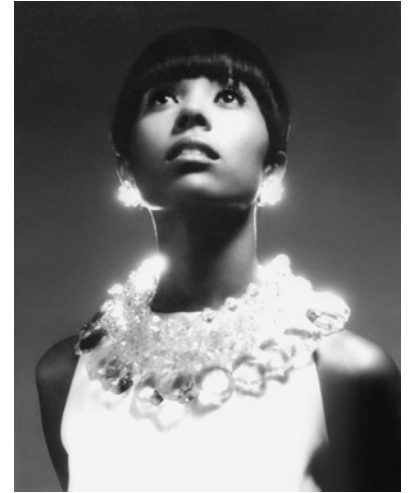
### Yoga Retreat Encourages More Physical Activity 3 Months After Retreat

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.





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. - Amie Satchu

The Foundation for Living Beauty  
3579 E Foothill Blvd, Ste 132  
Pasadena, CA 91107

THE FOUNDATION FOR LIVING BEAUTY  
Educating, uplifting and empowering women in their fight against cancer.  
WWW.LIVINGBEAUTY.ORG

