

CATTLEMEN'S DAYS

TOUGH ENOUGH TO WEAR PINK

#1 TETWP Fundraiser in the USA from 2015 to 2022!



Cattlemen's Days Queen Clara Cranor

2022 ANNUAL REPORT



OUR MISSION: Cattleman's Days Tough Enough to Wear Pink (TETWP) is dedicated to providing comprehensive support to our community in the fight against cancer. Breast cancer is our #1 focus, but our programs are now open to people who are diagnosed with any type of cancer.

BOARD OF DIRECTORS:

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Cattleman's Days Rodeo and Tough Enough to Wear Pink partner together to raise money for cancer awareness, treatment, and prevention. Since the inception of TETWP in 2005, existing as a subcommittee of the rodeo non-profit committee, we have raised over \$5.1 million dollars and are **the number one TETWP fundraising rodeo in the entire nation**. All of the money raised will always stay local to support cancer patients.

Our fundraising helps our community in both small and big ways. From buying tanks of gas and groceries, to providing state-of-the-art equipment, TETWP is here for our local friends and families by providing life-saving screenings and diagnosis and several programs that provide support through treatment, recovery and return to a full life after cancer.

MILESTONES OF 2022:

- TETWP covered the costs of life saving breast cancer screenings, such as mammograms, ultrasounds, MRI's and biopsies for over **50 individuals** without health insurance. Since 2013, **\$150,000** has been used for screenings. Thank you Rocky Mountain Health Foundation for your 2022 grant to continue this important initiative!
- **Supporting our Local Hospital** - TETWP purchased a **\$13,300 Hivamat Deep Oscillation Unit** to offer cancer patients in our community pain release, reduction in inflammation, increase in circulation, muscle relaxation, reduction in edema, fibrosis and overall speeding up the recovery process. Since 2006, TETWP has given over **\$1.4 million** to our hospital for life-saving equipment and to support the salary of the Oncology Nurse Navigator.
- Dedicated **\$100,000** to the **Dean Dillon TETWP Endowment Fund**.
- The Friends of Pink program assisted 13 individuals with over **\$32,000 in financial assistance**, including but not limited to, treatment expenses, transportation costs, grocery and housing bills, and lost wages.
- Lucy's House provided **148 Nights of Lodging** for 16 individuals, and spent **\$21,000** on lodging expenses.

SMALL GESTURES HAVE A BIG IMPACT!

What a year! We are grateful for a successful 2022 and overwhelmed by the love and support of the Gunnison Valley! The success of Tough Enough To Wear Pink (TETWP) rides on the shoulders of so many donors, sponsors, volunteers, health care workers, Cattlemen's Days committee members, Gunnison Valley Hospital staff, TETWP board members, and especially this wonderful community.

Record breaking fundraisers in 2022 means that TETWP can do more to help our community. Our generous sponsors are the key to this success, but what is really special is that behind all of these big fundraising numbers are also a lot of little donations that add up in a big way!

Nothing warms my heart and makes me smile more than kids raising money at lemonade stands around our community throughout the summer. First of all, the fact that these kids choose to help their community is the cutest thing ever, and the fact that TETWP is in their hearts makes it even more wonderful. These little donations definitely add up but more importantly they represent hope for our future. These kids care about their community and want to help! This pays off in the future by creating a nurturing mindset, setting the stage for future sponsors, donors, and volunteers and ensuring the long-term success of our organization.

Wanting to help is a strong theme in the Gunnison Valley, and we feel the love from so many people in our community. It seems that everyone gives to their capacity in many different and meaningful ways. Here are just a few of the "little" things that added up in a big way this year:

- Local artists donating their one-of-a-kind creations for our auction.
- Fun, limited edition TETWP embroidered baseball hats.
- Local businesses hosting special fundraising days at their stores.
- Lots of local chefs and restaurants donating their time to create fabulous food for our events.
- Ladies quilting clubs making one-of-a-kind quilts full of love and lots of hard work.



