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THE PINK FUND
REAL HELP NOW



**ENCORE.ORG NAMES MOLLY MACDONALD, FOUNDER AND CEO OF THE PINK FUND®,
A 2013 PURPOSE PRIZE FELLOW**

BEVERLY HILLS, MI (November 12, 2013) – Encore.org has named Molly MacDonald, founder and CEO of The Pink Fund®, a Purpose Prize Fellow for 2013. The accolade comes to Ms. MacDonald as a result of launching an encore career of helping breast cancer patients in active treatment pay their non-medical bills to avoid financial catastrophe.

In 2005, Ms. MacDonald was between jobs, supporting her five children and aging mother, and paying \$1200 per month for Cobra health insurance. Then she was diagnosed with breast cancer.

Two surgeries and six weeks of daily radiation cured her cancer but derailed her job and ruined her finances. Her home went into foreclosure; her family relied on the food bank to eat.

Angry, frustrated and broke, MacDonald launched an encore career to help women cover their bills during treatment. The Pink Fund launched in 2006 with an unusual fundraiser: an eBay auction of a plaster cast of MacDonald's bust. "Without financial resources, I had to find a creative way to draw attention to the fact that while millions of dollars provide women with free mammograms and billions of dollars going toward research for the cure, very little is done to help the patient in active treatment," she says.

The press picked up the auction, and within days donations began trickling in.

Since then, the Michigan-based nonprofit has helped 245 women in 37 states with up to \$3,000 in direct financial assistance during treatment, covering nonmedical expenses such as health insurance premiums, housing, transportation and utilities. Payments are made directly to the creditors. In the past fiscal year alone, The Pink Fund has made \$250,000 in payments.

MacDonald says of her encore career: "The work I do is life changing for the patients, their families, for me, my team and even my children. I am stunned that in the last third of my life, I am, apart from raising my five children, doing the most important work of my life."

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About Encore.org

Encore.org is building a movement to make it easier for millions of people to pursue second acts for the greater good. We call them "encore careers" – jobs that combine personal meaning, continued income and social impact – in the second half of life. While Encore.org is not a job placement service, it provides free, comprehensive information that helps people transition to jobs in the nonprofit world and the public sector. Civic Ventures, d.b.a. Encore.org, is a 501(c)3 nonprofit corporation.

About The Pink Fund®

While fighting for their lives, many breast cancer patients in active treatment lose their livelihoods. Unable to work, patients often face catastrophic financial losses. The Pink Fund, founded in 2006 by breast cancer survivor, Molly MacDonald, who experienced this herself, provides individuals in active treatment with up to 90 days of financial assistance to cover non-medical expenses, such as health insurance premiums, housing, transportation and utilities. The Pink Fund helps to meet basic needs and decrease stress levels, helping breast cancer patients strengthen their fight to improve survivorship outcomes and quality of life. For more information, visit www.thepinkfund.org.