

CATTLEMEN'S DAYS

TOUGH ENOUGH TO WEAR PINK

#1 TETWP Fundraiser in the USA from 2015 to 2020!



Cattlemen's Days Queen Lily Redden

2020 ANNUAL REPORT

OUR MISSION:

Cattlemen's Days Tough Enough to Wear Pink (TETWP) is dedicated to providing comprehensive support to our community in the fight against breast cancer.

Over three million dollars has been given to help our community, in small and big ways. From buying tanks of gas and groceries, to providing the state-of-the-art 3D tomosynthesis equipment (with over 1,900 mammograms performed in 2020 alone at the Gunnison Valley Hospital), TETWP is here for our local friends and families—from life-saving screenings and diagnosis, through treatment, recovery and return to a full life after cancer.

BOARD OF DIRECTORS:

CJay Clark

Adonia Cokinos

Mike Dawson

Jeri DeFeo

Tim Neyman

Gloria Kern

Suzanne Sullivan

Derek Taaca

STAFF:

Heidi Sherratt Bogart,
Executive Director

Lana Athey,
Administrative Development Assistant

MILESTONES

- Total fundraising since 2005 is **\$3,742,000**
- 2020 fundraising campaigns raised **\$557,000**
- 2020 - **\$147,000** purchase of a **Breast MRI Coil**
- 2019 - **\$160,000** purchase of a **Breast Stereotactic Biopsy Device**
- 2017 - **\$370,000** purchase of a **Hologic 3D Tomosynthesis Machine**. Proven to detect 20%-65% more invasive breast cancers and reduce callbacks by up to 40% compared to 2D alone. FDA approved as superior for women with dense breasts.
- **\$95,000** funded in mammograms, ultrasounds and biopsies since 2013. In 2020 alone TETWP has funded more than \$25,000 to cover the cost of life saving breast cancer screenings for those who do not have health insurance coverage.
- Over **\$1,100,000** has been used since 2006 to purchase equipment (Breast MRI Coil, 3D Tomosynthesis, ultrasound, digital mammography, stereotactic biopsy, **PINK** robes and warmers) to expand breast cancer services at Gunnison Valley Hospital to make this the best small-town breast cancer facility in the US.
- 2017 - **Oncology Nurse Navigator** hired to help all cancer patients in the Gunnison Valley to navigate the complexities of treatments, medications, insurance, transportation, and provide support and assistance throughout all stages of the cancer continuum. Tough Enough To Wear Pink covers **30% of the salary** for this position.
- **"Tuffy"** the **Transportation Ram Truck** purchased in 2016 and **"Bucky"** the Dodge Durango purchased in 2018 help all cancer patients get to their out of town medical appointments safely and comfortably. They have traveled over 95,000 miles across the state. TETWP welcomed a third vehicle, Betty Ann, donated in 2020!
- **\$124,000** granted since 2015 through the **Friends of Pink** program to help individuals in the Gunnison Valley who were impacted financially due to a breast cancer diagnosis (lost wages, travel expenses for treatment, etc.)
- **\$10,000** in funding the honorary **Edie Gibson "Make It A Great Day"** program provides coupons for Gunnison Valley cancer patients and their caregivers to utilize the therapy services of Integrative Therapies.
- **\$10,000** to fund **Mammo Mondays**. A nice treat providing patients with a relaxing massage or reiki after having their annual mammogram at GVH.
- **\$16,000** since 2019 through **Lucy's House** providing lodging assistance to individuals with any type of cancer.

CATTLEMEN'S DAYS

TOUGH ENOUGH TO WEAR PINK

To the Cattlemen's Days
Tough Enough To Wear Pink Family,

When a person gets diagnosed with cancer it is an immediate life-changing moment. They lose control of so many things and can often feel scared, angry, alone, stressed, and like they no longer have control over their own life. They have to listen to others' advice and decide what path is best for them. It is a deeply emotional and confusing time.

Those same feelings are happening now, across the world, in this life-changing time of COVID 19. So what do you do when you are faced with these tough times? You surround yourself with your most beloved family and friends and you get through it with their love and support.

TETWP has become an important part of the support family for so many in the Gunnison Valley. Not everyone has the emotional or financial strength they need to get through a life crisis and it is our goal to help keep people strong and loved during this time of cancer in their life. People of all ages are being diagnosed with cancer in the Gunnison Valley at an alarming rate and we want to make sure they get the help they need.