Letter from the Executive Director

- Custom hat maker from Austin Texas driving up to do a fabulous pop-up shop.
- Gunnison High School PINK Sporting Events (Volleyball, Wrestling, Basketball)
- Gunnison High School Junior Cattlemen's and Student Leadership Committee volunteering and supporting TETWP in so many ways!
- Western Colorado University Students starting a new fundraiser - Pooches for Pink!
- Western Colorado University Athletes hosting PINK fundraising games.
- Ohio City ladies raising money because TETWP helped their dear friend.
- Sky High Off Road - taking care of all three of the TETWP Transportation vehicles - oil changes & tires!
- Rocky Mountain Elk Foundation - auctioning a table to support TETWP.
- Grant support checks from various foundations, including the Community Foundation of the Gunnison Valley, to help TETWP's programs in support of what we do to help our community.
- Tric Salon's hair cutting ceremony at the rodeo and lots of other support throughout the year!



- Pink Barrel Race fundraiser hosted by High Elevation Production.
- Songwriters donating their time to bring us the best music.
- Donated wigs, scarves, knitted knockers, books, and more to help our friends going through cancer.
- Generous discounts for website design, banners, merchandise, stickers, medals, framing, meals, ice, drinks, trash and porta potty services, shuttle services, legal services, videography, equipment rentals, event planning services, printing, bookkeeping, integrative therapy services, and advertising.

Last, but certainly not least, we want to honor the donors and sponsors of our events and programs! So many of you have been supporters of TETWP since the beginning and we cherish you! You all know who you are and we APPRECIATE YOU! The big and the little things add up. Everyday I see support for TETWP! Vehicles with TETWP pink license plates, people in the grocery store wearing TETWP merchandise, and notes of gratitude for helping people going through a hard time. It is a daily reminder of the good we are bringing to this incredibly deserving community!

With Love & Gratitude . . . Thank you!

Heidi Sherratt

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





GUNNISON VALLEY HEALTH

The money raised through TETWP has gone to a variety of programs including the purchases of equipment for Gunnison Valley Health Hospital (GVH). Over \$1,400,000 dollars has been used to purchase Breast MRI Coil, 3D Tomosynthesis Machine, ultrasound, digital mammography, stereotactic biopsy machines, and a Hivamat Deep Oscillation Unit to help save lives and keep cancer patients local. All of these machines help detect cancer earlier, ultimately saving lives and leading to less invasive treatment plans, smaller patient medical bills, and preventing or limiting family stress. Cattlemen's Days TETWP is proud to partner with Gunnison Valley Health. GVH is striving to become the top rural cancer care center in the entire United States. "Having a nonprofit partner like Tough Enough to Wear Pink is an incredible benefit to the health system and all of us who call this valley home," Jason Amrich, GVH CEO said. "I appreciate the support and partnership offered by TETWP Executive Director, Heidi and her team."



"Our strong partnership will help to ensure that every person affected by cancer has the care and support they need."

These important pieces of screening equipment help to save lives. TETWP started in 2015 purchasing a Digital Ultrasound Machine to use for full breast screenings. Then in 2019 the Hologic 3D Tomosynthesis Machine was purchased, which is proven to detect 20% - 65% more invasive breast cancers and reduce callbacks by up to 40% compared to 2D alone. The FDA approved this technology as superior for women with dense breasts. TETWP then purchased a Breast Stereotactic Biopsy Device for GVH. This device allows biopsies to be performed in a less invasive manner and they are essential for early detection. In 2020 TETWP purchased a Breast MRI Coil which allows for screening of high-risk women, and gathers more information about an area of suspicion found on a mammogram.

TETWP also helps with equipment for patient recovery. In 2022, TETWP donated a Chudo Next Generation Hivamat, a tool used for deep oscillation therapy. This non-invasive therapy creates biologically effective oscillations using electrostatic attraction and friction to break up edema, fibrosis and other cell debris, open the lymphatic ducts and move fluid and waste to drain and clear the lymphatic system.

For the past 6 years, TETWP has also paid a portion of the salary for the Oncology Nurse Navigator who is available to help anyone in the community with their cancer diagnosis.

