

Donor Communications: Year in Review

2021

1,192 touchpoints.

Looking back at 2020, we are proud of what this number represents. Patient confidentiality prevents us from tracking individuals we assist. But we do track each service provided to local breast cancer patients and measure those in touchpoints.

A touchpoint might be a ride to the hospital, or a Chemo Care Bag for a patient just starting chemotherapy. Or it might be a utility payment to keep the lights on when finances during treatment are tight.

Like many organizations, our fundraising efforts were drastically impacted by the COVID-19 pandemic. The cancellation of our largest annual fundraiser, the Step Sisters' Ribbon Run meant that we had to rely more heavily on other streams of income.

Early in the year, we gratefully received funds from the Nation's Newswomen at the DC Newsbash event. In addition, many businesses, organizations and individuals chose to support us through their fundraising and collection efforts. Every bit has helped.

While fundraising was more challenging in 2020, we also found that our services were more in demand, especially in the area of Crisis Funding. Since the start of COVID-19, we have seen a near doubling in requests for housing, utility and food assistance for those experiencing financial difficulties during breast cancer treatment.

To adapt to current challenges, The Step Sisters have shifted funding from services not being utilized due to pandemic protocols (babysitting and house cleaning for example) and increased funding for crisis situations. Other adaptations include:

- A pilot program where we provide fresh produce directly to one of our partner medical centers. Patients then can 'shop' for fruits and vegetables while they are in for their appointments, enabling easy and safe access to fresh foods.
- Conducting a survey and report outlining major challenges faced by breast cancer patients as well as suggestions for best practices to provide support during COVID-19.
- A webinar designed to encourage healthy habits for those undergoing treatment during a pandemic.

As a small organization, we have the flexibility to pivot and quickly meet patient need. But being smaller also means we do need your help.

Here's what you can do:

In 2020 we implemented the ability to make recurring donations, right from our website. No donation amount is too small.

Our organization has been selected as a beneficiary for the inaugural Run the Greenway event on May 1, 2021. Anyone can participate...either as a runner/walker, fundraiser or both. Details can be found below.

Get your company involved. We are happy to suggest teambuilding fundraisers that can be done virtually or, in-person.

Spread the word about who we are and what we do.

Despite the challenging year, we are proud of what we have accomplished, and look forward with optimism that we will continue to be able to support local patients, however we can, whatever their need may be.