

CATTLEMEN'S DAYS

TOUGH ENOUGH
TO WEAR **PINK**



2023 ANNUAL REPORT



Our Mission: To provide 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.

Our Vision: TETWP keeps all the money raised in our valley to support our friends, family, and neighbors in their screenings, diagnosis, and fight against cancer. Through our programs, TETWP hopes to relieve stress, limit and ease travel outside of the valley, and keep clients less worried about the *how* and more focused on *kicking cancer's butt!* TETWP supports the dream of our valley having the best small town cancer hospital in the country.

For more information about how TETWP works, please visit **www.gunnisonTETWP.com** or scan here



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A Letter from the Executive Director

I was recently asked to write a timeline of the history of Tough Enough To Wear Pink (TETWP) in the Gunnison Valley. As I combed through the last ten years of my time as the first Executive Director of TETWP, I was reminded of the hundreds of people who have been a part of this organization over the last 19 years. TETWP's history runs deep in this valley and the reason this organization continues to grow and meet new goals is because of the passion of each and every one of these people, working hard together, knowing that they are making a difference.

This passion started with the Cattlemen's Days Rodeo Committee bringing the TETWP program to our community through the beloved local PRCA Rodeo, and these roots have grown into an organization that is saving lives and helping people and families going through a cancer diagnosis. We continue to grow and because of TETWP's success, we have opened our programs to ALL cancers, with breast cancer still a priority focus. Every dollar we raise stays in this valley and helps in our community.

Who has made this possible? Hard working volunteers, award winning Nashville singer songwriters, corporate partners, sponsors, our local hospital GVH, the students in the Gunnison Watershed Schools, local businesses, Western Colorado University athletes, full time and part time locals of all ages, this ENTIRE community! TETWP rises on the shoulders of all of the people who believe in making a difference and have built together upon a shared vision for TETWP.

TETWP has become a family of the most incredible people I have ever known and what we have accomplished is truly a testament to our beautifully unique community. It is a labor of love, and we see it working here EVERY DAY, helping our friends and family, we see it making a life changing impact for so many in the Gunnison Valley. When hundreds of people collectively pour love, positive energy, and support into something bigger than themselves, it is unstoppable and this is what fuels the TETWP programs for the prevention, detection and support for those going through cancer.

The magic that happens when this TETWP family works together is undeniable. It is a reminder of how incredible it feels to be a part of something bigger than yourself. No matter how you are involved, it helps! So please continue to support and invite your friends to become a part of TETWP so we can keep setting new goals and building together.

I am honored and proud to have been involved with TETWP since the beginning and I am inspired every day at the love that pours into this organization from so many wonderful people.

THANK YOU to each and every one of you!