TETWP is Dedicated to Supporting Our Hospital to be the Best Rural Cancer Hospital in the Nation

GVH Oncology Service Line Mission: From Prevention and Screening to Treatment and Survivorship, GVH Cancer Care provides compassionate, comprehensive and individualized cancer services locally and in conjunction with our network of specialists.

GVH Oncology Service Line Vision: The Gunnison Valley Health Oncology Service Line will be the best rural cancer hospital in the US and a destination for cancer care in our region.

Big 3 Year Goals:

- Achieve Accreditation with the American College of Surgeons Commission on Cancer Accreditation
- Open a new outpatient cancer center with increased capacity to deliver infusions
- Grow and develop new and existing services (both Outpatient and Inpatient) for the prevention, screening, and diagnosis of Cancer care.
- Perform in the top decile in Oncology Quality, Patient Safety, and Patient experience Metrics.

Important Projects Occurring in the next year:

- Develop a more robust and comprehensive oncology navigation program, taking advantage of the most up to date technology.
- Establish participation in national cancer registries
- Develop a more robust cancer survivorship program
- Grow prevention, screening, and diagnostic services by 10%
- Creation of internal GVH Cancer Accreditation Team.
- Installation of new state of the art MRI - April 2023
- Perform assessment of current technology and equipment in order to create a gap analysis to drive long term equipment and physical plant planning
- Increase access to local dermatology services and procedures

Key Physician Hires:

- New Full Time General Surgeon with comprehensive colorectal surgery background starting in Jan 2023.
- New Full Time Radiologist with comprehensive interventional experience, starting end of 2022.



FRIENDS OF PINK



Friends of Pink is our patient assistance fund that provides financial help to individuals in the Gunnison Valley that have been financially impacted by a breast cancer diagnosis. Friends of Pink is now the only program in Gunnison TETWP that is restricted solely to support breast cancer patients.

Since 2015, *Friends of Pink* has given over \$160,000. In 2022, this program assisted 13 individuals with over \$30,000 in financial assistance, including but not limited to, treatment expenses, transportation costs, grocery and housing bills, and lost wages.

TETWP also has a monthly Pink Sisters breast cancer support group as well as individual therapy available.

TEAM SMILE

Winning the battle against cancer takes a toll on the body and mind, chemotherapy and radiation can also cause serious damage to the mouth. The side effects hurt and can make it difficult to eat, talk and swallow. Infections are more prevalent and can be dangerous to the body when receiving treatment due to immune suppression. Some of the side effects are painful mouth and gums, dry mouth, burning, peeling or swelling tongue, loosened teeth, and infections. All of this can lead to an increase in cavities and tooth destruction.

TETWP has teamed up with several dental companies and local dentist Scott Anderson to help cancer patients in our valley maintain their oral health during cancer treatment.



MAKE IT A GREAT DAY



When our good friend and TETWP volunteer extraordinaire Edie Gibson was diagnosed with breast cancer and endured a double mastectomy, we wanted to honor her by creating this program and using her positive slogan!

***Make It A Great Day* is available to ALL cancer patients AND their caretakers/family.**

The goal of the Make it a Great Day program is to take excellent care of our Gunnison Valley locals in every way we can when they are diagnosed with cancer. This includes integrative therapies like massages, ortho bionomy, acupuncture, and reiki. The physical, emotional and mental impacts of a cancer diagnosis and treatment takes its toll and we want to help relieve some of this stress.

SPARKY'S FUND

Cancer also takes its toll on the kids whose parents are going through treatments...

TETWP has created this 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 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.