Family means so much to us and we know that without the strength of our TETWP family we would be lost. The TETWP family would not be complete without everyone's love and support..... including full and part-time residents, visitors, volunteers, and sponsors. Each of you is what makes this organization so special and without you, TETWP would never be the same.

We are all navigating and processing so much right now. We are figuring out where our hearts truly want to be. We hope that yours will continue to be with the TETWP family so we can continue to help those diagnosed with cancer, continue to run our essential programs, and make sure people get their life-saving mammograms!

With gratitude and love to all of you,

Heidi Sherratt Bogart

Executive Director - Cattlemen's Days Tough Enough To Wear Pink



Gunnison Valley Hospital

STRATEGIC PLAN

Tough Enough to Wear Pink has committed to ongoing annual support at GVH and we have developed a detailed strategic plan to carry out our goals. The number of people diagnosed with breast cancer are expected to rise by more than fifty percent by 2030. Managing this increase will present a huge challenge for the United States, and Tough Enough to Wear Pink in conjunction with Gunnison Valley Hospital are stepping up to this challenge and dedicating significant funds and resources to improve and advance breast cancer services in Gunnison County.



GUNNISON VALLEY HEALTH



New MRI Coil

Community members no longer need to leave the Valley for essential breast care services now that Breast MRI is available at Gunnison Valley Health. Gunnison Valley Health's diagnostic

radiologist and breast imaging specialist, Dr. Karien Campbell, said this is the final piece of equipment needed to complete our comprehensive breast care services. Dr. Campbell remarked, "We are very thankful to Cattlemen's Days Tough Enough To Wear Pink (TETWP). This incredible organization has provided our hospital with the most advanced equipment so we can deliver exceptional breast care services to our community."

Cattlemen's Days Tough Enough To Wear Pink Heidi Sherratt said the extensive breast care services will help a lot of people in the Valley. "We have come a long way when it comes to breast care services in the Gunnison Valley," Sherratt recalls. "Five years ago we purchased the hospital's first digital ultrasound machine, two years later we bought the most advanced 3D mammography machine, last year it was the biopsy diagnostic equipment and now finally the breast MRI coil," she said. "Being diagnosed with an abnormality takes a toll on you emotionally but knowing you can receive all the care you need in one place, without leaving the Valley, makes it so much easier," Sherratt confirmed.

Gunnison Valley Health's CEO, Rob Santilli, confirmed his thanks and appreciation to TETWP for their continued support to help make their local healthcare system one of the best rural breast care hospitals in the nation. "We strive to deliver the best in breast care services right here in the Valley," Santilli said. "We have the highest level of excellence in physicians and the most advanced equipment," he said. "Thank you so much, Heidi Sherratt and the TETWP team, as we could not have offered these services without your support."

PROGRAMS DESIGNED FOR INDIVIDUALS WITH BREAST CANCER:

FRIENDS OF PINK

TETWP provides individuals with breast cancer with financial assistance to help with household expenses, lost wages, medical bills, etc.

PINK SISTERS

A support group for anyone currently going through, having gone through, or diagnosed with breast cancer.

TEAM SMILE

TETWP has teamed up with several companies to help individuals with breast cancer maintain their oral health during cancer treatment.

BLUE SKY CLEANING

TETWP provides house cleaning services to individuals going through treatment for breast cancer.

MAMMO MONDAYS

Women who get their Mammograms on select Mondays each month will receive a complimentary massage or orthobionomy session from GVH's Integrative Therapies program.

PROGRAMS FOR INDIVIDUALS WITH ANY FORM OF CANCER:

LUCY'S HOUSE:

The program helps to cover the cost of lodging for people that have to stay away from home to access life saving treatments. Helping them to stay close to where they receive their treatments and ease some of the stress experienced by individuals and families dealing with a cancer diagnosis.

TUFFY, BUCKY & BETTY ANN - TETWP TRANSPORTATION PROGRAM

The TETWP transportation program allows for individuals with any type of cancer to travel safely to their out of town appointments and treatments in our vehicles. The vehicles traveled over 33,000 miles in the last year, helping individuals with cancer in our community to access over 130 treatments and appointments!

MAKE IT A GREAT DAY

TETWP coupons will be provided to cancer patients and/or their caregivers to use for integrative therapies such as reiki, massage, acupuncture, light therapy, nutrition, orthobionomy, etc. Research findings show that integrative therapies can help to boost the immune system, reduce pain and help patients stay strong.

These are our main programs. For more information on programs available to you visit our website www.gunnisonstetwp.com.



Families donate to TETWP to honor their loved ones

Transportation, lodging programs have helped more than 44 patients and counting

by Katherine Nettles - Crested Butte News

Two families have recently decided to honor those they have lost to cancer by donating to Tough Enough to Wear Pink (TETWP), a localized cancer support organization in the Gunnison Valley. These donations have contributed to the organization's transportation and lodging programs in a big way, reaching dozens of local patients. And these particular donations have come from people living in other areas of the country who wanted to make an impact in the Gunnison Valley after realizing the challenges involved for people to travel long distances from their rural home to get the treatments they need.

"A cancer diagnosis can be a long stressful journey and these programs help ease some of those difficult challenges," says TETWP executive director Heidi Sherratt.

The "Betty Ann"

Russ and Celina Harrison recently purchased a brand new Ford Explorer, valued at \$45,000, for TETWP to add to its fleet of cancer patient transportation vehicles in honor of Russ' mother, Betty Ann Harrison. Harrison passed away in 1990 from breast cancer.

The Harrisons were at the TETWP Songwriter Shuffle, a live music fundraising event held in Crested Butte in August, when they learned of TETWP's need for an additional vehicle for their transportation service. Russ had made a similar gift to the American Cancer Society in his home state of Oklahoma, and thought it was even more appropriate to



Photo: Chris Dickey - Gunnison Country Times

give to the Gunnison Valley.

"I look for ways, and this one just sounded perfect," says Russ of the idea to carry on his mother's legacy of giving. "My mom was the ultimate community activist. I grew up in a small town called Lindsay, Oklahoma," he says. The town of Lindsey constructed a memorial for his mother after her death to remember her contributions. "This is the kind of stuff she would do... I figured Gunnison County needs something like that. The fact is we are pretty distanced from everybody here, just like Lindsay is."

The Harrisons have been visiting Crested Butte regularly since about 1976, and became vacation homeowners in Mt. Crested Butte about three years ago.

Russ says his mother enjoyed time in Crested Butte with his family and they have fond memories of here.

"She loved camping, she loved the mountains and she loved supporting Cub Scouts and Girl Scouts... She would really like this," he says.

Russ and his wife worked with

TETWP to find the right vehicle, and TETWP suggested they name the new addition after his mother. It is now called the "Betty Ann."

The "Betty Ann" joins two other vehicles in the program, "Tuffy" the 2016 Ram truck and "Bucky," a 2018 Dodge Durango. All are available to safely transport Gunnison County and Hinsdale County cancer (breast cancer or other) patients to medical centers outside the area. The trucks have travelled more than 95,000 miles and assisted 32 different cancer patients so far.

"It gets good gas mileage and I think it will easily and comfortably transport two to three people where they need to go," says Russ of the "Betty Ann."

"We are very happy to help. And we all need to stick together where we can," he adds.

Sherratt says of the August event's surprise, "This was so wonderful and much needed to serve the people from our community who need to get to appointments outside the Gunnison Valley."



Lucy's House

Another couple, Norman and Dorothy Eastwood, recently started a lodging program for TETWP, called Lucy's House. Lucy's House has been dedicated in honor of Dorothy's mother, Lucille McElvain, who died of ovarian cancer. The lodging program serves any local cancer patients by providing a place to stay when they are getting treatment outside of the Gunnison Valley.

Dorothy describes their story on the TETWP website: "Norman and I love to spend our summers in Crested Butte, and for many years now have been honored to be proud supporters of TETWP. Last year we were unable to spend our summer in Crested Butte as planned. On June 6, [2019] Norman was diagnosed with stage 4 throat cancer. Our life immediately changed, as it does for anyone who receives the news of cancer."

Dorothy describes the next five months that were filled with intensive surgery, recovery and appointments schedules and traffic-filled commutes that consumed their days.

"Talking with others and hearing their journeys, we found that others often have additional challenges. One we heard many times over was the distance and time they were driving each day,"

she recalls.

The couple decided to address the need for people to stay closer to their treatment centers, including the long drives to Grand Junction, Colorado Springs or Denver that those here in the Gunnison Valley must make.

Dorothy says that when asked to work on a name and logo, their first immediate thought was her mom, Lucille.

"After 12 years of on and off treatments, we lost her to ovarian cancer. She was a wonderful, loving woman who was kind, caring, strong yet soft. She was Mother, Mom, gram, friend, sister, daughter, supporter, defender, caregiver, protector... so special to many people, and everything

to me, and Norman was her fourth son whom she loved with all her heart. We wanted to honor her in a way that portrayed her... always providing comfort and support for others."

Since this program began in June 2019, it has covered 194 nights of lodging between 14 separate patients.

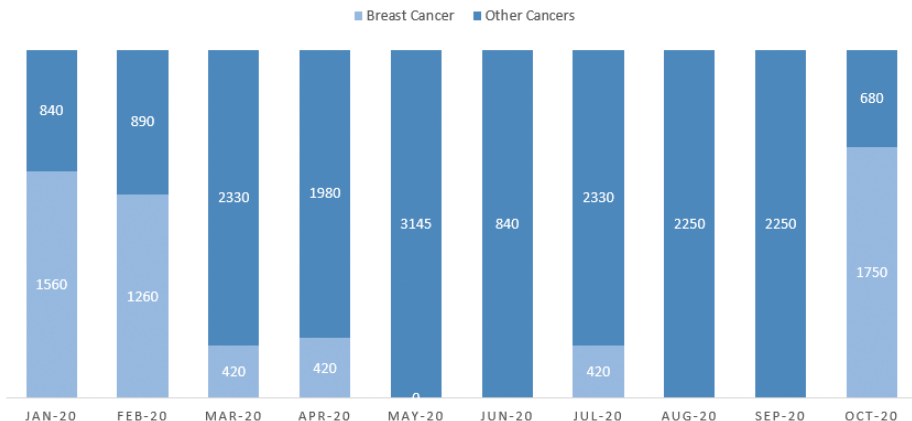
"The generosity of all of the people involved in the TETWP organization never stops amazing me and they are what makes it indescribably special. We cherish our donors who have gone above and beyond to help us create these programs that are unique to our community and help so many people going through cancer," says Sherratt.



TRANSPORTATION PROGRAM

Cattlemen's Days Tough Enough to Wear Pink is helping patients reach their appointments safely and comfortably with our Patient Transportation Vehicles, Bucky, Tuffy and Betty Ann.

TUFFY AND BUCKY MILES TRAVELED IN 2020 JANUARY 2020- OCTOBER 2020



23,365 miles traveled
from January 2020
through October 2020

4 individuals
with breast cancer

9 individuals
with other cancers



Thank you to Sky High Offroad for keeping Bucky, Tuffy, and Betty Ann in tip-top shape from their tires to oil changes.

SONGWRITER SHUFFLE

The major fundraiser for the TETWP program is our annual Songwriter Concert and Auction which is held during Cattlemen's Days week and usually has close to 400 people in a ballroom at the Crested Butte Ski Area. The event annually raises between \$200,000.00 and 400,000.00 in one incredible night, and is the key to keeping all the local TETWP programs successful. With the concert venue in Mt. Crested Butte closed, and group sizes limited at initially 10 people, and then no more than 50 people, the traditional concert simply could not happen.

Rather than give up, through the innovative idea of our Executive Director, Heidi Sherratt, a plan was developed with the TETWP committee where 3 spectacular houses around Crested Butte would serve as the concert venues having no more than 50 guests each for 2 nights of music, food and entertainment. This variance had to be submitted in May, 2020, during the 2nd most restrictive level, so that the songwriters could be secured and events planned. The invited songwriters and live auction rotated between the houses so that everyone saw each artist and got to bid on the auction items. Top chefs were recruited to provide food and 291 Distillery provided beverages. In this

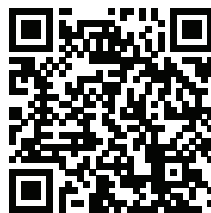
manner, all local and state health requirements could be followed to responsibly stage the event, and keep both the artists and participants safe.

The August 7 and 8 nights of music featured Nashville's top songwriters, including Scotty Emerick, Bobby Pinson, Trent Tomlinson, Marla and Melonie Cannon, Brice Long, and Josh Martin. In addition to our dream ticket of songwriting talent, and we initially had Storme Warren from Sirius XM's The Highway to MC the event. At the last minute, due to Sirius XM travel restrictions, Storme Warren had to cancel, but the shows still went on to rave reviews!

While initially budgeted to make a modest profit, the 3 houses sold out. The events and live auction ended up raising over \$270,000.00, including the donation of a new vehicle to the Transportation program. The entire Gunnison TETWP family was grateful beyond belief.

**Scan Code
for video →**

or go to [youtube.com/
watch?v=de00njJFg0
c&feature=emb_logo](https://www.youtube.com/watch?v=de00njJFg0c&feature=emb_logo)



That same week, our local icon and TETWP co-founder, Dean Dillon, was announced to be inducted into the Country Music Hall of Fame. A fitting tribute to our true legend with a heart of gold.



Gunnison TETWP COVID-19 RESPONSE

Cattlemen's Days Tough Enough To Wear Pink is here for our local community. As our world adjusts to a new reality and comes together to weather through the Coronavirus storm, we are so grateful to be surrounded by the beauty of the Gunnison Valley. Not just the beauty of mother nature, but more importantly, the awe-inspiring beauty of the people who live here!

We could not be the #1 Tough Enough To Wear Pink campaign in the USA without the support of this community and our local business sponsors, they mean the world to us! We want to give back to them during this difficult time, so TETWP has purchased \$5,000 worth of gift cards from 60 retail, restaurant and service businesses in Crested Butte and Gunnison who have been affected by the shutdown of our County. These gift cards will be given to the hard-working staff at Gunnison Valley Hospital and the County as a thank you for working tirelessly to keep our community safe.

Cattlemen's Days Tough Enough To Wear Pink is a magnificent symbol of the extraordinary accomplishments this community can achieve when we take care of each other. Throughout the year the Gunnison Valley rallies with tremendous support for TETWP and brings together all aspects of our community.....the full time & part-time locals, and the visitors. Together we ensure that state of the art breast cancer screenings are available in our community and that those battling all types of cancer in our mountain valley will have the support they need to access treatments, take time to heal, and spend time with loved ones. Together we have helped our local friends and families weather through a cancer diagnosis and treatment, and now together we will get through the COVID-19 crisis.

During this time of uncertainty and change, we want to remind all of you to stay **strong** and no matter what challenge we face...**together we are tough enough!**

Make It a Great Day and stay safe & healthy!
With Gratitude & Hope,

Heidi Sherratt Bogart – Executive Director

Cancer Does Not Stop Because of COVID-19, and Neither Do We!

Cattlemen's Days TETWP is still working as usual to help take care of those in our community battling cancer. We are keeping all our programs running, deeply sanitizing our vehicles in between uses, helping to cover the cost of lodging, and providing other important supports to those in our community battling cancer during these difficult times.



CATTLEMEN'S DAYS

NAMED

Sowing Good Deeds Finalist

2020 AWARDS



FINALISTS
REDDING RODEO
RENO RODEO
GUNNISON CATTLEMEN'S DAYS
CALDWELL NIGHT RODEO
DINOSAUR ROUNDUP RODEO



COLORADO SPRINGS, Colo. – Hesston by Massey Ferguson is pleased to announce the five PRCA rodeos that have been named as Sowing Good Deeds award finalists. As a proud sponsor of the PRCA, AGCO® Corporation, through its brands Hesston® and Massey Ferguson, recognizes that PRCA-sanctioned rodeos contribute significant support for local, regional and national charities and organizations.

These charitable efforts by rodeo committees are making a positive impact on members of the various communities. Hesston and Massey Ferguson, through its Sowing Good Deeds initiative, want to raise awareness of these local efforts and reward one PRCA committee each year whose impact goes above and beyond. The grand prize is a Massey Ferguson tractor. The winning PRCA rodeo committee will be announced at the 2020 PRCA Awards Banquet on Dec. 2, 2020, at 6 p.m. (CT) at Dickies Arena.



UPCOMING EVENTS

STAY TUNED!

We all look forward to hopefully being back to normal in 2021 but as we have learned we can't easily plan ahead until the Covid pandemic is under control. We can promise that we will do everything we can to safely continue to have our beloved TETWP fundraising events in 2021. These events are critically important to the success of our organization and also to the connection to our TETWP community and we will work hard to make them happen!

HOW CAN YOU HELP ?

Here is what you can do today to help ensure that TETWP can continue to provide our vitally important cancer programs and services in our community.

DONATE:

Every dollar helps and we hope you will choose to support Tough Enough To Wear Pink. To donate you can go to our website or mail your donation to:

TETWP
PO Box 375
Gunnison, CO 81230.

VOLUNTEER:

Are you interested in being more involved? We are always looking for volunteers who want to help out at our events or serve on our various committees.

Email us at tetwpdirector@gmail.com.

PURCHASE:

Support the cause and wear our super cute TETWP merchandise. Check out everything on our website gunnisonstetwp.com. See something you like for you or for a gift for a loved one?

Email lathey.tetwp@gmail.com to order or make an appointment to come by our new office at:

243 North Main St.
Gunnison, CO 81230