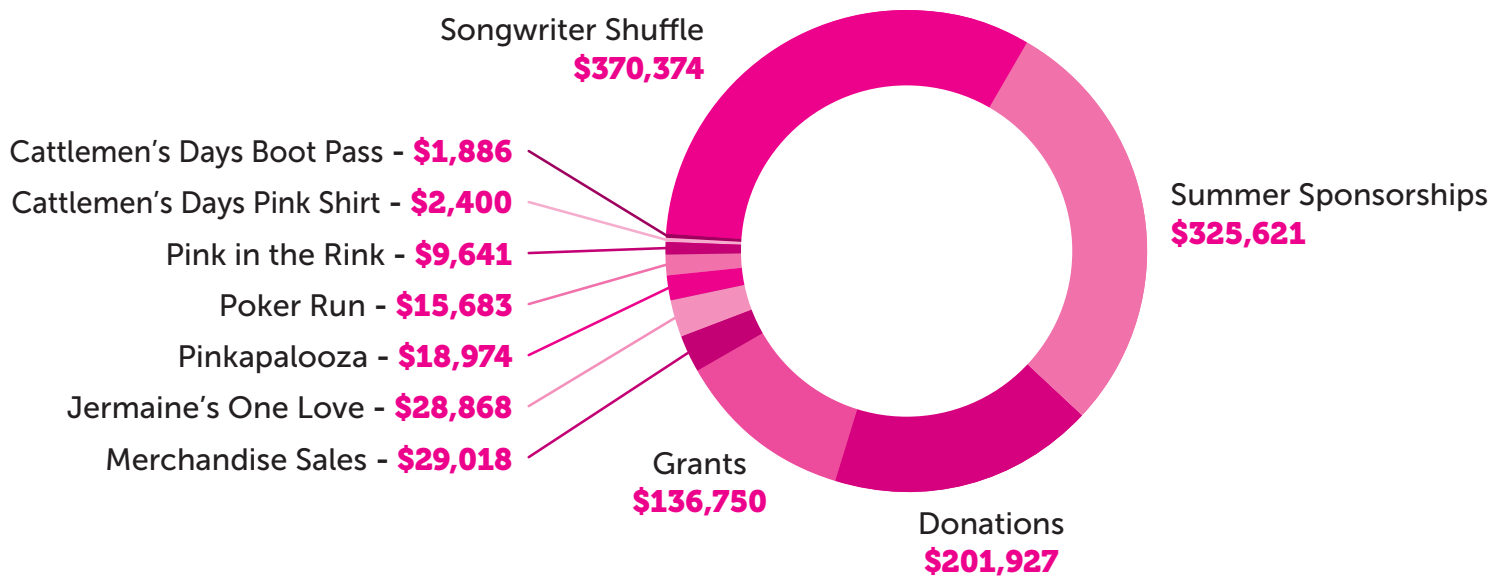
With Love & Gratitude,

Heidi Sherratt Bogart

Executive Director



TETWP FINANCIALS



Over \$1 Million Raised In 2023!

Total of **\$169,840**
**Mammogram, Ultrasound,
MRI and Biopsy coverage**
for **uninsured** or **underinsured**
since program inception

Total support to
Gunnison Valley Health
to date is **\$1,905,235**
for **screening equipment, salary
support, screenings, etc**

Vehicles:
45,530 miles and **22 individuals**
through november 2023

**Friends
Of Pink:** **\$20,180**
of financial
assistance for
5 women

Sparky's Fund:
\$8,025 for **6 families:**

1 family vacation
contribution

1 child's bike
purchase

1 child's school
clothing

2 college tuition
contributions

1 child care tuition
contribution

\$2,000 for children
who lost a parent
to cancer

Lucy's House:
461 nights
of lodging for
25 individuals

2023 EVENTS

Pink in the Rink

7TH ANNUAL

Women's Hockey Tournament
Championship team: Cancer Cartel!

Catch it Early

Partnership event with Gunnison Valley Health & Living Journeys, Catch it Early provided staff-lead behind the scenes hospital tours highlighting five distinct areas of the health system that work collaboratively to provide primary care, radiology, general surgery, rehabilitation and oncology.

ONE LOVE

JERMAINE'S COMMUNITY DINNER

Partnership event with Jermaine's and Gunnison Valley Mentors. Over 200 community members celebrated Valentine's Day by showing love for our community.

Link with Pink

COMMUNITY CANCER CONNECTIONS

An evening of connection and shared strength for individuals and families of our Valley that have been impacted by cancer to come together.

Pinkapalooza

4TH OF JULY CONCERT

AT I BAR RANCH

Chancey Williams and the Younger Brothers Band
Ward Davis

VIP Dinner

AT THE ALMONT RESORT

Dean Dillon
Josh Martin
Jenee Fleenor
Brice Long
Wynn Varble
Ward Davis

Songwriter Shuffle

AT DOUBLE TOP RANCH
SINGER SONGWRITERS:

Marla Cannon-Goodman
Wynn Varble
Trent Willmon
Melonie Cannon
Brice Long
Jenee Fleenor
Josh Martin

Cattlemen's Days Rodeo

#1 TETWP Rodeo in the PRCA
Sowing Good Deeds Awardee

Poker Ride

AT AMBUSH RANCH

With Josh Martin and Jenee Fleenor

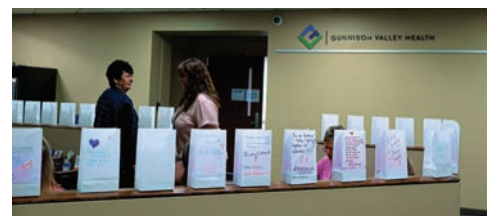
BREAST CANCER AWARENESS MONTH:

Luminary Lighting

Our community took a moment to reflect and cherish the love that surrounds us. With each twinkle of the stars, we remember our loved ones who may no longer be with us, their light still shining brightly in our hearts.

Ladies Spa Night

A Night of Warmth, Wellness, and Community! We're still basking in the glow of Ladies Spa Night! The Ladies Spa Night is all about coming together, creating bonds, and celebrating the strength and unity that defines our community. We're immensely thankful to have such incredible people in our corner!



Automated Whole-Breast Ultrasound

Women in the Gunnison Valley now have access to another piece of cutting-edge equipment to aid in the early detection of breast cancer. Nationally, 40% of women have dense breasts, putting them 4-6 times higher at risk of getting breast cancer. Gunnison Valley Health (GVH) Radiologist, Dr. Graf and his team explained to the Cattlemen's Days Tough Enough to Wear Pink (TETWP) Board of Directors in the start of 2023 that 52% of women in the Valley have category C and D dense breasts, an alarming number compared to the national percentage.

GVH came with a proposal for Gunnison TETWP, the purchase of a new technology that provides a 35.7% increase in cancer detection when used in conjunction with mammography. The Automated Whole-Breast Ultrasound (ABUS) is a supplemental screening technology specifically designed for detecting cancer in dense breast tissue. The ABUS offers an efficient and short exam time, ergonomic design, is cost-effective with high clinical impact, and would transform breast care services from reactive to proactive. According to GE, the ABUS manufacturer, 91% of cancers found with the ABUS technology are invasive, and too small to find in a mammogram. By increasing early detection, it would reduce costs, improve morbidity and enable patients to a less invasive treatment.

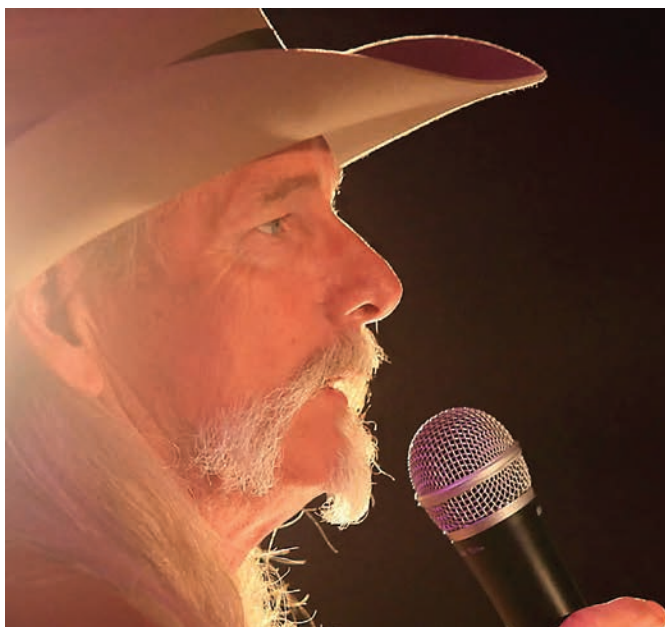
The ABUS examination is non-invasive, radiation-free, and typically takes only 15 minutes.

Gunnison TETWP wholeheartedly agreed that this technology aligned with not only the continued partnership and strategic goals with GVH, and was also a deep need for our community. Gunnison TETWP has purchased the ABUS technology for \$246,094.50 and will continue to provide financial assistance, in partnership with the Gunnison Valley Health Foundation, for ABUS screenings to the uninsured and underinsured.

Having access to this equipment at our local hospital gives women access to the best care without leaving the valley. In addition, GVH will be the only hospital on the Western Slope with an ABUS unit, which can be a benefit to women in surrounding communities as well.



GUNNISON VALLEY HEALTH



Dean Dillon Gunnison Tough Endowment Fund

Photo by Chris Rourke

It all started in 2005, when some of the Cattlemen's Days rodeo committee members, Kevin Coblenz, Jimmy Clark, Jim Swaim, Selma Eastman, and Edie Gibson, decided to embrace the TETWP national cause by designating one night of the PRCA Rodeo to raise funds for breast cancer. Eighteen years later, this organization is the biggest TETWP fundraiser in the nation and has expanded its programs to serve all cancers in our valley.

Early on, country music icon Dean Dillon became a leader and a visionary for the organization in our community and defined many of the goals that TETWP set forth in the Gunnison Valley. Dean was inducted into the Country Music Hall of Fame in 2020 and has written over 87 songs for the legendary George Strait, and is the writer of the 15-time platinum song "Tennessee Whiskey," the biggest song of his career. After meeting the love of his life, Susie Dillon, Dean was searching for a second home in her hometown that would be a quiet escape from the Nashville music scene and for them to spend quality time together. They settled on a ranch in Gunnison, Colorado. The unexpected & tragic death of Dean and Susie's friend, Jimmy Clark, in a rodeo accident, and the passion of the TETWP committee, sparked them to get involved in a major way and transform a modest fundraiser into the perennial #1 TETWP fundraiser in the nation, all through the help of selfless volunteers and donors.

Over the years, Dean and Susie have invited their musical family, the best of Nashville songwriters, to come here and play their songs to raise money for this cause. It is a beautiful success story for all of us to live and enjoy while making a difference for our friends and neighbors.

Dean Dillon was the first to say, "I want our local hospital to

be the best rural small-town breast cancer hospital in the US." He also said, "I do not want anyone going through cancer to be worried about losing their house while they go through treatments. We need to alleviate stress from their lives so they can focus on getting better and beating cancer!"

As TETWP's impact and success grew, Dean expressed that he wanted TETWP to remain a strong organization beyond our lifetimes. He wanted TETWP to stand on its own and not rely on one person to carry on its life-changing programs and assistance for people going through cancer. In order to carry on TETWP's vital support, it was Dean's hope that an endowment would be put in place.

"We're thrilled to partner with TETWP to provide long-term financial stability for the organization and honor the tremendous contributions Dean and Susie Dillon have made to the Gunnison Valley," said Lauren Kugler, CFGV Executive Director. "An Agency Endowment like the Dean Dillon Gunnison Tough Endowment Fund provides the foundation for a permanent, stable source of funding for an organization's operations and programs."

There is something unexplainable in the Gunnison Valley, an energy that compels people to step up to a challenge, to love our community and do what they can to make a difference for the people who live here. These people are shining stars of giving in our community and two of those bright shining stars are Dean and Susie Dillon. We are forever grateful for their passion and huge hearts. We are honored to have the establishment of the Dean Dillon Gunnison Tough Endowment Fund.



Gunnison Cattlemen's Days Rodeo Receives Prestigious Sowing Good Deeds PRCA Award

Gunnison Cattlemen's Days, a cornerstone event in the Gunnison Valley for the last 123 years, is thrilled to announce

that it has been honored with the Sowing Good Deeds PRCA Award. After remaining as a top 5 finalist the previous 6 years, this accolade recognizes the outstanding efforts and positive impact the organization has had on the local community and beyond.

The Professional Rodeo Cowboys Association (PRCA) annually presents the Sowing Good Deeds Award to a rodeo that goes above and beyond in promoting community engagement, charitable initiatives, and embodies the spirit of giving back. Gunnison Cattlemen's Days, known for its rich tradition of rodeo, western heritage, and community unity, has stood out as a beacon of goodwill, notably through the mission of Gunnison Cattlemen's Days Tough Enough to Wear Pink (TETWP), dedicated to providing comprehensive support to the Gunnison Valley in the fight against cancer.

"This award is a testament to the dedication and hard work of our community, volunteers, and sponsors who come together to make Gunnison Cattlemen's Days TETWP not only a thrilling rodeo experience but also a force for good in our region," said Heidi Sherrat, TETWP Executive Director.

Long before the world got a glimpse of the beauty and values of a ranching community through the incredible popularity of Yellowstone, the ranchers of the Gunnison Valley have been living this life for hundreds of years. Small town rural communities are what exemplify the greatest part of the USA, especially the ranching communities. This valley is rich in a history of natural kindness and taking care of each other for many generations. It is a beautiful place with an incredible community, but living in a remote rural community of 15,000 people has many challenges, especially when someone is diagnosed with cancer.

The most impactful way the Cattlemen's Days Rodeo committee gives to the community is through the efforts of Gunnison TETWP, expanding to not only supporting breast cancer, but whose programs as of 2018 are open to people who are diagnosed with any type of cancer.

Because of incredible efforts from the community, TETWP has been the #1 TETWP fundraiser in the USA for the last 7 years and all the money raised stays in Gunnison and Hinsdale counties. Since 2005, the TETWP committee has raised \$6,154,600.00.

"We believe in the power of community and the impact we can make

when we come together not just for a cause, but for each other. This award serves as a testament to our ongoing dedication to supporting the individuals and families we serve," added Lana Athey, TETWP Program Manager.

The Gunnison TETWP initiative, in partnership with Gunnison Cattlemen's Days, has made significant strides in promoting breast cancer education, early detection, and providing vital support services for those affected by cancer. Working in partnership with the local hospital, Gunnison Valley Hospital (GVH), over \$2 million in screening equipment now lives in their radiology department. With Gunnison TETWP's goal to be one of the top rural cancer centers in the nation and to keep people from having to travel, because they can get the best care without traveling over a mountain pass, this award is a sign that our community is making strides.

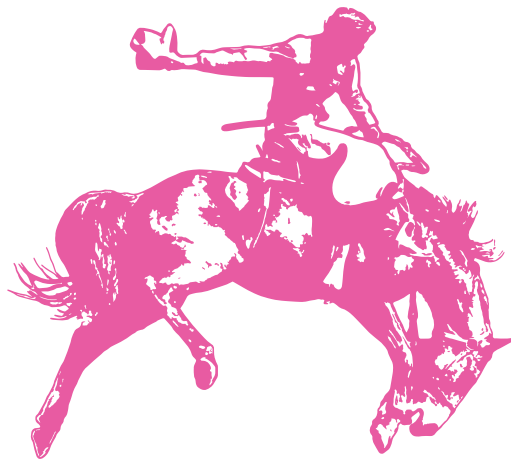
There is plenty of work to still be done. Throughout the year Gunnison TETWP has many community events to bring awareness to the prevention and detection of cancer. It is a fact that the earlier cancer is detected, the better chance a person has of survival and hopefully a less invasive treatment plan is needed.

The Sowing Good Deeds PRCA Award reflects Gunnison Cattlemen's Days' commitment to using its platform not only for world-class rodeo entertainment but also as a catalyst for supporting their community.

"I couldn't be more humbled and honored by this award for our TETWP community and the Cattlemen's Days rodeo committee. This is for our hard-working TETWP staff, our dedicated volunteer committee members, and, most importantly, all our local family we have helped through cancer and the loved ones we've lost. We are stronger when we stand together and help out each other when it is needed. This represents the heart & soul of our rodeo community. Thank you for recognizing our little committee, medium PRCA rodeo, and the enormous heart our community has for helping each other out in times of crisis." Mike Dawson, 2023 Cattlemen's Days President

Gunnison Cattlemen's Days extends its heartfelt gratitude to the PRCA for this award and to the community whose support has built our impact.





GUNNISON TOUGH



Are YOU #GunnisonTough?

PRCA rodeo athletes reaped the benefits of competing at the #1 TETWP rodeo in the PRCA for the last 8 years and running. In conjunction with the Wrangler Bucking Cancer initiative, Gunnison Cattlemen's Days TETWP added \$11,000 to the payout for the PRCA cowboys and cowgirls that won their prospective events on Thursday night of Cattlemen's Days, another record broken.

Congratulations to these rodeo athletes for showing up in PINK and supporting local Gunnison TETWP initiatives. This added money, an additional \$1,375 per athlete, helps them get down the road and qualify for the Wrangler National Finals Rodeo in December in Las Vegas, NV, to make all their rodeo dreams come true.

AJ Ruth

BAREBACK RIDING

Jesse Jolly

TEAM ROPING- HEELER

Cody Pratt

STEER WRESTLING

Andrew Burks

TIE-DOWN ROPING

Kody Rinehart

SADDLE BRONC

Cindy Smith

BARREL RACING

Austin Crist

TEAM ROPING- HEADER

Roscoe Jarboe

BULL RIDING

A special thanks to our national and local sponsors, Wrangler, Gunnison TETWP, Interior Visions, In memory of Pam Dawson, Saw Contracting, and our newest donor, M4 Ranch Group for the success of this year's PINK shirt night.

Winter Songwriter Shuffle

Bringing live music to Mount Crested Butte, TETWP is excited to host the Winter Songwriter Shuffle Series at the Elevation Hotel and Crested Butte Center for the Arts during winter 2023/2024.





2023 Volunteer of the Year:

CARA APSEY

Thank you Cara for your selfless support of Tough Enough to Wear Pink through the years. One of our favorite July moments, the hair cutting ceremony at Pink Night of the Cattlemen's Days Rodeo, would not be possible without you & the support of Tric Salon.





Every dollar helps

And every dollar stays in the Gunnison Valley.

Donate online at: gunnisontetwp.com/donate
or via mail:

TETWP • PO Box 375 • Gunnison, CO 81230



Volunteer at events or serve on a committee.

Email us at: office@gunnisontetwp.com

We think you'd look great in pink!

Email office@gunnisontetwp.com to order merchandise,
or make an appointment at our office at:

243 N Main Street • Gunnison, CO 81230



We want to hear from you!

Interested in sharing your testimony or experience at a TETWP event?
Reach out to director@gunnisontetwp.com



Upcoming 2024 Events:

Stay up to date with our monthly newsletters!
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