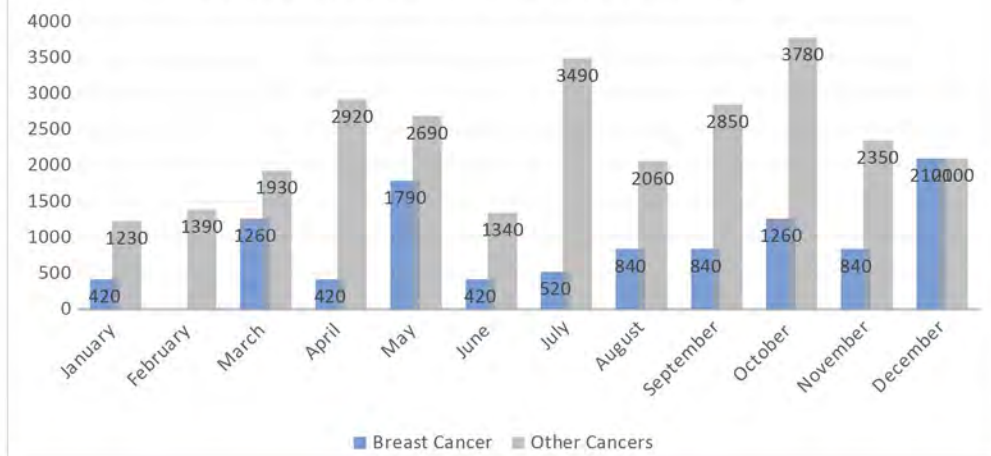


Sparky's Scholarship Fund was established in honor of Adriana Villalobos (Sparky), a loving wife, mother, coach, and early childhood educator.

TRANSPORTATION PROGRAM

Our three transportation vehicles - TUFFY, BUCKY & BETTY ANN are staying very busy getting people safely and comfortably to their appointments outside the valley.

Tuffy, Bucky, Betty Ann Miles Traveled
January 2022 to December 2022



Over 35,000 miles traveled in 2022.
That's more than a trip around the equator!

174,000 miles have been put on
the vehicles since 2016



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



These vehicles are maintained by Sky High Offroad, we thank them for their generosity and huge heart!

LUCY'S HOUSE



Lucy's House would not be possible without Dorothy and Norman Eastwood. The Eastwoods founded and support the Lucy's House program because of their personal experiences with traveling for treatments.

Norman was diagnosed with stage 4 throat cancer and received radiation and chemo 5 days a week, an hour away from their home in Texas. Along their journey, they got to know other patients who were traveling 4 hours a day to receive their treatments. They recognized that cancer patients

in our valley also struggle with the commute to receive treatment elsewhere. **The Eastwoods' vision and generosity has made Lucy's House a program that has had an immense impact on our community.**

In 2022, Lucy's House provided 148 Nights of Lodging for 16 individuals, and spent \$21,000 on lodging expenses.

Since 2019, **over 513 nights of lodging** have been provided to 13 individuals with breast cancer and 29 with other forms of cancer.



RECORD BREAKING SUMMER



We want to thank everyone who was a part of our record breaking summer! Because of you, \$762,000.000 was raised to be used in the Gunnison Valley for cancer awareness, treatment and prevention through our many TETWP programs.

From kicking off festivities on the I Bar Ranch dancefloor at the Pinkalooza 4th of July concert, to the intimate live music experience and breathtaking views of the Songwriter Shuffle, the excitement of the rodeo and the powerful and family friendly end of summer Grits Guts & Gals concert, 2022 was record breaking.



291 WHISKY AWARD



Congratulations to 291 Distillery for their Icons of Whisky America Awards for Craft Producer of the Year award and to Philip Rawleigh for American Brand Ambassador of the Year!

The moment we met Philip and Michael with 291 Whisky, we were instant family! The support and love they have given to TETWP for the past 7 years has had a huge impact on our success and we are forever grateful. Our events would not be the same without them and their award winning whisky- not to mention the special TETWP Pink Whisky!



KENTUCKY DERBY RICH STRIKE



Look who is Tough Enough to Wear Pink!

Kentucky Derby winner, Rich Strike is sporting his TETWP blanket while hanging out in the Saratoga barns getting ready for his Travers Stakes race on Saturday, August 27th, 2022. Rick Dawson, Rich Strike's owner, reached out to us after he attended the Songwriter Shuffle in Crested Butte this summer. He was inspired and asked if his racehorse could wear a TETWP blanket to raise awareness for breast cancer at his upcoming races. We were honored! Thank you, Rick Dawson and good luck Rich Strike! We will be watching.

