

CATTLEMEN'S DAYS

# TOUGH ENOUGH TO WEAR **PINK**

#1 TETWP Fundraiser in the USA from 2015 to 2021!



Cattlemen's Days Queen Clara Cranor

## 2021 ANNUAL REPORT

# MILESTONES

## BOARD OF DIRECTORS:

CJay Clark	Adonia Cokinos
Mike Dawson	Suzanne Sullivan
Gloria Kern	Tim Neyman
Derek Taaca	Mary Blake
Jeri DeFeo	

## STAFF:

Heidi Sherratt Bogart,  
*Executive Director*

Lana Athey,  
*Administrative Development Assistant*

Mackenzie Bode,  
*Development & Media Director*

Alysia Percy,  
*Website Designer*

Over four million dollars have been raised to help our community, in small and big ways. From buying tanks of gas and groceries, to providing the state-of-the-art equipment, 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.

- Total fundraising since 2005 is **\$4,392,000**
- 2021 fundraising campaigns raised **\$650,000**
- 2021 - **\$33,000.00** raised through **Pedal For Pink**
- 2020 - **\$147,000** to purchase a **Breast MRI Coil** for Gunnison Valley Health (GVH)
- 2019 - **\$160,000** to purchase a **Breast Stereotactic Biopsy Device** for GVH
- **Lucy's House** - **\$34,000** since 2019 through providing lodging assistance to individuals with any type of cancer.
- 2017 - **\$370,000** to purchase a **Hologic 3D Tomosynthesis Machine** for GVH. 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.
- **\$120,000** funded to individuals for mammograms, ultrasounds, MRI's and biopsies since 2013 to cover the cost of life saving breast cancer screenings for those who do not have health insurance coverage.
- Support For Our Local Hospital - Over **\$1,400,000** 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.
- Tough Enough To Wear Pink also covers **30% of the salary for the 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.
- **"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 130,000 miles across the state. TETWP welcomed a third vehicle, Betty Ann, donated in 2020!
- **\$190,000** 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.)



CATTLEMEN'S DAYS

**TOUGH ENOUGH  
TO WEAR PINK**

## 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. Breast cancer is our #1 focus, but our programs are now open to people who are diagnosed with any type of cancer.



# GVH UPDATES



## GUNNISON VALLEY HEALTH

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.

## Excellence **IN BREAST CARE** is right here at **Gunnison Valley Health**

### THE TEAM...



IMAGING  
**DR. KARL HASSELBACH**  
DIAGNOSTIC RADIOLOGIST

**ROBYN COLE**  
BREAST IMAGING  
SPECIALIST



SURGERY  
**DR. STEPHANIA  
TIMOTHY**



CANCER CARE  
**DR. PAULETTE BLANCHET**  
ONCOLOGIST

**CHUCK TURNER**  
DIRECTOR OF ONCOLOGY



SUPPORT  
**ONCOLOGY REHAB**

**INTEGRATIVE  
THERAPIES**

### THE EQUIPMENT...



**3D Mammography  
Exam**  
Finds more invasive  
breast cancers than  
2D exams.



**Stereotactic  
Breast Biopsy**  
Precisely identify  
and biopsy an  
abnormality within  
the breast.



**CoreVision  
Specimen Imagery**  
Confirms a successful  
biopsy procedure in  
real-time.



**Breast MRI Coil**  
High-risk breast cancer  
patients, those with dense  
breasts and further  
diagnostic imaging.

### THE SUPPORT...



**Thank you Cattleman's Days Tough Enough to Wear Pink!**  
We would not have the equipment to provide extensive breast care services without your continued support.





# Letter from the Director



This last year has been one I never could have imagined and it has been challenging for everyone. I read a quote recently that resonated with me, “we should be taking care of each other, not taking sides”. I have been doing a lot of reflecting on life and how to navigate the overwhelming challenges the world is facing. I have found that by focusing on my community and how I can help make it better is a wonderful way to feel that I am part of a solution. Seeing the positive and instrumental impact that Gunnison Tough Enough To Wear Pink (TETWP) has on this community is something I am deeply proud of everyday. Taking care of our community is what TETWP does and the incredible people who are involved in this organization make it happen.

We have been the #1 TETWP Fundraiser in the USA for the past 6 years and because of the 16 years of unbelievable support we have from our donors, songwriters, and volunteers, we are now able to open up our programs beyond breast cancer to serve patients with any type of cancer...taking care of even more people in the Gunnison Valley. This year has been tough and we have lost many loved ones including young mothers to cancer. TETWP wanted to do more to help these families so we added some wonderful new and expanded programs that we are excited to provide for our community.

Going through cancer is scary and stressful not only for the person but for the whole family and TETWP wants to be there to help relieve some of the stress. Our Make It A Great Day program is now open to the caregivers so they can get a moment to destress utilizing the many services the department offers including massage, orthobionomy, acupuncture and reiki.

TETWP also started a new program Sparky's Fund which is a scholarship for Gunnison County youth with a parent that has been diagnosed with cancer. The scholarship is specifically designed to help ease some stress on families dealing with a cancer diagnosis and everything that comes along with the diagnosis by helping to cover the cost of extracurricular activities, summer programming, college tuition, or other opportunities for youth that the family would otherwise not be able to access while going through treatment. Sparky's Scholarship Fund was established in honor of Adriana Villalobos (Sparky), a loving wife, mother, coach, and early childhood educator.

Pedal for Pink - Every day is a new day and there is always hope if we hold on to the positive. We learned this from nine year old Abby Sanderford as she and her dad rode their tandem bike across the US to raise money for TETWP in honor of her mom who was going through breast cancer. Watching their journey was truly inspiring and a reminder that we all can make a difference and helping others is something we all can do! Abby set a huge goal for herself and it was not an easy one, but she did it! It is impressive to see what you can accomplish if you dedicate yourself and push through the overwhelming challenges and barriers.

Another great quote that comes to mind when I think about Abby's successful journey is “Most of the things worth doing in the world had been declared impossible before they were done”. TETWP has done the impossible and we plan to do more. We look forward to making a difference and taking care of our community for many years to come!

With Love and Gratitude,

**Heidi Sherratt Bogart**

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

# PEDAL FOR PINK



## Summer 2021

This summer, Kevin and his daughter, 9-year-old Abby, embarked on a journey, cross country, 4,200 miles, from Seattle to Maine. They pedaled for Pink. Fueled by extra love and passion for this trip as they are navigating their wife and mother Jennifer's breast cancer diagnosis.

**"Every day is a new day,"** said Jennifer when talking to Executive Director of TETWP, Heidi Sherratt when she and Kevin sat down to share their story. Knowing that every day is a new day, opens a world of positivity and hope whether you're biking across the country or battling breast cancer. In a joint effort with the Sanderfords, Gunnison TETWP spread awareness, shared inspiration, and raised money on a national scale to support other cancer patients and their families in our community.

Kevin and Abby left their home in Crested Butte, CO on Friday, June 4th to travel to their starting line in Anacortes, Washington. They began pedaling for Pink on Monday, June 7th, 2021. They completed their journey in Bar Harbor, Maine on August 15th, 2021.

During their journey across America, Gunnison TETWP followed them closely and shared their journey right here, on Facebook [@GunnisonTETWP](#), and on Instagram [@gunnisonetetwp](#).

**Miles traveled: 4,249      Total hours pedaled: 339 hours and 41 minutes**

***Thank you to our wonderful Checkpoint Sponsors and Pedal Pledgers.  
Your support means so much and helps so many.***

Stay Tuned for Upcoming Pedal For Pink Bike Races & Challenges in 2022!!



# SPARKY'S FUND

Cattlemen's Days Tough Enough to Wear Pink has created a scholarship fund for Gunnison County youth with a parent that has been diagnosed with cancer.

The scholarship is specifically designed to help ease some stress on families dealing with a cancer diagnosis and everything that comes along with the diagnosis by helping to cover the cost of extracurricular activities, summer programming, college tuition, or other opportunities for youth that the family would otherwise not be able to access while going through treatment.



*Sparky's Scholarship Fund was established in honor of Adriana Villalobos (Sparky), a loving wife, mother, coach, and early childhood educator.*

## October Breast Cancer Awareness

Gunnison Valley Health is fortunate to have a Hologic 3D Tomosynthesis mammography machine, making GVH the best in the state for breast imaging. 3D mammography is the gold standard for screening, and is capable of detecting a cancerous growth as small as a grain of sand. 3D mammography causes less discomfort than previous technology, which is a common concern among women who have not been screened before. It's never too early to start getting regular mammograms! If you do not have insurance please do not let this stop you from getting your life saving mammogram! TETWP will cover the cost of your mammogram or deductible when you get it at Gunnison Valley Hospital if you do not have adequate coverage.



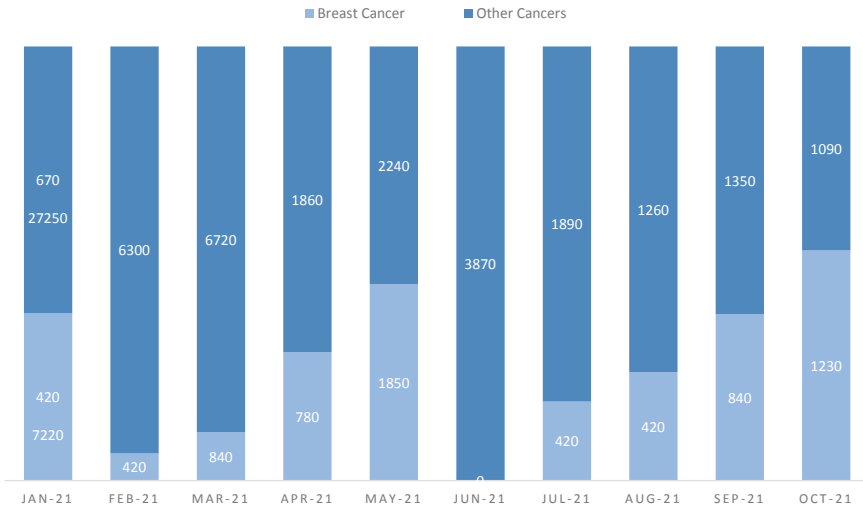
**Join the girl posse,  
grab a friend & have  
a meal on us!**

**Ladies,** if you have had a mammogram at Gunnison Valley Health and refer a friend who has not, you will both enjoy a **\$25 gift certificate** each to enjoy a meal on us. Check out our website for details!

# 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, BUCKY, AND BETTY ANN MILES TRAVELED 2021



**34,470 miles traveled**  
from January 2021  
through October 2021

**Total Miles Traveled,  
Breast Cancer: 7,220**

**Total Miles Traveled,  
Other Cancer: 27,250**



We are so grateful to the TETWP for extending their help to cancer patients of all kinds! It has been a great help to us to have reliable vehicles and funds to make the overwhelming number of trips for doctors appointments in Denver and Grand Junction.

**Thank you TETWP! - Larene Summer**



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



# LODGING PROGRAM



**Lucy's House** serves an incredible need in our community and is making such a HUGE difference in the lives of so many. It not only helps those directly affected by cancer but allows their family members to be close to them as they face this terrible disease. Take a look at these amazing numbers:

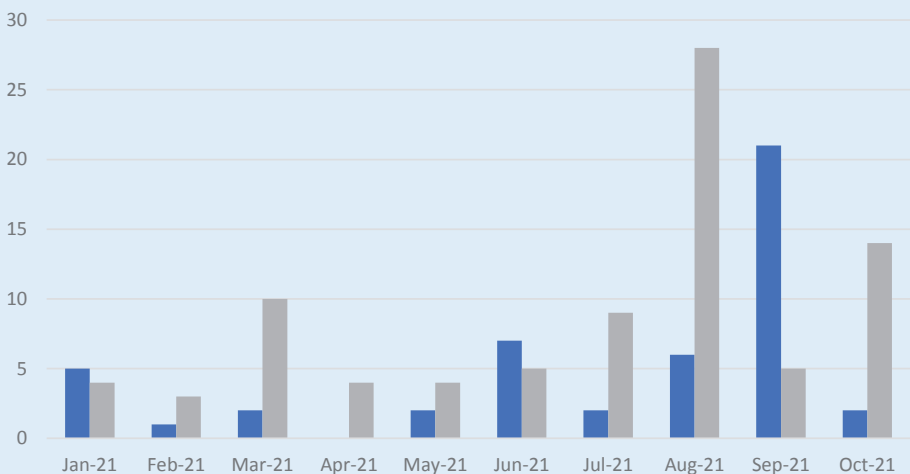
**134 Nights of Lodging**

**6 individuals with breast cancer,**

**9 individuals with other forms of cancer**

**\$18,862.02 lodging expenses**

Lucy's House  
Nights of Lodging Covered from January 2021-July 2021



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21					
Breast Cancer	5	1	2	0	2	7	2	6	21	2					
Other Cancers	4	3	10	4	4	5	9	28	5	14					

# SUMMER CONCERTS

## PINKAPALOOZA

Our inaugural Pinkapalooza - 4th of July concert featuring Chancey Williams and the Younger Brothers Band was an incredible success that we plan to take on as an annual tradition!

And to wrap up our busiest month of the summer, the Cattlemen's Days Tough Enough to Wear Pink Rodeo (still the #1 TETWP PRCA rodeo in the country), rang through the fairgrounds, across the valley, and ignited hearts and minds for miles as we celebrated 16 years of providing local funding for breast cancer awareness, prevention, education, and support.

TETWP is humbled and gratefully proud to announce a record-breaking, \$583,000 was raised through these events. This summer launched us over the \$4 million dollar mark of money raised by TETWP to support cancer patients in the Gunnison Valley.



## SONGWRITER SHUFFLE

The 3rd annual Songwriter Shuffle was an extraordinary event, we danced, sang, and feasted away as strong rainbows and compassionate guitar strums exemplified the strength and compassion that fills our community to support cancer patients and their families in the Gunnison Valley.

Scan Code  
for Video

→  
or go to  
[youtu.be/w-0IF4XpUJs](https://youtu.be/w-0IF4XpUJs)





# PINK IN THE RINK



Besides the fun of playing my favorite game with some of my favorite people, I play in the Pink in the Rink because I believe in all that it stands for. I have two close friends who have been recipients of the funds this incredible event raises. I play with and for them every year. I laugh with them, relive our moments of greatness with them in the locker room, and feel gratitude every moment that we are able to share this experience. I cherish this time with them on the ice. Without the support of Friends of Pink, their recovery may have been compromised. I know the expenses covered by Friends of Pink alleviated their stress and worry, helping them conquer cancer for good. Pink in the Rink made this happen. I play in this tournament for all the women in this community who will need Friends of Pink. My friends, unfortunately, are only two of the many who are impacted by breast cancer, and I play to make sure we take care of all of our sisters who will have to engage in this fight. Pink in the Rink needs to continue for the camaraderie and fun bringing women who share a common purpose together creates.

Puck Cancer!!!!

– *Lisa Danos*



# UPCOMING EVENTS

— STAY TUNED! —

## Pink In The Rink

6th annual

FEBRUARY 18TH TO 20TH, 2022

## Pinkapalooza

IBAR Ranch - 2nd Annual

JULY 4TH, 2022

## Songwriter Shuffle

3rd Annual

SUMMER 2022

- Stay Tuned For Specific Dates -

## PRCA Rodeo

#1 Tough Enough To Wear Pink

Rodeo in the USA

JULY 14TH, 2022

## Grits Guts & Gals

IBar Ranch- 4th Annual

AUGUST 2022

- Specific Date TBD -

## Ambush Ranch Poker Ride & BBQ

4th Annual

SEPTEMBER 2022

- Specific Date TBD -

## Breast Cancer Awareness Month &

## Ladies Spa Night

OCTOBER 2022 - DATES TBD

# 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](mailto:tetwpdirector@gmail.com)

## PURCHASE:

Support the cause and wear our super cute TETWP merchandise. Check out everything on our website [gunnisonetetwp.com](http://gunnisonetetwp.com). See something you like for you or for a gift for a loved one?

Email [tetwpdirector@gmail.com](mailto:tetwpdirector@gmail.com) to order or make an appointment to come by our new office at:

**243 North Main St.**

**Gunnison, CO 81230**

