



THE FOUNDATION FOR LIVING BEAUTY

Educating, Uplifting and Empowering Women
in their Fight Against Cancer



2017-2019 ANNUAL REPORT

ABOUT US

The Foundation for Living Beauty, founded in 2005, educates, uplifts and empowers women with cancer. We strive to support our “Living Beauties” on their healing journey through a multi-tiered, holistic wellness approach. This approach includes wellness retreats, educational workshops, sisterhood-building events, yoga for cancer, nutritional series, meditation and more.

Living Beauty develops programs with the understanding that isolation, depression and depleted nutrition are contributing factors to the reoccurrence of cancer, and strives to create an environment of community that supports learning and healing for women, at whatever stage in their journey.

Although the first events started off as make-over days, the focus of the organization has shifted from a “look good/feel good” perspective to more about healing the mind, body and spirit. Today, Living Beauty is a vibrant organization that has provided services to more than 2,100 women on their healing journey from cancer and continues to grow to meet the needs of Living Beauties everywhere.

Our signature programs are Wellness Retreats; 3 – 4-day healing journeys that transport our Living Beauties to a peaceful environment where they are immersed in wellness and educational workshops designed to give them skills they can incorporate at home and group activities focused on celebrating life and deepening the bond of their sisterhood support community. From our special healthy menus, educational workshops and classes, as well as lifestyle consultations, every aspect of their stay on a retreat envelopes Living Beauties with healthy and compassionate care. The Foundation for Living Beauty also offers women a variety of Day Retreats targeted toward aspects of healing and sisterhood events designed to bring our Living Beauties together to share their common history and support one another. All programs and services are offered free of charge to women with cancer.

PROGRAMS & SERVICES

for women at all stages of the journey



WELLNESS RETREATS

Our signature programs, 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.



SISTERHOOD EVENTS

These programs give women an opportunity to share in each other's concerns, celebrate milestones and fortify a sisterhood bond in their collective fight through cancer.



INTEGRATIVE THERAPY WORKSHOPS

Education is a vital part of the holistic model we embody. Living Beauties are introduced to various healing modalities that beautifully complement their traditional treatment plans.



RESOURCES AND SUPPORT

We are proud to offer a variety of supportive services to our Living Beauties, including financial assistance through partnerships with other organizations and referrals to additional services through our resource site and library.

FROM OUR FOUNDER AND BOARD CHAIR

Dear Friends,

We are proud to be celebrating our 15th year in 2020, as an organization focused on providing support services that address the unique needs of women living with cancer. Fifteen years ago, we started with a small group of women and a dedicated group of volunteers to help support our first three Living Beauties, Joan, Diane and Mary, along their cancer journey. They were lifelong friends all diagnosed within months of each other. It was then that the heart and soul of our organization grew out of the beautiful and sacred connection they shared. It is that foundation of unconditional love and sisterhood that greatly influenced the culture of our organization and our programs, touching the lives of many women for years to come.



*Amie Satchu
Founder*



*Erin Gershik
Board Chair and
Living Beauty*

Today it would be hard to recognize us from our humble beginnings. With a full-time staff serving almost 900 Living Beauties, and nearly 40 program events per year, Living Beauty has grown into an organization that offers a breadth of programming with real impact on the lives of the women we serve.

We could not be where we are today without the support of our partners, donors, staff, volunteers and others who continuously provide us with the resources and strength necessary to carry out our programs and mission. One of our Living Beauties recently said, "I had already been through the journey of grief. I was searching for how to live my best daily life. I wanted to find like-minded people in similar situations and learn how to live life and enjoy things as they come. The Foundation for Living Beauty provides great retreats and wellness opportunities – when your mind is calm, your body can heal." – Stacy



Thank you so much for your support and for helping us to educate, uplift and empower the lives of women like Stacy. We are so proud of all we have accomplished over the past fifteen years and look forward to a new year and a new decade filled with promise and hope in the lives of our Living Beauties!

Thank you for joining us on this important journey!

Amie & Erin

OUR IMPACT

From 2017 – 2019, The Foundation for Living Beauty provided support services to 1,944 women with cancer through 122 programs, all free of charge. These programs focused on Living Beauty's core values of educating and introducing women to holistic healing practices. Topics included traditional Chinese medicine, Ayurveda, healthy eating and nutrition, detoxing your home, addressing chronic pain, Yoga 4 Cancer, art therapy, lymphedema, and more. We were happy to extend our programs down to San Diego as well as adding our very first workshop in Spanish in partnership with InsightLA. Other new programs we added included Energy Healing Days and a Cannabis workshop on how to use the plant in cancer treatment. In order to encourage women to build community and reconnect between retreats, we created First Wednesdays, a sisterhood program where Living Beauties gather in their own neighborhoods on a monthly basis. During the holidays, donors came together through our Holiday Angels program and provided families with donations to ease the burden of holiday expenses. In 2019, we began distributing our very own wellness kits that student volunteers at the Pasadena YWCA assembled for our Living Beauties. We are so very proud to have expanded the programs to serve more women, thanks to the generosity of our donors.

OUR SUPPORTERS

The Foundation for Living Beauty wishes to thank the following donors for their significant support since 2017

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LOOKING FORWARD

We are proud to have been able to expand our services and the number of women we serve. Moving forward, Living Beauty will strive to:

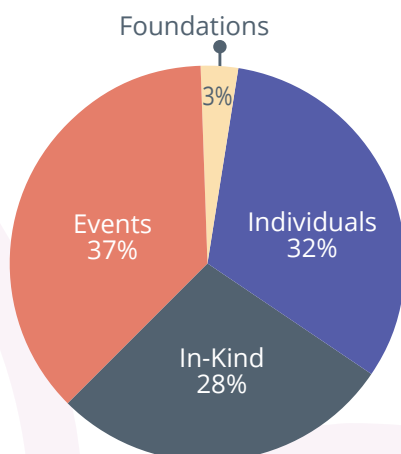
- Continue to provide quality and diverse programs to support women along their cancer journey
- Explore opportunities for growth and programs
- Diversify our fund development initiatives to further strengthen our economic position
- Continue to honor women wherever they are in their journey and provide opportunities for sisterhood and support

As an organization, Living Beauty's Board and Staff recognize the need to maintain a diversified fundraising program. To that end, the foundation has expanded its fund development program to include additional events, solicitations from individual donors and opportunities for major gifts. We are particularly grateful for our developing corporate partners program, which now includes companies like Stila Cosmetics, Weleda Skincare, Thrive Causemetics and many more. These relationships provide Living Beauty with both financial support and exposure to a wider audience of supporters. The Foundation for Living Beauty is proud to reflect that 91% of all expenses are directly related to serving Living Beauties.

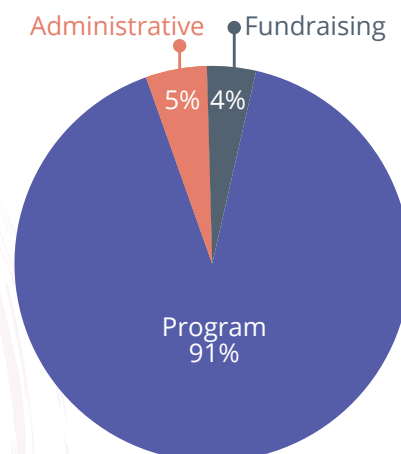
NUMBERS AT A GLANCE

From 2017 to 2019

REVENUE
\$1,960,755



EXPENSES
\$1,919,118



97%

of Living Beauties who attended a retreat agreed they came away with more tools to help strengthen and heal their mind, body, and spirit during their cancer journey.

100%

of women who attended a Living Beauty retreat were inspired to incorporate more wellness practices into their lives.

96%

of women said that Living Beauty retreats provide an environment of reduced stress, sisterhood, compassion, support and positivity.



122 PROGRAMS

were held for Living Beauties free of charge



1,944 program attendees



THE FOUNDATION FOR
LIVING BEAUTY

The Foundation for Living Beauty

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www.livingbeauty.org

The Foundation for Living Beauty is a 501(c)(3) nonprofit organization. We provide resources and services to women who have been diagnosed with cancer. We do not provide medical advice or endorse any particular physician, medical group or treatment.

Our tax identification number is 20-2914212.

If you or someone you know are facing a cancer diagnosis and would like to join our living beauties, please visit our website at www.livingbeauty.org.

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