DEAN DILLON ENDOWMENT

TETWP has dedicated \$100,000.00 to the Dean Dillon TETWP Endowment fund in honor of Dean Dillon and his vision and support of TETWP in the Gunnison Valley. This endowment will continue his efforts by ensuring the long-term future of the TETWP organization and mission in our community.



PINK IN THE RINK

6th Annual Women's Hockey Tournament Raises \$32,500

Scan here to watch! →



NATIONAL CANCER INITIATIVE

Gunnison TETWP is grateful for the many years of support from Wrangler, our national sponsor, and we are looking forward to the future with their new cancer initiative:



"Since 2004, Wrangler and the Tough Enough to Wear Pink (TETWP) foundation have raised breast cancer awareness and supported those impacted living in our local western communities. To deliver this same level of assistance to charities supporting all forms of cancer, Wrangler introduces a new program – Wrangler Bucking Cancer. For 75 years, Wrangler has invested in the western lifestyle and those in need; Wrangler Bucking Cancer will continue to deliver that same level of support and is a natural evolution of the TETWP partnership."



Moving forward, 501(c)(3) all cancer charities selected as part of a western-based event will be eligible to receive a match, up to a certain amount of funds raised, from Wrangler. Amounts typically range between \$1,000 and \$5,000. The TETWP foundation is still active, and Wrangler will continue to support funding charities that focus on breast cancer awareness."



RODEO AWARDS



Exciting News! The votes are in and Cattlemen's Days Rodeo has been selected as a top five medium rodeo in the Professional Rodeo Cowboys Association (PRCA), meaning **we are one of the best 20 rodeos in the nation!** This is in large part due to our Wrangler Pink Shirt Challenge at the #1 TETWP Pink Rodeo and the added money to the contestants who wear pink and win their event.

We have also been selected as one of five finalists for Massey Ferguson & Heston Sowing Good Deeds award for the 6th year in a row! The annual contest recognizes PRCA rodeo committees who go above and beyond in their charitable endeavors, making positive impacts in their local communities.

"The Massey Ferguson Sowing Good Deeds competition shines a well-deserved spotlight on the generosity and services provided by our local PRCA rodeo committees across the United States," said Matt LeCroy, Director of Marketing, Hay and Harvesting. "We're proud to recognize the 2022 finalists as well as extend our gratitude to all this year's entrants for the wonderful work you do for our industry."

This year's finalists represent the best of what the PRCA stands for — community impact, innovation, and their ability to overcome adversity.



UPCOMING EVENTS

— STAY TUNED! —

Pink in the Rink

7th Annual

January 27th to 29th, 2023

One Love

Jermaine's Community Jamaican Dinner

Valentine's Day Feb 14th, 2023 at 6pm

- Proceeds go to TETWP & Gunnison Valley Mentors -

Pinkapalooza

Music, Fireworks & Dancing

July 4th, 2023

Songwriter Shuffle

4th Annual - Double Top Ranch

July 6th 2023

- Stay Tuned For Details -

PRCA Rodeo

#1 Tough Enough To Wear Pink

Rodeo in the USA

July 13th, 2023

Grits Guts & Gals

IBar Ranch- 5th Annual

August 2023

- Specific Date TBD -

Ambush Ranch Poker Ride & BBQ

5th Annual

September 2023

- Specific Date TBD -

Breast Cancer Awareness Month & Ladies Spa Night

October 2023 - Dates TBD

HOW CAN YOU HELP?

DONATE:

Every dollar helps. Donate online at

gunnisontetwp.com/donate or via mail:

TETWP

PO Box 375

Gunnison, CO 81230

VOLUNTEER:

Help at events or serve on our various committees.

Email us at office@gunnisontetwp.com

PURCHASE:

We think you'd look great in pink!

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

243 North Main St.

Gunnison, CO 81230



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@RodeoSince1900

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once-a-month newsletter:

