

## ANNUAL REPORT

### Bloom Again Board of Directors Donate \$25,000 in Matching Gift Challenge

*Here's your chance to double a donation that helps a working woman get back on her feet after a diagnosis of cancer or other life-changing illness.*

Now through December 31, 2016 all donations up to \$25,000 will be matched by the Board of Directors. That means your \$100 donation will actually be \$200! And if your company has a matching gifts program, that \$100 donation becomes \$400!

"The Board felt like it wanted to not only show its commitment to our cause, but also thank our donors by making personal gifts, some at the sacrificial level," said incoming Board President, Sheri Betts. "Each of the Board members serves for a reason personal to her and she sees how much Bloom Again helps women who need a hand to get through medical crisis."

In addition to each Board member's donation, Bloom Again will be reaching out to all previous donors, corporations and sponsors and meeting new ones through outreach efforts. So when you're called or receive a letter or e-mail asking for support, please give generously knowing your gift is doubled.



L-R: Lois Frankel, Carolyn Sims, Pam Erhardt, Yu-Lin Kong, Eleanor Beasley, Jessica Wilde, Sheri Betts, Zee Najarian, Mindy Danna, Patti Richardson

Bloom Again Foundation is a 501c3 organization that ensures health equity in the healing process by providing rapid response financial assistance for living essentials to economically vulnerable working women who miss work due to a diagnosis of cancer or other illness.



Every request for funding received by Bloom Again is heartbreaking. It involves a tragic personal or family diagnosis in a family where one or more people work and still live at or near the poverty level. None was more heartbreaking than the one we received from VNA Hospice for the family of Baby Nathalia. At birth, doctors informed her parents that their daughter would not live more than a few hours. Those few hours turned into weeks and then into 2 months and 15 days before she passed away. Nathalia required round-the-clock care, care that her mother wanted to provide, so she could not return to work. The household depended on two incomes. When the social worker from VNA contacted Bloom Again for a grant of \$1,000 to cover one month's rent, the generosity of our donors made it possible to ease this family's grief.

Thank you  
So much for your  
help in this time  
of loss and need.  
You are Angels  
From Heaven.  
Lorey & Miguel  
Garcia

# WHY DONATE TO BLOOM AGAIN?



Since 2008, **Bloom Again** has provided over **\$250,000** in financial assistance to poor working women experiencing medical challenges.

Nearly **150 women** have been awarded **Bloom Again** financial assistance gifts, providing them and their families with living essentials while they recover or care for a loved one.

An average gift from **Bloom Again** is \$1,800. This provides **rent, utilities, and food** for an entire month.



**Bloom Again** has formed strategic partnerships with over 25 community agencies that identify and refer women who meet our criteria for financial assistance.

## DID YOU KNOW...



3 out of 5 low-wage earning, working women receive **ZERO** paid sick days.

Most states (including California) have no programs to help them pay for living essentials such as rent, utilities, food, or gas if they have to miss work due to an illness.



3 out of 5 women who have received financial assistance from **Bloom Again** live with dependent children in the home.

## YOU CAN MAKE A DIFFERENCE

Nearly 1,000 generous and civic-minded people and organizations have already joined with Bloom Again to help women in our community when they need it most. These women work hard to put a roof over their children's heads, food on the table and clothing on their backs. But for them, even one missed day of work due to medical challenges, their own or those of their family, can make the difference between remaining independent and going on welfare or to a woman's shelter. This is where Bloom Again Foundation (and you) come in.



\$100 pays for gas cards for one month, enabling a woman to get to her medical appointments.



\$250 pays for food cards for one month.



\$500 pays for electricity, gas, water and other utilities for two or more months.



\$1,000 pays for rent for one month, keeping a woman and her family in their home.

[bloomagain.org/donate](http://bloomagain.org/donate)

## FOUNDER'S CORNER



On December 12, 2005 I came home from the doctor with the grim news that I was among the one in seven women per day who are diagnosed with breast cancer.

I was determined not to be one of the 108 women per day in the U.S. who die of it.

Having my own business, ample financial resources, and supportive family and friends, I was acutely aware that I was among the fortunate ones. Working women who live at the poverty level can't say the same. For them, even one missed day of work can create a financial catastrophe. It's why I gathered colleagues and friends to help me found Bloom Again Foundation.

On July 8, 2007, the IRS gave final approval to Bloom Again Foundation's application for nonprofit status. In the intervening years we have raised over \$350,000 from generous individual donors, corporate sponsors, grants, and community support. Just since 2008, we have awarded over a quarter of a million dollars directly to women who meet our criteria for funding:

- Have worked within the past 90 days
- Live at or near the poverty level
- Intend to return to work as soon as medically advisable
- Are referred by a strategic partner who is familiar with the woman and her situation

Although we have had to turn down requests that don't meet the criteria, we are proud of the fact that **we have never had to turn a woman away due to lack of funds.** The only way we can continue to help them remain in their homes, with families intact and food on the table is through the generosity of people like you.

***Honor the women in your life who have passed away from cancer and other diseases. Honor the women in your life who are surviving cancer. And honor the one in seven women you know who will one day be diagnosed with a generous gift to Bloom Again.***

*Lois P. Frankel, Ph.D.*

## Bloom Again | New Jersey



Adrienne Supino,  
Christine Rieger,  
Sharon Smallwood  
Standing: Deb Byrne,  
Nathalie Turner, Susan  
Dowden, Nancy  
Gravina, Maureen  
DeFelice, Margaret  
O'Meara, Kelly  
Kachinski

When Christine Rieger, a former teacher, guidance counselor and School Board Member in Shrewsbury, New Jersey, was looking for a way to define the next chapter of her life, her mother told her about a grassroots nonprofit in California looking to expand to the East Coast. After several conversations with West Coast founder, Dr. Lois Frankel, she was convinced this was something that would make a difference in the lives of women in NJ. And it has.

Under the steady hand of Christine, New Jersey Executive Director, the chapter took form, secured a talented and committed board of directors, and in less than a year, held three fundraisers raising over \$20,000. Thanks also goes to Kerry Jefferson of the law firm Morgan, Lewis & Brockius LLP in Princeton, NJ for pro bono assistance with handling the legal documentation necessary to start a non-profit in that state and Christine Duffy, of Pro Bono Partners, for her help in securing legal counsel.

*"We are thrilled with the amount of support we received at each of our events," said Rieger. "I'm glad so many people see the need in our community to help low-income women who become sick with diseases like breast cancer and cannot support their families. Women are often the family foundation and we need to support them as they transition to health."*

## TOP DONORS

Everyone's contribution to Bloom Again is appreciated beyond measure. Whether it's a \$10 monthly recurring donation (of which we receive many!) or a check for \$10,000 from a community sponsor, it makes a difference in the life of a woman when she needs it most. And of course, there are people who donate their invaluable time and talent. We would like to pay special tribute to our donors who have contributed more than \$5,000 each.

### California Wellness Foundation

**Tom Cody**

**Dr. Pam Erhardt**

**Fidelity Investments**

**Dr. Lois Frankel**

**Amy Franko**

**Reba Gonzales**

**Grant Point Bank**

**Intuit**

**Nestle**

**Ralph M. Parsons Foundation**

**Susan Picascia**

**Supervalu, Inc.**

**Tariq Farid Foundation**

**Toyota**

**Union Bank**

**Wells Fargo**



*"I support Bloom Again because everyone encounters medical problems and some people just need a little financial help to get through it. With Bloom Again I know the money I donate gets into the hands of people who need it most. I have so much. It's the least I can do." - Deb Roe*





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*"Grandpoint Bank supports Bloom Again not only because of their mission, but because we know that our money goes directly to women in need and isn't being used to pay for overhead."*

Annette Isaacs, Senior Vice President, Grandpoint Bank

*"I serve on the Board of Bloom Again because I believe in paying it forward to help women let their light shine. I lost my mother to breast cancer, and I know first-hand the impact on the family when 'momma' has to make the difficult decision to put the needs of the household over her own needs."*

Carolyn Sims, Account Director,  
Southern California Edison



*"Bloom Again excites me because they connect directly with local women. They make a difference in people's lives within hours. It's rare to feel my donation will be helping someone tomorrow."*

Tom Henschel



Your Car - Tax Deductible



Could the tax deduction you receive for donating your car to Bloom Again be worth more to you than the trade-in value? Bloom Again now accepts donations of used cars or trucks, working or not, through its partnership with Vehicles for Charity. Just last month Dr. David Ahlm of Glendale, California donated a car that's been sitting in his garage and when it sold Bloom Again received 80% of the profits – a whopping \$2,019! It's really easy. Just go to [www.vehiclesforcharity.org/charities](http://www.vehiclesforcharity.org/charities), type in Bloom Again and complete the form. Someone will call you to pick up your car. If you have any questions, e-mail us at [info@bloomagain.org](mailto:info@bloomagain.org).

## The heart that gives gathers.

- Tao Te Ching



Left photo: Elizabeth R. before her 3rd surgery.

Right photo: Elizabeth's door

## Thank you for giving me my door back.

Elizabeth was working in a medical clinic when she was diagnosed with brain cancer. Within two months she was terminated from her job, endured two surgeries, was over \$3,000 in arrears with rent, and was forced to move with her two young children into one bedroom at her parent's home. All she wanted was a quiet place where she could heal. Your gifts made it possible for Elizabeth to move back into the modest apartment her landlord saved for her, waiving much of the back rent. In giving her the check for future rent, she thanked us for "giving me my door back."

***Please help other women like Elizabeth by donating to Bloom Again today.***

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